3.3 Reading and Vocabulary

Trends in fashion

1 Match the sentence halves.

1 [b] Many young
2 [ ] Is that a new
3 [ ] One way of reducing waste is clothing
4 [ ] Many high
5 [ ] I like to keep up with the latest key
6 [ ] I don't always follow fashion; I like to have an individual
7 [ ] These trainers are made from ethical
8 [ ] Make clothes your own by adding new

a rental, where you rent clothes for a few days.
b ~~designers these days are experimenting with new types of materials.~~
c trends in fashion.
d look with the clothes I wear.
e features such as zips or pockets.
f outfit? It looks great!
g street stores sell clothes that celebrities wear.
h materials.

2 Read the article quickly. What is it about? Choose the correct answer.

a where to buy clothes
b creating an individual look
c using fashion to make a change

3 Read the article again. Complete the article with sentences a–g. There are two extra sentences.

a This is because they want to show they care about the wider environment.
b This was the start of a more modern way of expressing your beliefs.
c More recently, vegan fashion companies have replaced animal products with plant-based alternatives.
d They were very popular with both men and women at the time.
e And this isn't just a modern trend.
f People can express their beliefs and values in other ways too.
g The clothes you wear might also help to change the industry.

Fashion, beliefs and values

Speak to anyone in the fashion industry and they'll tell you that fashion is so much more than just the clothes you wear. Key trends in fashion are often not just about creating an individual look, but also about expressing your beliefs and values. [1]___ For example, in seventeenth-century England, men chose to wear short, colourful suits with new features as a political statement against the more traditional politicians of the time.

Across the Atlantic, during the American Revolution, many women chose to avoid buying British products and many groups formed to make their own clothes to show their support for America. [2]___ That's to say making choices based on how and where clothes are made rather than just what they look like. For example, people who care deeply about animal rights have, for a long time, talked about avoiding the use of animal materials in clothes and have protested against fur coats or the use of leather in shoes. [3]___ One example of this is piñatex, a leather alternative made from pineapple leaves. By choosing a new outfit made from more ethical materials such as this, people are able to express their beliefs through the clothes they buy in a less direct, but equally important way.

Consumers are also choosing clothes made through sustainable processes. [4]___ So they choose to buy from companies that respect it. These include companies that cut material in certain ways to avoid waste; or companies that use techniques which apply 100% of the dyes to colour clothes so that nothing is thrown away.

But it's not just about supporting companies that have ethical or sustainable production processes. [5]___ One example of this is avoiding high street stores and buying second-hand clothes. Or simply choosing new clothes because of how long they will last, to avoid having to replace them and producing more waste. Whatever people's reasons are, it's clear that the decisions we make when buying clothes can be powerful statements about what we believe.

I can understand an article about new trends in fashion.

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