

ESSF glossary:

Fast Fashion

A business model based on producing large quantities of cheap clothes very quickly to follow the latest trends (e.g. Zara, Massimo Dutti, etc.)

Ultra Fast Fashion

An even faster version of fast fashion where new products are added daily or weekly, often at extremely low prices. (e.g. Shein, TEMU, etc.)

Sustainable Fashion

Fashion that tries to reduce negative environmental and social impacts through ethical production, responsible consumption, and longer product life.

Upcycling

The process of transforming old or unwanted materials or clothes into new products of better quality or value.

Circular Economy

An economic system that aims to reduce waste by reusing, repairing, recycling, and keeping products in use for as long as possible.

Landfill

A place where waste is buried in the ground. Large amounts of discarded clothing end up in landfills every year.

Textile Waste

Unwanted or discarded clothing and fabric materials that are thrown away instead of reused or recycled.

Carbon Footprint

The total amount of greenhouse gases produced by a person, product, company, or activity.

Ethical Fashion

Fashion produced in ways that respect workers' rights, fair wages, and safe working conditions.

Greenwashing

A marketing strategy where a company appears environmentally friendly without making real sustainable changes.

Swap Shop

A place or event where people exchange clothes instead of buying new ones, encouraging reuse and reducing textile waste.

Overconsumption

Buying or using more products than necessary, often leading to waste and environmental damage.

Supply Chain

The entire process involved in producing and delivering a product, from raw materials to the final customer.

Fair Trade

A system that promotes better prices, fair working conditions, and sustainable practices for producers and workers.

Erasmus+

The European Union programme that supports education, training, youth, and international cooperation projects.

TCA (Training and Cooperation Activity)

An Erasmus+ activity designed to help organisations meet partners, exchange ideas, and develop international projects together.