Reading – Unit 5 – 3 ESO

Ethical brands

As more people become concerned about the ethics of the clothing industry, a growing number of companies are being set up which produce and sell ethical clothing. Our fashion editor reviews three popular brands.

People Tree

The company was founded in 2001 and aims to provide attractive and desirable fashion while at the same time trying to improve the lives of the clothing producers in developing countries. The clothes are made in several developing countries, and they are stylish and fashionable, but always practical. The company has won several awards, including the Reveal Magazine Best Ethical Style Award in 2010.
We recommend: There are some beautiful hand-knitted hats and scarves. Great if you want to brighten up your look. The clothes are quite expensive, but it's worth looking out for reductions at the end of each season.

Pants to Poverty

This company was set up by a group of young people in 2005 following a speech by Nelson Mandela in London in which he called for the world to 'make poverty history'. Their response was to create a range of attractive and practical underwear for men and women. The garments are produced in India, and the company aims to be environmentally friendly as well as ethical to its workers. The factories are carbon neutral, so they don't contribute to problems such as global warming. Only organic cotton and natural dyes are used, and the production process is being improved so that less water is used. The company also pays its workers enough to live comfortably, and a percentage of all profits goes to charity. The underwear was initially sold in England but is now sold in over 20 countries worldwide.

We recommend: We love them all – they're bright and colourful, with fun designs. More expensive than pants in other high street shops, but good quality.

Komodo

The company was established in 1988 with the two aims of providing a fair deal to the people who make our clothes and helping the environment. The clothes are all made from natural fibres. including cotton, silk and some less traditional materials such as Tencel, a natural fibre made from trees. The clothes are both plain and patterned, and most of the styles are quite simple. Colours tend to be fairly neutral greys, browns and dark blues. They also offer a range of ethical shoes, made from natural fibres. The soles of all their shoes are made from recycled rubber from car tyres, so by buying a pair you're helping reduce the number of old car tyres that are put into landfill sites.
We recommend: The shoes are fantastic – check out the patterned sneakers – colourful and great value.

LIVEWORKSHEETS

1. Read the magazine article about ethical fashion. Write the correct brand next to each statement. Write *PT* (People Tree), *PTP* (Pants to Poverty) or *K* (Komodo). **Lee el artículo. Escribe al lado de cada oración *PT* (People Tree), *PTP* (Pants to Poverty) o *K* (Komodo).**

a) The brand produces fashionable underwear. ___

b) Some recycled materials are used in the products. ___

c) Some of the money that the company makes is given away. ___

d) The company has received some awards for its clothes. ___

e) The clothes are made in more than one country. ___

2. Read the text and choose the correct answers. **Lee el texto y escoge la respuesta correcta a cada pregunta.**

1. **The clothes from People Tree …**
   a. are a bit impractical.
   b. are not very colourful.
   c. are sometimes sold at reduced prices.
2. **Pants to Poverty …**
   a. was created following a speech by a famous person.
   b. makes underwear and other clothes.
   c. only makes clothing for women.
3. **The clothes from Pants to Poverty …**
   a. are all made from organic cotton.
   b. are cheaper than high street brands.
   c. are not good quality.
4. **Clothes from Komodo …**
   a. are all in bright colours.
   b. use some unusual natural fibres.
   c. are too expensive.
5. **Shoes from Komodo …**
   a. use materials that come from landfill sites.
   b. are not too expensive.
   c. are made of rubber.

LIVEWORKSHEETS