

Information Video: Fashion Influencers

WHILE YOU WATCH

1 Answer the questions about Pip Jolley. Use one word.

- 1 What social media platform does she use? _____
- 2 What type of pet does she have? _____
- 3 What is the subject of tutorials she has given? _____
- 4 How does she describe her personality? _____
- 5 How does she describe the typical feedback she receives? _____



2 Circle the correct answer.

- 1 Pip posts because she enjoys **trying / making / sharing** things with other people.
- 2 One way Pip suggests consuming fewer clothes is to **choose one style / restyle items / donate to second-hand shops**.
- 3 Two problems that Pip mentions with vintage clothing are the high cost and the limited range of **shops / sizes / brands**.
- 4 Pip feels she is supporting the fashion industry by **promoting second hand shops / protecting mainstream fashion / educating consumers**.
- 5 Pip gets paid by a brand if she **buys / agrees to promote / sells** one of their products.

AFTER YOU WATCH

3 Pip says, "We are all influencers really, just at different levels." What are some examples of this in your own life? Upload a video into the classroom flip grid.



4 Look at the charts below showing clothing sales and clothing utilisation (number of times clothing items are worn) between 2000 and 2015.

- 1 Look at the first chart. What do you notice about sales in those years?
- 2 Based on the second chart, what trend do you notice regarding how often a new item of clothing is worn?
- 3 Based on the charts, what conclusions can you make about fast fashion?

