

Fast fashion

Clothes shopping used to be an occasional event – something that happened a few times a year when the seasons changed, or we **outgrew** what we had. But about 20 years ago something changed. Clothes became cheaper, trend cycles **sped up** and shopping became a form of entertainment. Enter fast fashion – and the global chains that now dominate our high streets and online.

Fast fashion can be defined as a cheap, trendy clothing, that samples ideas from the catwalk or celebrity culture and **turns** them **into** garments in high street stores at breakneck speed.

*“For many shoppers, Primark has an irresistible offer: trendy clothes at astonishingly low prices”. The result is a new and even faster kind of fast fashion, which encourages consumers to buy heaps of items, discard them after a few wears and then **come back** for another batch of new outfits.”*

THE ECONOMIST

To understand how Fast Fashion came to be, we need to rewind a tiny bit. Before the 1800s, fashion was slow. You had to source your own materials like wool or leather, prepare them, weave them and then make the clothes. The Industrial Revolution introduced new technology – like the sewing machine. Clothes became easier, quicker and cheaper to make. By the 1960s and 70s, young people were creating new trends and clothing became a form of personal expression, but there was still a distinction between high fashion and high street. In the late 1990s and 2000s, low-cost fashion reached its zenith. Everyone now is able to shop whenever they wanted.

Exercises

a) The following phrasal verbs are found in the text in bold . Find a synonym for each phrasal verb and make a sentence with it.

sped up -----

outgrew -----

turn into -----

come back -----

b) Pick out the comparatives in the text and form sentences with the superlative form.

ex. Cheaper -----

-----etc.

c) Suffixes: -tion and -sion

Add the correct suffix to each verb shown to make a noun. Then use the noun and form a complete sentence.

to cancel – -----

to expand- -----

to educate- -----

to protect- -----

to persuade- -----

to subtract- -----

to decide- -----

to suggest- -----

d) Synonyms

Synonyms are words that have almost the same meaning.

Synonyms for big: large, huge, gigantic

Circle the 2 synonyms for each set of words.

1. toasty chilly cool comfortable

2. walk crawl stroll run
3. argue scare confuse frighten
4. bravery honesty courage winner
5. cook drink eat munch
6. record paint draw sketch

Write a synonym for each word.

7. thin _____
8. tiny _____
9. store _____
10. fall _____
11. see _____
12. friendly _____
13. tasty _____
14. silent _____
15. smelly _____
16. smile _____
17. think _____
18. break _____