

Exercise 4

Read the article written by a fashion journalist, and then answer the questions.

Jaya Faith: fashion journalist

Working in fashion is a popular choice for many young people, and offers a wide variety of different roles. This month, we hear from Jaya Faith, a journalist who writes about fashion.

It was no surprise to my family and friends that I decided on fashion journalism as a career. Fashion and clothes have always been important to me. When I was young, I loved seeing what the latest fashions were and putting new outfits together. Even now, I admit to being slightly obsessed with recreating what I see in fashion magazines from shows in exotic places like Paris, Milan, London and New York. But actually, the job's not only about the clothes we see on the catwalks and in the magazines. Having a good understanding of the entire process involved in clothes production, (including consumer habits), is key, and that's my real strength.

Early in my career, I was employed at a magazine called *Fashion First*. I was in charge of writing and publishing the magazine's newsletter, and this put me in touch with all sorts of people working in fashion. I quickly discovered it gave me the chance to build some useful relationships, which I still rely on to this day. I also managed emails from readers, which was fascinating. I could see what people were interested in, like wanting to know more about the origins of a type of clothing, and that was something which had also always interested me, right from a young age.

Ever since I left that magazine, my work has involved submitting articles and opinion pieces to different fashion publications and websites. For some time now, almost everything I write has had a focus on the environment – that's pretty much normal now for me and my colleagues. Of course, not everyone can afford to buy environmentally friendly clothes, but the impression I get very strongly is that people are keen to make better choices. There are still too many companies that put money first, and the environment second though. While there are some signs that this will change, the evidence is that this really doesn't appear to be happening any time soon, unfortunately.

In general, I'm always impressed by the quality of the clothes I see. Each year, I'm lucky enough to attend a large number of impressive fashion shows around the world. But I have to admit, one of my absolute favourites is the show that's put on by fashion students in my local city college. It's always an exciting event, and of course you never know whether you might be seeing an early design from a future star designer! The students work hard all year to make sure they include some really unusual clothes, and the large audiences in attendance will be something new to the young designers. They really add to the whole excitement of the event, and create a great atmosphere.

Because I've been in the fashion industry for a while, I think I have something to offer young people in terms of advice. I've therefore become involved in working with college fashion students, supporting them through their studies. I've been telling them about a website I've come across, called *Fashion Network*. Most of the information on the internet is all about the latest look, or the next designer, with endless links to amazing bargains. Now, while that's great and certainly has a place, what's generally missing from a lot of sites is information about the reality of the fashion industry. So *Fashion Network* is one I recommend they check out!

27

Question 15

Jaya is writing this article to

A give an account of her experiences as a fashion journalist.

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B explain the steps involved in becoming a fashion journalist.

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C describe why fashion journalism is important to the clothes industry.

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[1]

[Total: 6]