**Student’s Worksheet 1**

**Exercise 1**

**The statements below are all about sustainable fashion. What is the main focus of each statement?**

1. Young shoppers buy clothes that have been used before.
2. Young people use the internet to comment on sustainability in fashion.
3. Young people are willing to pay more for sustainable clothes.
4. Young people can influence how clothing companies make clothes.

**Exercise 2**

**Look at the quotes from texts about sustainable fashion.**

**Which of the topics from Task 1 does each quote relate to? You may be able to match some quotes with more than one topic.**

1. … they are more than willing to use their social media channels to make their views public.
2. … it is doubtful that young activists will have a great deal of success in pressuring retailers to shift to greener suppliers unless these views are accompanied by a change in young spending habits.
3. … when the average price of one new eco-friendly item is the same as several outfits in a typical high street store …, young shoppers simply have no choice but to go for the cheaper items.
4. Fashion discussion forums are crammed full of young activists’ opinions …
5. … today’s young shoppers are prepared to spend 10–15% more on clothes from an eco-conscious brand.
6. Clothing resale is also becoming popular, …
7. … the opportunity to obtain second-hand designer clothing to curate their own look without the high price tag.
8. Sustainability is redefining the fashion industry, primarily being driven by young consumers whose changing shopping behaviour is forcing clothing retailers to make a determined effort to supply only sustainable fashion to the consumer.
9. … a growing desire for eco-friendly fabrics, and an explosion in the number of young people that are leaving supportive comments on the websites of clothing retailers that work with these materials …
10. … there is a limit to how instrumental young people are in bringing about such a shift in practices.
11. … they are buying fewer clothes and throwing fewer items away, and purchasing more second-hand items.
12. … they are happy to hand over more cash for clothes which are produced according to high ethical standards.
13. … some items – however beautiful and ethically made they are – are simply beyond the budgets of most young people.
14. There is some indication that clothing retailers are taking action in response to today’s young shoppers’ apparent preference for sustainable clothing …
15. They are fans of recycling and acquiring second-hand clothing, but this has more to do with creating a unique style than anything else.
16. … a desire for sustainably produced clothing on the one hand and getting a good bargain on the other.
17. … they would only purchase these items if they were comparable in price to their less eco-friendly equivalents.

**Student’s Worksheet 2**

**Linguaskill Business Reading Sample task**

**Questions**

1. Which journalist expresses the same opinion as Journalist D on why young shoppers are buying clothes that have been used before?
2. Which journalist has a different opinion to Journalist A regarding how much young people use the internet to comment on sustainability in fashion?
3. Which journalist has a different view to the other journalists regarding whether young people are willing to pay for sustainable clothes?
4. Which journalist shares an opinion with Journalist C about the extent to which young people are influencing how clothing companies make clothes?

**Texts**

Journalist A

Sustainability and ethical clothing are quickly becoming a part of the modern young shopper’s value set and they are more than willing to use their social media channels to make their views public. Yet it is doubtful that young activists will have a great deal of success in pressuring retailers to shift to greener suppliers unless these views are accompanied by a change in young spending habits. Naturally, a commitment to ethically sourced fabrics and garments, improved factory conditions and pay for workers means higher production and retail costs. So, when the average price of one new eco-friendly item is the same as several outfits in a typical high street store or second-hand clothing retailer, young shoppers simply have no choice but to go for the cheaper items. Many of these young proponents are eager to support eco-friendly clothes producers but feel unable to.

Journalist B

The most successful clothing brands know that earning a reputation as a sustainable clothing producer requires going beyond one-ad campaigns; they need to show shoppers that they are sewing ethical practice, quite literally, into the very fabric of what they do. Fashion discussion forums are crammed full of young activists’ opinions, and studies show that today’s young shoppers are prepared to spend 10–15% more on clothes from an eco-conscious brand. It seems clear, therefore, that a significant number are interested in getting new sustainable fashion products. Clothing resale is also becoming popular, with young people welcoming the opportunity to obtain second-hand designer clothing to curate their own look without the high price tag. Bottom line? Sustainability is redefining the fashion industry, primarily being driven by young consumers whose changing shopping behaviour is forcing clothing retailers to make a determined effort to supply only sustainable fashion to the consumer.

Journalist C

With a growing desire for eco-friendly fabrics, and an explosion in the number of young people that are leaving supportive comments on the websites of clothing retailers that work with these materials, we might expect to see a greater proportion of products in the shops made with more ecological production methods. Yet, there is a limit to how instrumental young people are in bringing about such a shift in practices. Yes, they are buying fewer clothes and throwing fewer items away, and purchasing more second-hand items. It’s also true that they are happy to hand over more cash for clothes which are produced according to high ethical standards. But some items – however beautiful and ethically made they are – are simply beyond the budgets of most young people. It seems unthinkable, therefore, that cheap, mass-produced high street fashion will disappear altogether.

Journalist D

There is some indication that clothing retailers are taking action in response to today’s young shoppers’ apparent preference for sustainable clothing, but these companies also know that young people love to buy clothes and tend to show off what they are wearing on photo-sharing websites instead of vocalising their complaints. They are fans of recycling and acquiring second-hand clothing, but this has more to do with creating a unique style than anything else. All of this appears to give rise to a contradiction; a desire for sustainably produced clothing on the one hand and getting a good bargain on the other. Indeed, a recent youth survey backs up this view. Whilst the majority of those surveyed said they preferred clothes that did not harm the environment, those same respondents said they would only purchase these items if they were comparable in price to their less eco-friendly equivalents.