

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 tells you something about the product, but by getting fashion models to market clothes and even cars, you are hiding the truth.

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
advertisement
advertiser
consumer
bulk
publicity

Express Yourself

- 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?**