

Thrift Economy: Why Gen Z Prefers Second hand Over Fast Fashion

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Abstract: *The thrift economy has gained significant momentum in recent years, with Generation Z at the forefront of this shift toward second hand shopping. Rejecting the fast fashion industry's environmental and ethical drawbacks, Gen Z is embracing thrifting as a sustainable, affordable, and stylish alternative. This trend is driven by growing awareness of fashion's ecological impact, economic constraints, and a desire for unique self-expression. Online resale platforms like Depop and ThredUp have further accelerated this movement, making pre-owned clothing more accessible. Additionally, thrifting aligns with Gen Z's values of ethical consumption, as it reduces textile waste and minimizes support for exploitative labor practices. While challenges such as rising thrift store prices and corporate greenwashing persist, the secondhand market continues to expand, reshaping the future of fashion. This paper explores the key factors behind Gen Z's preference for thrifting and its implications for the broader retail industry.*

Keywords: Thrift economy, Gen Z, secondhand fashion, sustainable consumption, fast fashion, ethical shopping, circular economy

