

ABSTRACT

The fast fashion industry emphasizes rapid and mass production of the latest fashion trends at relatively low prices and causes an increase in textile waste that has a negative impact on the environment. This study aims to raise awareness of the potential dangers of fast fashion to the environment, create access and provide information media in the form of zines to young people. The method used is a qualitative approach with a descriptive method and the data obtained is analyzed using a matrix tool. The results of this study are educational zines that contain attractive, creative visuals and informative narratives about the impacts of fast fashion. This zine is expected to be an effective information media in educating the public, especially young people in the city of Bandung to be wiser in consuming fashion.

Keywords: *Fast Fashion, Zine, Textile Waste, Environment.*