

## Keep it Cycling Consultants

<u>Team Member Name</u>	<u>Year</u>	<u>Major</u>
Angie Catalina Aldana	2024	Sustainability Management
Nicolas Marquez Silva	2023	Sustainability Management
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**Topic Title:** Fast Furious Predatory Fashion

**Audience:** Zara Board of Directors

### Sustainable Development Goals

SDG #8: Promote sustained, inclusive, and sustainable economic growth, full and productive employment, and decent work for all.

SDG #12: Ensure sustainable consumption and production patterns.

### Executive Summary

The fashion industry has experienced significant growth, as well as “Fast Fashion” model which aims to produce large volumes of garments and accessories with a noticeably short life span and low price. Besides, it incentivizes the rapid turnover of clothes and repeated purchases by consumers. This phenomenon creates deficient labor conditions and environmental impacts associated with the production and the excess of leftovers generated.

Annually, this industry consumes approximately 93 billion liters of water and produces 63 million tons of garments, 30% of which will never be sold. Another statistic shows that half of the production ends up in the rubbish bin in less than one year. Additionally, the fashion industry is responsible for 8% to 10% of the globe's carbon emissions.

Zara is a fast fashion industry reference model, with more than 200 stores in 52 countries. We believe that Zara can manage its environmental and social impacts by implementing coordinated environmental actions, changing its labor policies, and respecting the actors through its value chain.

We suggest changing the value given to garments and accessories through strategies focused on sensibility, durability, ease of repair, and functionality attributes. At the same time, enhancing the inverse logistic strategies based on an attractive post-consumption policy to customers generates a cost reduction for the producer.

It is needed to transform the “Fast Fashion” model into something that satisfies the consumers' needs without generating new needs. This could be done by working towards a sufficiency business model that focuses on improving the quality and characteristics of the products and transforming the consumption patterns, controlling the increase in volume units and the absurd rotation of trends.