**VOCABULARY**

1.**unprecedented** (adjective)

never done or known before

Example Sentence: The rate of clothing disposal is unprecedented.

2. **discarded** (adjective)

thrown away or rejected

Example Sentence: The sorting plant processes discarded clothes from recycling bins.

3. **emerging** (adjective)

becoming apparent or prominent

Example Sentence: Emerging markets have a growing demand for fashion.

4. **radical** (adjective)

favoring extreme changes in existing views, habits, conditions, or institutions

Example Sentence: Rent the Runway has a radical approach to high-end fashion.

5. **resonated** (verb)

evoked a feeling of shared emotion or belief

Example Sentence: Patagonia's environmental message has resonated with people.

**Multiple Choice Questions**

**What is one reason why the fashion industry is contributing to environmental pollution?**

A) The fashion industry produces too many clothes, most of which end up in landfill.

B) The fashion industry uses low-quality materials that need more processing.

C) The fashion industry encourages consumers to buy fewer clothes.

D) The fashion industry rents clothes instead of selling them.

**What does Rent the Runway aim to change about consumers' relationship with clothes?**

A) To encourage consumers to buy clothes and wear them only a few times before giving them away.

B) To promote a throwaway culture by renting clothes for short periods of time.

C) To increase the number of clothes worn on a regular basis.

D) To disrupt the fashion industry by renting high-end clothes.

**According to the text, what is one way Patagonia differs from fast fashion brands?**

A) Patagonia encourages consumers to buy clothes that are cheap and low in quality.

B) Patagonia repairs clothing to extend its lifespan.

C) Patagonia creates a sense of urgency to stimulate demand for their products.

D) Patagonia generates billions of dollars in revenue every year.

**Short Answer Questions**

1. What is the name of the clothes recycling and processing plant in Nottingham, England?

2. How much of discarded clothes do sorting plants like Savanna Rags deal with globally?

3. Which clothing brand promotes the idea of buying once, buying well, and mending clothing for a longer lifespan?

**Open-ended Prompts**

1. How does the throwaway culture described in the text relate to your own experiences or observations?

2. In what ways do you think the fashion industry can address the environmental impact of fast fashion?

3. After reading about Rent the Runway and Patagonia, what are your thoughts on alternative approaches to fashion consumption? How might these approaches be beneficial or challenging for consumers?