

# Fashion Forward: A Vocabulary Guide



Social media platforms shape modern trends and consumer habits.

In a world driven by social media, fashion and trends change in the blink of an eye. Understanding the language of this fast-paced culture is key. This guide will introduce you to essential terms that will help you decode the world of modern style and consumerism.

## Key Vocabulary

**Trend:** A general direction in which something is developing or changing.

**Influencer:** A person who can influence potential buyers by promoting items on social media.

**Brand:** A type of product made by a particular company under a particular name.

**Viral:** Information that spreads rapidly and widely across the internet.

**Limited Edition:** An item produced in a small quantity for a short time.

**Advertisement:** A public notice or announcement promoting a product or service.

**Consumer:** A person who purchases goods and services for personal use.

**Campaign:** A series of activities to achieve a goal, like promoting a new clothing line.

**Unique:** Being the only one of its kind; unlike anything else.

**Outdated:** No longer modern or fashionable.

## Match It Up!

Directions: Match each vocabulary word with its real-world example. Write the correct letter in the blank.

1. Trend
2. Influencer
3. Brand
4. Viral
5. Limited Edition
6. Advertisement
7. Consumer
8. Campaign
9. Unique
10. Outdated

- A. A funny TikTok video about a new jacket that gets millions of views.
- B. A special sneaker release with only 100 pairs made available worldwide.
- C. A style of wide-leg jeans becoming popular this season.
- D. A one-of-a-kind, handmade dress from a local designer.
- E. Anyone who buys clothes at the mall or online.
- F. An Instagram creator showing off their new skincare routine.
- G. A commercial on TV for a new perfume.
- H. Flip phones from the early 2000s.
- I. Companies like Nike, Gucci, or Zara.
- J. A series of posters and online posts for a summer clothing line.

# Part B: Speaking Practice

**Directions:** Work with a partner. Use the prompts and sentence frames below to have a conversation about fashion trends in Thailand.

## Student A

Start by asking:

"What do you think is a really **mainstream** brand right now? Why is it so popular?"

Then, respond to Student B:

"Definitely [Platform Name]. It's where you see the most **fashion-forward** looks."

## Student B

Respond to Student A:

"I think [Brand Name] is very **mainstream** because its style is **voguish** and many **trendsetters** wear it."

Then, ask Student A:

"Which social media has the biggest **influence** on trends?"

## Extension Questions

1. Who is a Thai celebrity you consider a major **trendsetter**? Describe their style and **influence**.

2. Do you prefer to follow **mainstream** fashion or develop your own unique style? Explain your choice.

### Self-Assessment: Vocabulary Check-in

On a scale of 1-3, how confident are you using this vocabulary? Circle one.  
(1 = Still learning, 2 = Getting comfortable, 3 = Very confident)

1

2

3

Which word is most challenging for you?