**The High Cost of Cheap Fashion**
**Go Green Inside Your Closet**
**What Does Your "Made In China" Label Mean?**
**Let's Be Fashion Conscious**
**Where Did Your Closet Really Come From?**
**Going Green is the Next Fashion Trend**
**Fast Fashion Out, Sustainable Fashion In**
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Fashion trends are changing faster than we can keep up with. You discover that bomber jackets are in, suddenly every major retailer stocks their shelves with this current fad followed by waking up the next day and it seems they've already moved onto the next on the rise trend. We're all guilty of jumping in on the immensely quick fast fashion trends that have us stuffing our closets full of inexpensive trending pieces to wear in our next Instagram post. But do we ever consider how these inexpensive major retailers are keeping up with the lightning speed trends? Where are all the thousands of retail pieces coming from? And what's really behind that "Made in China" label on your t-shirt?

**Out of Sight, Out of Mind Fashion**
The fashion industry is at fault for being the second most polluting industry in the world, followed by the inhumane working conditions, unsustainable wages, and the secrete factory conditions that major retailers turn a blind eye towards. Producing the trendiest, cheapest and most accessible retail items at the fastest and most effective way doesn't come without paying an ugly price. The major retailers producing these fashion forward pieces are earning billions of dollars by selling heaps of clothing with a low markup price in their stores. The out of sight, out of mind idea of "fast fashion" seems like the best case while consumers get a great deal and companies make billions. No one looks past the completely stocked shelves filled with great deals inside. Although, consumers in the western nations are buying cheap clothes more than ever before and that's why we need to know what's behind the "Made in China" labels on our clothes.

**Everlane - The Radical Transparency Brand**
Everlane is an online clothing retailer creating a name for themselves in the world sustainable of fashion. They've partnered with the best, ethical factories around the world to truly understand where their clothes are coming from and the conditions of how they're being made. Everlane sources only the finest materials and share everything about the item of clothing you're purchasing down to the true cost of every product made and put into the item. They run their brand with a mission of radical transparency sharing how much the true costs behind all products from materials to labor to transportation while offering them without the traditional retail markup. They only offer products made of exceptional quality from ethical factories, making the decision of putting on a T-shirt that much easier for their consumers. Unlike major "fast fashion" retailers, Everlane doesn't revolve around trends; they want you to wear their pieces for years and even decades to come. Their line 100%

Human has succeeded and been worn internationally in support of pride month and the LGBQT community. This collection is a reminder to their consumers and the fashion industry that no matter Gay, Bi, Lesbian, Queer, Trans or Non-binary that we are all 100% human. We as humans can make a difference in the fashion industry footprint, we are 100% human.

**Let's Do Our Share**

Not everyone is able to completely renovate their entire closet with updated, fashion-sustainable, eco-friendly pieces. Fortunately, investing in green fashion brands isn't the only way to keep your closet green. We're taking the saying "sharing is caring" very literal in terms of being aware of your consumer footprint and the effects you're making on the fashion industry. The world of thrift shopping has opened consumers' eyes at the endless opportunity of recycling consumer friendly priced clothing without the cost of supporting the ugly truth of fast fashion. Thrift shopping has created an ageless, slow fashion trend meaning the excessive production of fast fashion retail doesn't need to occur to keep this industry in business. Do your share and invest in timeless pieces before you consider becoming a part of the fast fashion footprint. Just think, how much would you be willing to pay knowing your clothes are being produced in an ethical manner? Let's keep our outfits ethical.