

The Rise of Sustainable Fashion

COMPREHENSION • VOCABULARY • DISCUSSION

INTERACTIVE ONLINE TEST

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Reading Passage

Read the passage carefully. Each paragraph is labelled with a letter for easy reference.

- A** In recent years, the fashion industry has undergone a significant transformation as more brands and consumers embrace sustainable practices. This shift is largely driven by growing awareness of environmental issues and the negative impact of fast fashion on the planet. For instance, major companies like H&M and Stella McCartney have committed to using organic materials and reducing waste in their production processes. Consumers are increasingly demanding transparency, seeking brands that prioritize ethical sourcing and eco-friendly manufacturing methods. With celebrities and influencers promoting sustainable brands on social media platforms, many young shoppers are now opting for clothes that reflect their values rather than just fleeting trends.
- B** Furthermore, innovative technologies are playing a crucial role in this movement. Brands are experimenting with recycled fabrics and biodegradable materials, which help minimize their carbon footprint and reduce reliance on non-renewable resources. For example, some companies have started using plastic waste collected from oceans to create stylish clothing lines that not only look good but also contribute positively to the environment. Additionally, the rise of second-hand shopping platforms has made it easier for consumers to find unique pieces while significantly reducing their environmental impact. As the sustainable fashion movement continues to grow, it not only challenges traditional fashion norms but also encourages a broader cultural shift towards responsible consumerism and mindful purchasing. This evolving landscape promises to reshape the future of fashion, making it more sustainable and ethical for generations to come, ultimately benefiting both the planet and society.

Vocabulary Glossary

Key words and phrases from the passage. Study them before attempting the exercise below.

WORD / PHRASE	DEFINITION	EXAMPLE SENTENCE
embrace	to accept and support something new or different	<i>Many people embrace new technology because it makes life easier.</i>
transparency	when things are clear and open, making it easy to understand or see the truth	<i>The company showed transparency by sharing all details of their project.</i>
ethical	related to doing what is right or good, especially in business or work	<i>She chose to buy from an ethical company that treats workers fairly.</i>
biodegradable	something that can break down naturally in the environment	<i>Biodegradable bags are better for the earth than plastic ones.</i>
carbon footprint	the amount of carbon dioxide a person or company produces	<i>Reducing our carbon footprint can help slow down global warming.</i>
non-renewable	resources that cannot be replaced once they are used up	<i>Oil is a non-renewable resource, so we need to find alternatives.</i>
influencers	people who have the power to affect others' choices because of their fame or following	<i>Influencers often promote products to their large online audiences.</i>
responsible consumerism	buying products that are good for people and the planet	<i>Responsible consumerism means choosing products that don't harm the environment.</i>

Vocabulary Exercise — Fill in the Blank

Use one word or phrase from the glossary above to complete each sentence. Each item is used only once. Answers are on the final page.

1. Many fashion brands now _____ sustainable practices to help the environment.
2. The company was praised for its _____ in showing how their products are made.
3. Choosing _____ brands ensures that workers are treated fairly.
4. Using _____ materials helps reduce waste in the environment.
5. We need to lower our _____ to fight climate change.
6. Solar energy is a good alternative to _____ resources like coal.

Comprehension Questions

These questions are different from the online practice test. Choose the best answer (A, B, C, or D). Answers and explanations are on the final page.

Question 1

What is one major factor driving the shift towards sustainable fashion?

- A. Rising costs of traditional fabrics
- B. Growing awareness of environmental issues
- C. Increased competition in the fashion industry
- D. Decline in celebrity endorsements

Question 2

How are innovative technologies contributing to sustainable fashion?

- A. By lowering production costs
- B. By creating new fashion trends
- C. By using recycled and biodegradable materials
- D. By promoting fast fashion

Question 3

What role do celebrities play in the sustainable fashion movement?

- A. They design sustainable clothing lines.
- B. They promote sustainable brands on social media.
- C. They discourage fast fashion purchases.
- D. They invest in sustainable fashion companies.

Question 4

What is one benefit of using recycled fabrics in fashion?

- A. It makes clothes more expensive.
- B. It helps reduce the carbon footprint.
- C. It increases production time.
- D. It requires more resources.

Question 5

What broader cultural shift does the sustainable fashion movement encourage?

- A. Faster manufacturing processes
- B. Responsible consumerism and mindful purchasing
- C. Increased reliance on synthetic materials
- D. A focus on luxury fashion brands

Discussion & Writing Prompts

Each prompt references a specific detail from the passage above. Use for classroom discussion or a short written response (150–200 words).

1. Paragraph A mentions that major companies like H&M are using organic materials and reducing waste. Do you think these actions are enough to make the fashion industry sustainable, or should more be done?

2. According to Paragraph B, some companies use ocean plastic waste to make clothes. How effective do you think this approach is in addressing plastic pollution?

3. The passage states that second-hand shopping platforms help reduce environmental impact. What are the pros and cons of buying second-hand clothes compared to new ones?

Answer Key

COMPREHENSION QUESTIONS

Q1 B

Q2 C

Q3 B

Q4 B

Q5 B

VOCABULARY EXERCISE

FIB1 embrace

FIB2 transparency

FIB3 ethical

FIB4 biodegradable

FIB5 carbon footprint

FIB6 non-renewable

Comprehension Question Explanations

Why the correct answer is right — and why each wrong option is incorrect.

1. What is one major factor driving the shift towards sustainable fashion?

✓ B — Growing awareness of environmental issues

The passage mentions that growing awareness of environmental issues is a major factor.

✗ A — Rising costs of traditional fabrics

The passage does not mention rising costs of traditional fabrics.

✗ C — Increased competition in the fashion industry

Competition is not mentioned as a reason for the shift.

✗ D — Decline in celebrity endorsements

The passage states that celebrities are promoting sustainable fashion, not declining endorsements.

2. How are innovative technologies contributing to sustainable fashion?

✓ C — By using recycled and biodegradable materials

The passage explains that innovative technologies use recycled and biodegradable materials.

✗ A — By lowering production costs

The passage does not mention lowering production costs.

✗ B — By creating new fashion trends

Creating new fashion trends is not the focus mentioned.

✗ D — By promoting fast fashion

The passage contrasts sustainable fashion with fast fashion.

3. What role do celebrities play in the sustainable fashion movement?

✓ B — They promote sustainable brands on social media.

The passage states that celebrities promote sustainable brands on social media.

✗ A — They design sustainable clothing lines.

The passage does not mention celebrities designing clothing lines.

✗ C — They discourage fast fashion purchases.

Discouraging fast fashion is not specifically mentioned.

✗ D — They invest in sustainable fashion companies.

Investing in companies is not discussed in the passage.

4. What is one benefit of using recycled fabrics in fashion?

✓ B — It helps reduce the carbon footprint.

The passage states that recycled fabrics help minimize the carbon footprint.

✗ A — It makes clothes more expensive.

The passage does not mention increased costs as a benefit.

✗ C — It increases production time.

Increased production time is not discussed as a benefit.

✗ D — It requires more resources.

The passage highlights reduced resource usage, not increased.

5. What broader cultural shift does the sustainable fashion movement encourage?

✓ **B — Responsible consumerism and mindful purchasing**

The passage mentions that sustainable fashion encourages responsible consumerism and mindful purchasing.

✗ **A — Faster manufacturing processes**

Faster manufacturing is not discussed as a cultural shift.

✗ **C — Increased reliance on synthetic materials**

The passage emphasizes reducing reliance on non-renewable resources.

✗ **D — A focus on luxury fashion brands**

Luxury fashion is not highlighted in the passage.

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