Ethical fashion

Start thinking
1. How often do you buy new clothes?
2. Where do you buy most of your new clothes?
3. What do you do with your old clothes?

Comprehension check

1. Watch the video clip and choose the correct answers.

1. Why aren’t most London Fashion Week clothes bought by ordinary British people?
   a. They’re designed in other countries
   b. They’re too average
   c. They aren’t practical or cheap enough
   d. They aren’t outrageous enough

2. What happens to most ‘fast fashion’ clothes?
   a. They’re thrown away
   b. They’re exported to developing countries
   c. They’re sold in markets
   d. They’re recycled

3. Where do Junky Styling have a shop?
   a. North London
   b. South London
   c. West London
   d. East London

2. Watch again and match the words (1–8) to (a–h).

1. fashion  a. sites
2. high   b. fashion
3. working  c. wage
4. fast   d. street
5. landfill  e. show
6. shirt   f. label
7. fair   g. conditions
8. designer  h. collars

3. Watch again and complete the sentences with the words from the box.

| disposable | poor | average | developing |
| social | wealthy | exciting | outrageous |

1. People go to fashion shows to see ______ new clothes collections.
2. The ______ British shopper won’t buy the clothes they see.
3. The clothes on the catwalk are often too ______ to wear every day.
4. Fashionable clothes can have a negative ______ impact.
5. The working conditions in some countries are ______.
6. ______ countries import the clothes and sell them at a low price.
7. The clothes are so cheap that people think they’re ______.
8. A lot of old clothes are sold to ______ countries.

4. Match the questions (1–7) to the answers (a–g).

1. __ How often are fashion shows held?
2. __ Why don’t most shoppers in the UK buy the clothes on the catwalk?
3. __ When do fashionable clothes cause problems in the world?
4. __ How can we reduce the number of clothes we throw away?
5. __ What have the clothes made by Junky Styling all got in common?
6. __ Where do the Junky Styling designers show their collections?
7. __ What are clothes that have been ethically produced?

   a. Because they aren’t cheap enough.
   b. They’re all made from recycled clothes.
   c. Several times a year.
   d. At the ‘Estethica’ exhibition at London Fashion Week.
   e. By buying fewer clothes and recycling old ones.
   f. They are clothes made by people who earn a fair wage.
   g. When they’ve been made in countries where the working conditions aren’t very good.

5. Complete the summary with the words from the box.

Junky Styling was started by two friends who take a ______ approach to fashion. They own a ______ boutique in an ______ area of London, where they sell ______ items of clothing that have been made from ______ clothes. Some of their clothes are ______ enough to wear to a dinner party. Others are more ______ and suitable for everyday wear. Because of companies like Junky Styling, London is now considered to be one of the most ______ fashion capitals in the world.
Language check

6 Rewrite the sentences using the words in brackets.

1 That jacket is so cool. (such)

2 You own a lot of scarves! (so)

3 That’s such a sophisticated dress. (so)

4 This shirt is too small. (big)

5 That hat is so outrageous. (such)

6 This skirt isn’t short enough. (long)

7 That’s such a stylish suit. (so)

8 That coat is too expensive. (cheap)

7 Complete the sentences with the correct passive form of the verb.

1 In the UK, around two billion kg of clothes ________ (throw away) every year.

2 Old clothes which are exported to developing countries ________ (sell) in markets in the future.

3 Junky Styling ________ (start) by two friends in 1997.

4 All of those dresses ________ already ________ (buy), so you won’t be able to get one.

5 In future, more and more clothes ________ (produce) ethically.

6 The ethically-produced clothes in the shop ________ (not design) by Junky Styling.

7 The people who are making these clothes ________ (pay) a fair wage.

8 London ________ (consider) to be the most environmentally-friendly fashion capital.

Talk about it

8 In pairs. Think about fashion in your country. Ask and answer the questions.

- Do you follow fashion?
- What are your favourite clothes?
- Have you got many clothes that you don’t wear any more? Why?
- Have you ever bought second-hand or recycled clothes? Why?

> A I like fashion, but I don’t often buy new clothes because they’re too expensive.
B Neither do I. But I sometimes buy hand-made clothes from market stalls.

Extension

9 In pairs. Look at photos A and B and answer the questions.

Photo A

1 What item of clothing can you see in the photo?
2 What is special about it?
3 When do people usually wear them?
4 What do you like wearing when you go out?

Photo B

1 What item of clothing can you see in the photo?
2 What is special about them?
3 When do people usually wear them?
4 What do you like wearing at home?