WHO'S IN A HURRY?

1. Fast fashion is yet another trend impacting the way people choose to spend.

2. If eating out isn't in the budget, why not try fast casual?

3. Shopping for the latest trends or eating at a popular restaurant is fun, but it shouldn't break the bank.

4. Cost-per-wear on fast fashion items is high.

5. You may think fast-fashion clothing is a great deal, but it's really not—not when you factor in something called the "cost-per-wear."

_____ (a) Fast-casual dining isn't as fancy as a traditional, sit-down restaurant, but it offers a higher standard of dining than fast-food restaurants do. So you get to dine out without the high impact on your wallet. The idea originated in the early 1990s, but it didn't become all that popular until the 2000s. It's a growing trend, even in places that have suffered a recession. That's likely because it fulfills all the basic needs of today's consumer: the food is reasonably healthy, the cost is moderate, and it's trendy. So trendy, that even if everyone had tons of money, they'd probably still eat fast casual once in a while.

_____(b)Like fast casual, fast fashion appeals to consumers' needs—it's marketed toward people who love fashionable clothing but don't want to pay ridiculously high prices. High-fashion brands are trendsetters that are unique and exclusive. Fast fashion uses these brands' exclusive styles but offers the clothing at a much lower price.

_____(c) Cost-per-wear tells us the value of something beyond the price tag. For example, if you buy a pair of shoes for $30 and only wear them once, that's a cost of $30 per wear. If you buy a pair of shoes for $150 and wear them every day for a year, that's a cost of less than $1 per wear.

_____(d) Because the clothes are made of cheap material, they're easily ruined. If you're replacing your clothing frequently due to wear-and-tear, you won't be saving any money. Another reason is that the low price point causes many people to make one-off purchases, meaning they're buying things to wear only to special events. If you only wear something once, you're not getting good cost-per-wear. If you're looking to become a smarter shopper, cost-per-wear is a great way to evaluate how economical your purchases are.

_____(e) If you were a movie star, you could buy whatever you wanted. But until you find a golden ticket or figure out how to grow money on trees, if you want to save money, you'll have to pay attention to how you're spending it!

LIVEWORKSHEETS