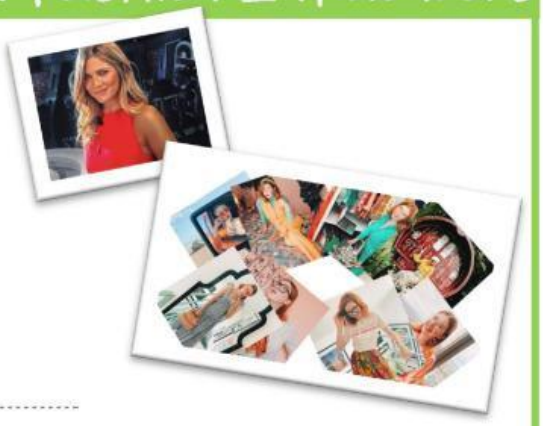
Information Video: Fashion Influencers



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

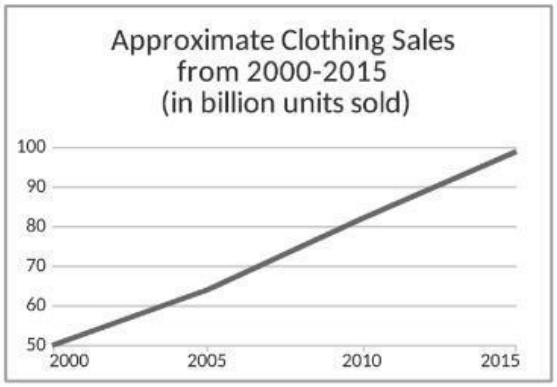
3 Pip says, "We are all influencers really, just at different levels." What are some examples of this in your own life? Upload a video into the claasroom flip grid.

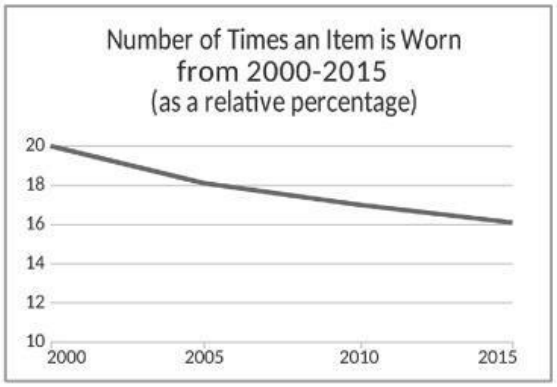
4 Look at the charts below showing clothing sales and clothing utilisation (number of times clothing items are worn) between 2000 and 2015.

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?





LIVEWORKSHEETS