

## Slow Fashion

The term "Slow Fashion" was coined by Kate Fletcher in 2007. Some examples of slow fashion practices include: opposing and boycotting mass produced fashion ("Fast-Fashion" or "McFashion"); choosing artisan products to support smaller businesses, fair trade and locally-made clothes; choosing clothing made with sustainable, ethically-made or recycled fabrics. Slow Fashion seeks to remind us that garments that last have substantial value. Quality clothing usually lasts longer and is worth holding on to. What's more, choosing quality goods (rather than disposable) reduces the amount of clothing and textiles that end up in our garbage dump every year. Slow Fashion encourages doing it yourself: making, mending, customizing, altering your own clothing; also slowing the rate of fashion consumption: buying fewer clothes less often. Slowing down the use of raw materials and rate of garment production and fashion consumption could not only slow the rate at which we are racing through our limited resources, but it could even lessen the negative impacts of the fashion industry on the environment. The Slow Fashion movement is a unified representation of all the "sustainable", "eco", "green", and "ethical" fashion movements. It encourages education about the garment industry's connection and impact on the environment, and the slowing of the supply chain in order to reduce the number of trends and seasons, to encourage quality production, and to return greater value to garments removing the image of disposability of fashion. A key phrase repeatedly heard in reference to Slow Fashion is "quality over quantity".

1. **Add True or False, quoting the relevant information from the text to justify your answer. (2 points)**
  - a) The Slow Fashion Movement is seen as an alternative to mass produced clothing.
  - b) Slow Fashion seeks to maintain the frequency of seasons in fashion.
2. **Answer the following questions according to the information given in the text. Use your own words. (2 points)**
  - a) Does slow fashion value quality, according to the author?
  - b) Can slow fashion have an impact on our environment?
3. **Find only 4 words or phrases in the text which mean the same as the following: (1'5 points)**
  - a) An organized social movement whose aim is to help producers in developing countries
  - b) Cloths, textiles
  - c) Articles of clothing
  - d) Designed for being thrown away after use
  - e) Reduce, decrease
4. **Write a summary of the text of about 30 – 45 words. Use your own words: (1'5 points)**
5. **“Are you a fashion follower?” Write (120-150 words): (3 points)**