

Vegan fashion is becoming more popular

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There has been a dramatic increase in the popularity of veganism around the world in the past decade. Many people are becoming vegans in an attempt to lead a lifestyle that is more conducive to helping the planet. Giving up eating

meat, dairy and other food from animals constitutes the bulk of changes vegans make to their lives. However, an increasing number of vegans are now extending their beliefs to fashion. There is a considerable increase in the sales of vegan clothing, footwear and accessories. Retailers are marketing products that are free from cow skin and other animal products. Shops are full of synthetic fur coats, plastic belts, and shoes made from tree bark, recycled plastic bottles, rubber and coconut fibre.

Research in the United Kingdom revealed that 42 per cent of shoppers considered animal welfare before buying clothes. The researchers discovered that people of all ages would consider purchasing vegan footwear. The trend in vegan fashion has also reached luxury brands. Designer Stella McCartney has designed a new range of fashion that is free from leather and makes use of recycled products. Her new collection is based on a theme of the iconic sixties pop group the Beatles. Ms McCartney's father, Paul, was lead singer of the group. She has designed leather-free Yellow Submarine sneakers and colourful fake fur coats. Ms McCartney is a committed animal rights activist.

Sources: livekindly.com / bbc.com / vegconomist.com

Writing

We should all avoid buying animal products to help save the planet. Discuss.

Chat

Talk about these words from the article.

dramatic / increase / vegan / dairy / fashion / footwear / accessories / marketing / shoppers / animal welfare / trend / luxury / range / recycled / theme / iconic / fur

True / False

- a) There has been a big increase in veganism in the past 10 years. T / F
- b) Most vegans focus on diet. T / F
- c) There has been a slight decrease in the sales of vegan footwear. T / F
- d) Shops are selling shoes made from coconut fibre and rubber. T / F
- e) Over half of UK shoppers consider animal welfare when buying clothes. T / F
- f) The article said only younger people would buy vegan shoes. T / F
- g) Paul McCartney's daughter is a fashion designer. T / F
- h) A fashion designer made shoes to wear in submarines. T / F

Synonym Match

(The words in **bold** are from the news article.)

- | | |
|----------------------|-----------------|
| 1. dramatic | a. band |
| 2. conductive | b. trading |
| 3. extending | c. well-being |
| 4. sales | d. beneficial |
| 5. synthetic | e. subject |
| 6. welfare | f. dedicated |
| 7. trend | g. considerable |
| 8. theme | h. fake |
| 9. group | i. tendency |
| 10. committed | j. expanding |

Discussion – Student A

- a) What do you think of veganism?
- b) How does veganism help the planet?
- c) Why is veganism increasing around the world?
- d) Is a vegan diet healthier than a meat-based diet?
- e) Are clothes made from non-animal products best?
- f) Why do people like real fur coats?
- g) Will people in the future look unkindly on how we use animal products?
- h) What do you think of shoes made from coconut fibre?

Phrase Match

- | | |
|--|-----------------------|
| 1. the popularity of veganism | a. marketing products |
| 2. in the past | b. activist |
| 3. more conducive to | c. welfare |
| 4. Retailers are | d. from leather |
| 5. coconut | e. helping the planet |
| 6. animal | f. pop group |
| 7. luxury | g. around the world |
| 8. a new range of fashion that is free | h. fibre |
| 9. the iconic sixties | i. decade |
| 10. a committed animal rights | j. brands |

Discussion – Student B

- What do you think about what you read?
- How important is animal welfare to you?
- Do you consider animal welfare before you buy clothes?
- Do luxury brands have a responsibility to lead the vegan clothes trend?
- What do you know about the Beatles?
- What three adjectives best describe this story?
- Will all clothes be made from animal-free products in the future?
- What questions would you like to ask vegan clothes retailers?

Spelling

- a daimatcr increase
- the uappltrioy of veganism
- more voucencdi to helping the planet
- clothing, footwear and ossiseccrae
- tleaisrre are marketing products
- hentysict fur coats
- animal rlfaewe
- aucrgsphin vegan footwear
- uuxryl brands
- Her new collection is based on a temeh
- the noiicc sixties pop group
- a committed animal rights asvcttii

Answers – Synonym Match

1. g	2. d	3. j	4. b	5. h
6. c	7. i	8. e	9. a	10. f

Role Play

Role A – Health

You think health is the best reason for being vegan. Tell the others three reasons why. Tell them what is wrong with their things. Also, tell the others which is the worst reason of these (and why): tastiness, being slimmer or saving the planet.

Role B – Tastiness

You think tastiness is the best reason for being vegan. Tell the others three reasons why. Tell them what is wrong with their things. Also, tell the others which is the worst reason of these (and why):: health, being slimmer or saving the planet.

Role C – Being Slimmer

You think being slimmer is the best reason for being vegan. Tell the others three reasons why. Tell them what is wrong with their things. Also, tell the others which is the worst reason of these (and why):: tastiness, health or saving the planet.

Role D – Saving The Planet

You think saving the planet is the best reason for being vegan. Tell the others three reasons why. Tell them what is wrong with their things. Also, tell the others which is the worst reason of these (and why):: tastiness, being slimmer or health.

Speaking – Going Vegan

Rank these with your partner. Put the best reasons for being vegan at the top. Change partners often and share your rankings.

- | | |
|-------------------|--------------|
| • save the planet | • healthier |
| • feed the world | • cheaper |
| • be slimmer | • tastier |
| • it's cool | • be slimmer |

Answers – True False

a	T	b	T	c	F	d	T	e	F	f	F	g	T	h	a
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Answers to Phrase Match and Spelling are in the text.