



UNIT 6: Fast Fashion

Writing

1. Θέμα #37592

Imagine you are Laura Green, a young girl who tries to lead an environment-friendly life. Your friend Tania is a shopaholic who spends all her money on new clothes. She often complains about running out of money and having nothing to wear. Using the information below, write an e-mail (120-150 words) to Tania to give her some advice on how to stop spending money on buying new clothes all the time.

The fast fashion fix: 20 ways to stop buying new clothes for ever

1. Have a clearout

Do a regular check of everything you have, so you know exactly what you need – and what you don't.

2. Play dress-up

Dedicate an evening to experiment with different combinations and master new styling tricks.

3. Learn from your mistakes

Learn to identify your most common shopping mistakes.

4. Wear and repeat with pride

A study found that 33% of women now consider clothes "old" after wearing them three times.

5. Aim for #30Wears

Before buying anything, ask: will I wear this at least 30 times? If the answer is no, don't buy.

6. Order, order

So take more time to organise your clothes.

7. Become a borrower

If you know you're unlikely to wear an item more than once, don't buy it – borrow it, whether that's from a generous friend or a fashion rental service.

8. Go #Secondhandfirst

Before buying anything new, try to find it secondhand first.

9. Get stitching

The best way to understand how much work goes into one garment is to make it yourself.

10. Make new and mend

Even if you're never going to start making dresses from scratch, you can expand your wardrobe horizons with little more than a YouTube tutorial and a hotel sewing kit.

11. Give vintage a chance

Vintage shopping has had a makeover, with a new generation of cool Instagram traders leading the way.

12. Rescue the rejects

Buy clothes that were never sold because of small defects or oversupply.

13. Swap, don't shop

There are peer-to-peer rental apps allowing subscribers to list clothes in exchange for virtual credit and use it to "buy" items from other people.

14. Call your agent

There are dress agencies which sell people's unwanted clothes, shoes and accessories in exchange for 50% of the profit.

15. Just stop shopping

It's the cheapest way to downsize your fashion footprint.

16. Remove temptation

Just like deleting your ex's number and blocking their Facebook profile, a fast fashion breakup involves admin.

17. Shop small

There's now fairly made fashion to suit pretty much every personal style.

18. Do your homework

As fashion brands demand for more ethical production, it's getting harder to work out where we can shop with a clear conscience.

19. Switch to pre-order

If you can't wait a few weeks for that new outfit, maybe it wasn't such a must-have after all.

20. Ask #WhoMadeMyClothes?

This simple question can be a powerful weapon in the fight against exploitation. If we're ever going to trust big brands again, we need answers. Where were our clothes made? In which factories? How much were their workers paid, and how much is lining millionaire pockets as a result?

Adapted from: <https://www.theguardian.com/fashion/2020/jul/14/fast-fashion-20-ways-stop-buying-new-clothes-fair-wage-wardrobes>

2. Θέμα #37593

Write an article (120-150 words) to be published in the English section of your school newspaper informing the school community, teachers, students and parents about the DETOX campaign organized by Greenpeace. Urge them to take action and become part of the solution. Use the information below to write your article.

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People · #Consumption

Detox My Fashion

Who's on the path to toxic-free fashion?

Global fast fashion brands are churning out more clothes than the planet can handle. Today's trends are tomorrow's trash, with our clothes made cheaply and disposed of quickly. It's time to redress the balance, challenge the throwaway mentality and invest in quality over quantity.



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Why this matters

For decades, companies have chosen to use nature, and in particular our rivers and oceans, as a dumping ground for hazardous chemicals. Communities living near textile manufacturing facilities face water pollution as a daily reality. Regulations have not always prevented the release of toxic chemicals into the environment, particularly in the Global South. That's why we need companies to commit to end the release of chemicals to stop tarnishing our rivers, lakes, lands, oceans and people.

The problem

If the fashion industry has the power to influence trends, then it also has the power to play a positive role in protecting the planet. Since July 2011, Greenpeace has secured commitments from international brands, retailers and suppliers to eliminate hazardous chemicals, including help to trigger policy changes in Europe and Asia. Eliminating toxic chemicals is just the start. From fast fashion to textile waste, we need the global textile industry to be a true 'trend setter', and take a stand on the environmental and human impact of fashion.

Adapted from: <https://www.greenpeace.org/international/act/detox/>

3. Θέμα #37594

You are a member of your school's student council and the 26th of November is coming up. You want to inform your classmates about the Buy Nothing Day and persuade them to take action. Write the speech (120-150 words) you have been asked to give in front of your classmates.

BUY NOTHING DAY FRIDAY NOVEMBER 26th 2021



Buy Nothing Day was started by Adbusters in the early 90's and has since grown into an international event celebrated in more the 50 countries. It is a simple idea, which challenges consumer culture by asking us to switch off from shopping for a day. The day is celebrated as a holiday by some, a street party by others - anyone can take part provided they spend a day without spending!

WHAT IS BUY NOTHING DAY?

Buy Nothing Day takes place on Friday November 26th, it's a 24 hour detox from consumerism and an opportunity for you to tune into the impact we have on the environment through shopping.

People around the world will make a pact with themselves to take a break from consumption as a personal experiment or public statement, and the best thing is - IT'S FREE!!!

WHAT IS THE POINT?

As consumers we need to question the products we buy and challenge the companies who produce them. We are beginning to witness true risks to the environment and developing countries overconsumption has. Everyone should be doing their bit by taking simple proactive actions to solving the climate crisis and we believe Buy Nothing Day is a great place to start.

HOW DO I TAKE PART?

Participate by not participating! Literally, doing nothing is doing something! However, committing to consuming less is a big start to helping the environment too. Recycling is great, but reducing is better! If we all take simple steps to cut down on what we consume then collectively we will change our attitude towards single use packaging, fast fashion and our throw away culture.

Adapted from: <https://www.buynothingday.co.uk/>