



By the end of the lesson, the student will be able to:

- *express their thoughts about fashion.
- * talk about the fashion trend in their country.



Dialogue

A: You know what, I think fashion is a complete waste of time, money and resources.

B: I disagree. The world would be a very boring place without change.

A: Fashion doesn't only involve change. It's a very dishonest form of marketing based on artificial images which never translate into reality.

B: But everyone understands that the images are there to capture attention.

A: I don't think so.

B: What about the glossy magazines? They're full of fashionable advertisements.

A: That's true, but don't you think they're a terrible waste of paper.

There are two points here. Firstly, the cost to the environment, think of all the rain forests. Secondly, the advertiser may pay, but the costs are passed on to the consumer.

B: That isn't strictly true. If a company can sell in bulk, prices can be brought down.

A: I wouldn't mind publicity if it told you something about the product, but by getting fashion models to market clothes and even cars, you are hiding the truth.

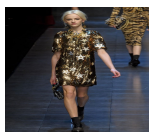


Dialogue continued

B: That may be your reason, but some people buy clothes because they want to look nice.

A: But traditional costumes were made to be worn more than once. What worries me is today's throw-away society where some people waste the world's precious resources while other people go without.

Vocabulary



glossy



consumer



Let's Talk

1. Have you ever bought something because it was fashionable? If so, what?
2. Is fashion selfish in a world where many people have not got what they need?
3. Do you think fashion models should be used to sell products such as cars?
4. Would you like to be a fashion model if you were offered the opportunity?
5. Is your country famous for any fashion products? Which ones? How are they marketed?
6. Which countries have the best and worst fashions in clothes?