



### Gen Z Discards Social Virtue for Fashion

Young people in Generation Z are among the most socially progressive and environmentally \_\_\_\_\_ individuals of any demographic group. Yet Gen Z'ers seem to have a habit they can't \_\_\_\_\_: buying fast-fashion, which is one of the world's most polluting industries and is linked to human rights \_\_\_\_\_.

Generation Z refers to people born between 1997 and 2012. And fast-fashion is a grouping of clothing brands \_\_\_\_\_ for making items cheaply and paying workers a pittance. Most of \_\_\_\_\_ exploited workers are in the global south.

A 2020 Vogue Business Survey of 105 members of Generation Z found that more than half reported buying most of their clothes from fast-fashion brands, \_\_\_\_\_ other data suggests that Gen Z'ers are among the most \_\_\_\_\_ consumers. Indeed, the market research firm Mintel found that 64% of British 16- to 19-year-olds \_\_\_\_\_ buying clothes they have never worn, compared with 44% of all adults surveyed.

Experts who've studied this \_\_\_\_\_ say the pressure on young people to remain stylish seems to \_\_\_\_\_ social and political beliefs. Gen Z'ers "all agreed that they thought of \_\_\_\_\_ as conscious consumers, but on the other hand, they were incentivised to buy more and consume more because of the need to stay trendy," Malthe Overgaard, a \_\_\_\_\_ researcher at Aarhus Business School, told The Guardian news outlet.

From: The Juice

ABUSES	ADMIT	BREAK
CONSCIOUS	CRITICIZED	FORMER
HOWEVER	LATTER	OUTWEIGH
THEM	THEMSELVES	THOSE
TREND	WASTEFUL	WHILE