**Texas State University, Graduate Team**

**Member Information**

**Name Year Major**

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**Advisor:** Carrie Crisp, Jonathan Lollar

**Topic:** Zara and the Ethics of Sustainability in Fast Fashion

**Division:** Graduate

**Audience:** Zara’s Board of Directors

**Presentation Outline:**

1. Introduction to the problem of waste in fast fashion
2. Legal components regarding honest labeling methods
3. Financial benefits of using sustainable materials
4. Benefits of making ethical business choices
5. Concluding Remarks

**Executive Summary**

1. Introduction: Fast fashion refers to a new model in the fashion industry. It expresses the idea of producing more product at a cheaper price. Previously, there were four fashion seasons a year. Now, there can be up to 52. This is causing an increase in waste. Clothing goes out of style at a faster rate. Less durable and cheaper clothing is consumed at a high rate and then disposed of. Inditex is one of the world’s largest fashion retailers. One of their brands, Zara, is a major player in the fast fashion world. Zara needs to commit to their policies regarding the reduction of waste. Additionally, they must commit to making better, longer lasting, and more environmentally responsible clothes. We propose they do this by using recyclable fabrics and better-quality materials.
2. Legal: Labelling fabric type is required by law. False and deceptive labelling practices are prohibited. To avoid liability and to prove their devotion to sustainable clothing Zara should adopt a labelling method such as ones that are used in Europe to show where their clothes come from and how they were made.
3. Financial: In order to fulfill the pledges of its their mission statement and meet the demands of the emerging conscientious consumer market that Zara is targeting, Zara must transition to exclusive use of sustainable materials such as Tencel and Refibra. This will produce immediate returns and continue to increase profits as Millennials and members of Generation Z gain financial capital in the marketplace.
4. Ethical: There exists motivation for Zara to act ethically in regard to the environment. Acting ethically will benefit Zara in three ways. It will preserve their strong character, allow them to avoid moral outrage, and preserve our communities. The perception of Zara’s character, potential moral outrage, and a flourishing community are all tied to the company’s ethical and financial growth.