

Name: _____ () Class: _____ Date: _____

You have found a feature article about a fashion designer. Read the article.

Text 2 Feature article

Stella McCartney

A fashion designer who puts sustainability first



① Photos of beautiful high fashion models posing against a filthy landfill caught my attention recently. Why did Stella McCartney, one of the top fashion designers, use such a hideous background for her campaign? I went on to find out that the fashion industry is notorious for damaging the environment, but Stella McCartney is one of the designers who are trying to seek change. This campaign is one of her many initiatives that addresses the issue of waste and overconsumption, which she believes are causing serious damage to the environment.

② Born in 1971 in Lambeth, London, the budding designer, who was already making her own clothing at 13, spent her childhood on an organic farm raising animals and growing vegetables. When she was 16, she undertook an internship with Christian Lacroix, after which she completed an art foundation course at Ravensbourne College. She went on to graduate from Central Saint Martins in 1995, and took her place in the fashion world in 1997 as head designer of Chloé, which is a famous French fashion house. In 2001, she started her fashion label under her own name.



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③ The committed vegetarian is making a point to the world that fashion does not have to be synonymous with cruelty, waste and ecological damage. Her designs are created to last, which means they will not end up being burnt or sent to landfills. She's always on the lookout for new ways that will improve her company's sustainability because she feels responsible for the natural resources it uses and the effect it has on the environment.

④ Stella McCartney is a business person who puts her money where her mouth is. All of her shops, offices and studios are powered by renewable energy, which reduces her company's carbon footprint considerably. As a member of the Clean by Design programme, which focuses on improving process efficiency to reduce waste and emissions, her practices speak volumes about her commitment to sustainable fashion. Her company diverts waste from landfills by recycling and reusing it in her products.



⑤ All of her products are made from sustainable materials. She sources organic cotton and silk for the fabric, and vegetarian leather for belts and bags instead of the real thing. The soles of her shoes are made from biodegradable plastic. She also has an underwear line which uses recycled metal and organic cotton. Even her perfume range uses ingredients that are organically grown.

⑥ Stella McCartney once told a reporter, 'If you try to create something people enjoy, and it happens to be made in a responsible way, then that's when you can really strike a balance.' For decades, the traditional fashion industry has been getting away with murder (environmentally speaking), which makes eco-conscious designers, like Stella McCartney, Earth's much needed champions.

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Comprehension 2 *Your friend wants to know more about Stella McCartney. Answer her questions using information from the feature article. For multiple-choice questions, choose the best answer and blacken ONE circle only.*

- 1 What does the 'hideous background' in line 3 refer to?

- 2 Which country is Stella McCartney from?

- 3 Order the following events. Number the events (2–6). The first event has been done for you.

Stella McCartney attended Ravensbourne College. _____

Stella McCartney worked as an intern with Christian Lacroix. _____

Stella McCartney graduated from Central Saint Martins. _____

Stella McCartney started her own fashion brand. _____

Stella McCartney moved to France to work at Chloé. _____

Stella McCartney was born. 1

- 4 According to paragraph 3, are the following statements **True (T)**, **False (F)** or **Not Given (NG)**? Write the letter(s) in the boxes.

Statements

i) Stella McCartney is serious about her vegetarian diet. ☐

ii) Stella McCartney's biggest concern is how much textile waste ends up in landfills. ☐

- 5 According to paragraph 3, why does Stella McCartney want to improve her company's sustainability?

- 6 What does 'puts her money where her mouth is' in lines 22 and 23 imply?

- 7 According to paragraphs 4 and 5, what did Stella McCartney NOT do to make her brand more ecologically sustainable?

☐ A She uses renewable energy in her production line.

☐ B She recycles and reuses.

☐ C She started the Clean by Design programme.

☐ D She sources the materials for her designs carefully.

- 8 What does 'it' (line 29) refer to?

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- 9 What kinds of materials does Stella McCartney use to make her products more eco-friendly?

Products	Materials
Clothes	i) ii)
Belts and bags	iii)
Shoes	iv)
Underwear	v) vi)
Perfume	vii)

- 10 Choose the best subheading for paragraph 5.

- A Fashion's creative genius
B Award-winning designs
C Major fashion brand goes organic
D Eco-friendly materials in fashion

A B C D
○ ○ ○ ○

- 11 Complete the following summary using words from the feature article. Use ONE word to complete each blank. Make sure the words are grammatically correct.

Stella McCartney is trying to change the fashion industry. She (i) _____ 'green' designs to promote environmental sustainability. She strives to (ii) _____ her company's carbon footprint through a number of (iii) _____, including using (iv) _____ in her shops and sourcing (v) _____ materials. She believes her company can reach a (vi) _____ by creating products that people enjoy in a (vii) _____ way.

- 12 Fill in the blanks with the correct form of words or phrases from Text 2.

- i) The fashion industry is _____ (*well known for being bad*) for animal cruelty because many brands use animal skin and fur in their products.—paragraph 1
- ii) He was a/an _____ (*beginning to develop or become successful*) actor and many thought he would go on to win major film awards.—paragraph 2
- iii) If you think about it, wealth is not really _____ (*closely connected*) with happiness. —paragraph 3
- iv) The awards that she has received _____ (*tell you a lot about something*) about her success in the fashion industry.—paragraph 4