READING 10th Form

Alternative Fashion Week

Are you interested in fashion but think that only the rich and famous can get in to watch a fashion show? Are you a young designer with lots of ideas but nowhere to show them? Then Alternative Fashion Week is for you. There are fifteen shows every day and an audience of up to 10,000 people for each one. This means there are opportunities for everyone.

Alternative Fashion Week takes place in Spitalfields Market in London. Twenty years ago, Spitalfields was a poor area and there was nothing to do there. Today it is one of the most exciting parts of the city, full of galleries and shops.

Anyone can show their designs during Alternative Fashion Week. The aim of the show is not to make large amounts of money or to attract film stars. The aim is to experiment and take risks. Many young designers work without much money, using whatever bits and pieces they can find. However, these low-cost designs are often more exciting than the designs produced by million-dollar design studios. Of course, no one wants to stay poor forever and many designers have used the fashion week as a way of becoming rich and famous.

It isn't only the designers who are new. Anyone can apply to be a model at the shows: the young and the not so young. The people who are chosen attend a free six-week modelling course before the show. The organisers of Alternative Fashion Week are committed to having healthy, natural-looking models. They don't want the models to be too thin, and they believe the 'size zero', skinny look is unhealthy and a bad influence on women and girls.

Finally, Alternative Fashion Week is an environmentally friendly occasion. Designers are encouraged to use recycled materials in their designs. They should also use ethically sourced materials. These are materials which are produced by people who are paid well and looked after by their employers, not just in Britain but wherever they are in the world.

Decide if the statements are true (T) or false (F). Write only T or F

1. Alternative Fashion Week is for people who are not very interested in fashion.
2. Spitalfields has changed a lot in the last twenty years.
3. The designers at the show don't want to get rich.
4. The organisers choose the models for the show at the end of a course.
5. The organisers don't want their models to look like normal fashion models.
6. The designers at Alternative Fashion Week should use only British materials to make their clothes.

LIVEWORKSHEETS