*How fast fashion has changed our society and trends on TikTok.*

*With academic articles*

*In a society, where fashion trends come and go quicker than ever, clothing stores need to make and sell more pieces than ever to keep up. The world's biggest fast fashion brands like ZARA and H&M have been on the top of the list for over a decade according to the industry ranking website fastretailing.com. In the era, where online shopping has become a part of our everyday lives, there has been a new generation of online fast fashion stores, where you can only shop online for extremely low prices, like Shein and Zaful.*