Fast Fashion

Environmentalists are getting more worried about the effects of fast fashion on the environment. Fast fashion is the mass production of clothes at a low cost. They are put in shops and online quickly to create a high demand. Manufacturers make 100 billion items of clothing every year. This is expected to grow by 60 per cent by 2030. The fast fashion business model is having a negative effect on the environment. Many of the clothes end up in landfills and are not recycled. Another negative effect on the environment is caused by the chemicals used to make the clothes. These cause health problems for people working in clothes factories. There are reports children make many of these clothes.

The way people are buying clothes is adding to the problem of clothing waste. Many years ago, people went to stores and tried clothes on. People took more time and thought more carefully before they bought clothes. They also wore them for longer. Today, people order cheap clothes on the Internet and if they don't like them, they send them back. Some people say this is causing a throwaway society. Some people buy clothes and never even wear them. The German media company Deutsche Welle wrote: "Every year in Europe, four million tons of clothing end up in the trash. Less than one per cent of this is recycled." It seems the fashion industry is not so sustainable.

True/False

1. Fast fashion involves the production of clothes at a high cost.
2. Manufacturers produce 100 billion items of clothing each year, and this is expected to decrease by 60% by 2030.
3. The fast fashion business model has a positive impact on the environment.

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4. Many clothes from fast fashion end up in landfills and are not recycled.
5. The chemicals used to make clothes in fast fashion have no negative effects on the environment or the health of workers.
6. Reports suggest that children are involved in the production of many clothes in the fast fashion industry.
7. In the past, people used to take more time and think more carefully before buying clothes.
8. Today, people often order cheap clothes online and rarely return them.
9. The current way people buy clothes contributes to the issue of clothing waste.
10. According to Deutsche Welle, more than 90% of clothing waste in Europe is recycled.

Multiple Choice Activity:

1. What is the primary concern of environmentalists in the text?
   - a) High cost of clothing production
   - b) Effects of fast fashion on the environment
   - c) Slow growth of the fashion industry
2. How many items of clothing do manufacturers produce every year, according to the text?
   - a) 60 billion
   - b) 100 billion
   - c) 150 billion
3. What is a negative environmental impact mentioned in the text related to fast fashion?
   - a) Efficient recycling of clothes
   - b) Landfill accumulation of clothes
   - c) Decreased demand for cheap clothes
4. What health issues are caused by the chemicals used in clothes production, as stated in the text?
   - a) No health issues
   - b) Health problems for factory workers

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- c) Improved health for consumers

5. How has the way people buy clothes changed over the years, according to the text?
    - a) People spend more time in stores
    - b) People order clothes online and if they don't like them return them
    - c) People buy fewer clothes
6. What term is used to describe the current buying behaviour contributing to clothing waste?
    - a) Sustainable
    - b) Thrifty
    - c) Throwaway society
7. According to Deutsche Welle, what percentage of clothing waste in Europe is recycled?
    - a) 10%
    - b) Less than 1%
    - c) 50%
8. What conclusion can be drawn about the sustainability of the fashion industry based on the text?
    - a) It is highly sustainable
    - b) It is not sustainable
    - c) Sustainability is not mentioned in the text

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