

ENGLISH LANGUAGE PAPER 4

PART A Group Interaction

This article appeared in a fashion blog:

How the pandemic has redefined the fashion industry

COVID-19 has upended many norms and one of its top victims has been the fashion industry.

A survey queried 1,843 Americans on how the pandemic has impacted their relationship with fashion trends and clothing. While one-third of Americans did not buy any new clothing during the COVID-19 lockdown, retail clothing businesses have actually seen an increase in sales since March 2020.

Shoppers are shopping for various reasons but a universal trend is that Americans are mostly shopping for more comfortable clothes to fit the remote work lifestyle.

The survey found that more than half of people (61%) are reaching for sweats, yoga pants and more casual clothing. Not only that, but nearly 40% have lowered their standards of what's 'acceptable' to wear since lockdown began.

Social media has also played a big role in revolutionizing fashion since early 2020. Tiktok, Instagram, and YouTube have influenced fashion choices. One-third of respondents said they have purchased clothing seen on social media during the last year.

Since people have been working from home, offices no longer require workers to wear a 'professional outfit'. More than 20% of survey respondents said they won't return to how they dressed before the pandemic. Spending more time at home for work and entertainment has given more people the freedom to express themselves and get more experimental with fashion.

Your class is discussing people's attitudes towards buying clothes since the start of the pandemic. You may want to talk about:

- how the pandemic has changed the way people dress
- how the pandemic has changed the way people shop for clothes
- how the fashion industry can cater for these changes
- anything else you think is important

PART B Individual Response

1. Do you like fashion?
2. Do you like shopping for clothes?
3. Do you dress differently at home when compared to going out?
4. Do you prefer shopping for clothes in stores or online?
5. Do Hong Kong teens like to follow fashion trends?
6. Where do people get their inspiration for fashion?
7. Which is more important to you when you buy clothes: comfort or how they look?
8. Do you think keeping up with fashion trends is a waste of money?