

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?

