

ABSTRACT

REPRESENTATION OF THE ADVERSE EFFECTS OF FAST FASHION DENIM IN PHOTOGRAPHY

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Fast fashion, especially denim products, has turned out to be one of the major environmental hazardous in the modern era. The mass production system that is not eco-friendly along with the consumerist culture of the people is creating serious ecological effects such as the stacking of textile wastes, water pollution, and the increasing of carbon footprints. This study uses an artistic photography approach to highlight the environmental issue, by upcycling discarded denim as a main material for creating the fashion work. With the help of the conceptual photography technique works displaying models with recycled fashion clothes in abandoned industrial settings, the work presents a sharp contrast between the beauty of fashion and the reality of environmental damage it causes. As no more than an artistic expression, this project also functions as an effective visual education medium to raise the public's awareness of the need for responsible fashion consumption. The research results are expected to not only be a catalyst for the transformation of consumer behavior but also provide a new perspective in the search for innovative solutions to the problem of the sustainable textile waste.

Keywords: fast fashion, denim waste, sustainable fashion, photography.