

Fast Fashion

¹ The phrase *fast fashion* describes the trendiest clothes available at the lowest prices. The prices are low because the stores want their customers to return very soon—maybe even the next week—to buy more of the newest fashions. Some of these fast fashion stores display new clothes weekly or even twice a week!

² In the traditional fashion industry, new styles come out four times a year. This schedule follows the four seasons: spring, summer, fall, and winter. In the fast fashion industry, a new “season” happens every month or so. Fast fashion makes a lot of money because there are more selling seasons within one year.

³ One important reason why fast fashion is less expensive than traditional fashion is that the quality is worse. A trendy shirt from a fast fashion store doesn't need to last for years because it won't be stylish next season. Trendy clothes usually won't last because the materials used to make them are cheap and not

as good quality. For example, in a fast fashion store, you are more likely to find a sweater made of acrylic, a synthetic material, than wool.

⁴ Some people think fast fashion is good because it means they can buy stylish clothes at low prices. Others disagree. They think that fast fashion creates a lot of waste. Since the early 2000s, when the fast fashion trend started, the production of clothes has doubled. Now people are buying more clothes, and are wearing them for shorter amounts of time. This means clothes are thrown out because clothes that aren't good quality can't be given to someone else.

⁵ Finally, clothing manufacturing can be bad for the environment. Producing many materials, even natural ones such as cotton, requires huge amounts of water. Making synthetic materials can involve oil and other chemicals which can cause pollution.

And dyes used to color clothes are also a source of pollution.

⁶ Before buying the latest fashions, customers should read about their favorite clothing brands online. There is information available about which clothing makers are more responsible than others.

▼ Fast fashion has new seasons as often as once a month.



B Read the article. Write **T** for *true* or **F** for *false*.

1. Fast fashion is stylish and inexpensive.
2. You can find new clothes at fast fashion stores every month or so.
3. Fast fashion and the traditional fashion industry have the same seasons.
4. Usually fast fashion clothes aren't the best quality.
5. Fast fashion goes out of style quickly.
6. Some people like fast fashion because of the high-quality clothes at low prices.
7. Some people don't like fast fashion because it's traditional and old-fashioned.
8. As a result of fast fashion, more clothes are being produced.

C What do the sentences describe? Write **F** (fast fashion) or **T** (traditional fashion).

- _____ 1. Trendy clothes that are stylish right now.
- _____ 2. There are new clothes in the store every spring, summer, winter, and fall.
- _____ 3. The clothes are made from the best materials.
- _____ 4. The clothes aren't made to last a long time.
- _____ 5. The prices usually aren't low.
- _____ 6. People can buy more of this fashion because the clothes are cheap.
- _____ 7. This kind of fashion became popular about 20 years ago.

D Match the paragraph number (1–6) with the main idea.

- _____ a. The good and bad points of fast fashion
- _____ b. Fashion seasons
- _____ c. How customers can learn about brands
- _____ d. An explanation of fast fashion
- _____ e. Clothing manufacturing and the environment
- _____ f. The quality and materials of fast fashion