

① Find the missing translation/ example for each word.

English	German	Example
consumer	Verbraucher	a 16 years-old fashion consumer
(to) be on a budget	ein begrenztes Budget haben	Being a high-school student on a strict budget, she favours low cost brands.
sale	Ausverkauf	
impulse purchases	Impulskauf	
price tag	Preisschild	
irrigation	Bewässerung	cotton crop irrigation
(to) leave a toxic trail	eine giftige Spur hinterlassen	Anna's T-Shirt leaves a toxic trail.
cotton	Baumwolle	
a sustainable alternative	eine nachhaltige alternative	
garment	Kleidungsstück	
(to) leach into	in etw. entweichen	The toxic substances leach into the environment.
(to) generate	generieren	

② Find three more new words from the text.


---

**What to Wear? Why Fast Fashion Is Costing the Earth - Silja Kudel, 2019**

---

- ③ Read the text. Draw Anna's outfit and present how her garments affect the environment.

<sup>1</sup> Anna K. is a typical 16-year-old European fashion **consumer**. Like many teens, she likes to refresh her wardrobe frequently with trendy streetwear and stylish new accessories. Being a high-school student **on a strict budget**, she favours low-cost brands and binges on January **sales**, treating herself to **impulse purchases** she may  
<sup>5</sup> never wear more than once.

Anna admittedly looks cute in her glitter t-shirt, form-fitting jeans, and chunky-heeled gladiator sandals. But cute comes with a **price tag** that the planet can no longer afford.

(...) [H]er thirsty cotton t-shirt (...) guzzled nearly three thousand litres of water before  
<sup>10</sup> it ever saw a washing machine. The fashion industry is estimated to consume around 79 billion cubic metres of water per year in cotton crop **irrigation** and industrial processing; that is enough drinking water for 110 million people for an entire year.

Anna's t-shirt also **leaves a toxic trail**. Roughly 3 per cent of the world's farmland is planted with cotton, yet cotton accounts for an estimated 16 per cent of global insecticide usage and 7 per cent of all herbicides. **Organic cotton** – though water-intensive  
<sup>15</sup> – is a more **sustainable alternative**, but it currently represents less than 1 per cent of the world's annual cotton crop. (...)

The metallic print on Anna's t-shirt is eye-catching for two reasons: it adds bling to her look, yet it also signals the presence of toxic phthalates. The indigo dye, too, is a cocktail of poisons. The bright colours and appealing prints of many **garments** are  
<sup>20</sup> achieved with heavy metals such as copper, arsenic, and lead, together with hazardous chemicals such as nonylphenol ethoxylates.

The textile industry is among the world's top polluters of clean water, with the dyeing and treatment of textiles accounting for 20 per cent of all industrial water pollution.  
<sup>25</sup> (...)

Anna's skinny jeans present a further problem: they are made of polyester, a petroleum product. Synthetic fabrics such as polyester require more frequent washing than natural fibres – odour-spreading bacteria love nothing more than a sweaty polyester garment. But when polyester is washed in a domestic washing machine, it exacerbates another grave global problem: ocean plastic pollution.  
<sup>30</sup>

Polyester, nylon, and acrylic fabrics are all forms of plastic. Every time they are washed, they **leach into** the environment: a single load of laundry is estimated to release hundreds of thousands of fibres. These fibres pass through sewage and wastewater treatment plants into waterways and eventually the ocean, where they  
<sup>35</sup> are ingested by marine life and make their way up the food chain. Microscopic particles of Anna's oil-based jeans might end up on your plate as a 'secret ingredient' in your next seafood dinner.

Last of all, Anna's strappy sandals show off her pretty ankles, but leave an ugly footprint. On average, the production of one shoe **generates** 14 kilogrammes of carbon dioxide. With 15 billion shoes produced each year, the industry contributes significantly to one of the greatest challenges facing humanity today: climate change. Textiles production releases greenhouse gas emissions to the tune of 1.2 billion tonnes annually – more than those of international flights and maritime shipping combined.  
<sup>40</sup>