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## **NEGATIVE CONSEQUENCES OF HUGE VOLUME OF EXCESSIVE PRODUCTION OF TRENDY CLOTHES ON ENVIRONMENT**

Since the 1960s when the fast fashion has appeared our planet has become another place to live and has dramatically changed with its environment, climate and social habits.

We currently live in the time when social media increases everyone's appetite for fashion and newness [1]. Fast fashion is aimed at low prices and speed of delivering of the newest trends from the last catwalk shows. However, this is harmful for our environment. As an outcome of reduced cost and cutting down the time frames, it takes huge spending of resources like water and electricity or damaging soils where the cotton is grown [2].

Over consuming behavior of a purchaser leads brands to produce new stuff every two weeks like Zara or H&M do. That is why the cotton fields are fed with toxic chemicals to increase the volume of raw material and to avoid the loss due to bollworm pest. The hundreds of meters of leather are tanned via hexavalent chrome that is poisonous not only for soils but also for people's health causing cancer, dermatological illnesses and birth defects.

Also nowadays textile dyeing is the second largest polluter of water around the world, after agriculture [2]. In the countries where the garment is produced water wastes are thrown directly into the rivers. At the same time this water is filled with toxic substances such as lead, mercury and arsenic which are terribly bad for people living by those rivers. Afterwards polluted water reaches the ocean spreading world wide. [3]

The most popular fiber in the fashion industry is polyester. It is such a convenient invention of humanity since you can throw the polyester blouse to the

washing machine and obtain the same condition item as before. Unfortunately, whilst it is laundering the microfibers are washing away. That leads to the increasing the volume of plastic in the world Ocean.

These tiny microfibers can easily seep through sewer pipes into the waterways but in case they do not biodegrade, they appear as a huge threat for human and environment. In order to eat, plankton filter water with fiber content, then getting it as food. Making their way up the food chain, these small creatures go to fish and shellfish eaten by us, humans [2].

What can we do to save our planet?

1. Buy clothes made with low water consumption.
2. We might produce and buy clothes better quality to prolong the wearing.
3. Buy less, mend clothes and recycle [3].

To sum up, we should not be silent about such an obvious damaging issue as excessive consumerism. This problem will not disappear without our interference. Suffering nature, polluting soils, water saturation with chemicals, species becoming extinct – we are responsible for all these problems.

Thus as I consider humanity should unite in order to save our one and only planet. And the actions can be provided.

#### REFERENCES

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