

FAST FASHION

Put the essay in order



The paragraphs below are from an essay about fast fashion.

1. Read the four paragraphs.
2. Put them in the correct order (1–4).
3. Write your order in the boxes.
4. Be ready to explain your choices.

A

One disadvantage can be that the designs are not original; they are copied from the fashion shows of famous designers, which people should be discouraged from doing. Another disadvantage is that the clothes are usually made very cheaply, which can mean that the quality is poor and that the people who make the clothes are not well paid. This can give the companies a negative image.

B

One advantage is that it allows customers to buy very up-to-date, fashionable clothes. Another major positive is that there is a greater variety of clothes in the shops. This means that a smaller number of each item of clothing is made, so you probably won't find other people wearing the same clothes as you.

C

Broadly speaking, 'fast fashion' companies make and sell the latest fashions very quickly. The clothes are heavily influenced by the international fashion shows in London, Milan, etc., and can even appear on the high street within two weeks of the show. They introduce new clothes into the shops every two or three months, not twice a year, like traditional fashion houses. The main objectives of 'fast fashion' are to bring high-fashion clothes into the shops quickly and cheaply. However, this has both advantages and disadvantages.

D

Overall, we have seen that fast fashion can be a good or a bad thing. We need to realize that we are responsible for the choices we make when we are shopping, and the difference those choices make to other people in the world.



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