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# MARKET FACTS!

MARKET FACT #406

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# 1.3B

**new items of CLOTHING are  
produced each year by Shein.**

**DATE:** November 21, 2024

**COMMENT:** Fast Fashion is here and it's a CHAOS: "Gap produces around 12,000 NEW items every year. H&M produces around 25,000. And Zara produces 36,000 new pieces of clothing. EVERY YEAR." – [SOURCE: Netflix: Buy Now Documentary \[ 09:40min \]](#). Do you know where all these pieces of clothing go? Do you have an idea? That's right: GARBAGE. PS: Remember landfills? About [85% of ALL TEXTILES thrown away in the U.S. end up in a landfill or incinerated](#). And [10,000 landfills in the U.S. closed \(!\)](#). With that many new clothing items being produced, landfills cannot recycle them nor handle the volume of clothing. It all ends up in overfilled landfills eventually.

# ***A MESSAGE FOR BRANDS***

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