

T€

# The Ten-Euro T-Shirt

Fast fashion vs sustainable clothing — two viewpoints, one wardrobe dilemma

B2

Reading

Grammar

40 min

## ★ Lesson Objectives

- ★ Read a debate article on fast fashion vs sustainable fashion
- ★ Learn vocabulary related to sustainability and consumer culture
- ★ Use concession and contrast connectors at B2 level
- ★ Understand although vs despite, however vs nevertheless, whereas vs while
- ★ Discuss ethical consumer choices
- ★ Write a balanced argument using contrast connectors

## 1 Before You Read

- ▶ How often do you buy new clothes? Cheap and trendy, or expensive and lasting?
- ▶ Have you ever thought about where your clothes come from?
- ▶ What does 'sustainable fashion' mean to you?

## 2 Reading: Wear It, Bin It, Buy Another?

*A cotton t-shirt costs ten euros. It was sewn by a worker earning less than two euros an hour, dyed with chemicals that polluted a river, and shipped across three continents. You will wear it nine times before throwing it away.*

The fashion industry generates over two trillion dollars in revenue yearly. **Although** it employs millions, it produces roughly 10% of global carbon emissions. **Despite** growing awareness, production has doubled in 20 years, **while** the average times a garment is worn dropped by 36%.

Fast fashion produces cheap, trendy clothing at high speed. **However**, the true cost is paid by garment workers earning poverty wages and by the planet absorbing the waste.

#### Viewpoint A: Sustainable Fashion

Campaigner Ingrid Holmgren: "**Even though** sustainable clothing costs more upfront, it saves money long-term. **Whereas** a fast-fashion jacket falls apart after one season, an ethical jacket lasts ten years." **In spite of** the higher price, demand for sustainable brands is rising. "**Nevertheless**, the industry has a long way to go. **While** some brands have made genuine efforts, many use greenwashing."

#### Viewpoint B: Affordable Fashion

Commentator Rafael Mendoza: "**Although** I understand the environmental argument, not everyone can afford seventy-euro jeans. For many families, fast fashion is a necessity." **Despite** its problems, fast fashion has democratised style. "**However**, working conditions must improve. **Even though** prices are low, that should never mean exploiting workers. The responsibility lies with corporations, not consumers."

**On the one hand**, the planet cannot sustain current production. **On the other hand**, telling low-income families to buy less is unrealistic. **Although** both sides disagree on approach, they agree: the way we produce clothing needs to change.

### 3 Vocabulary

Word	Definition	Example
<b>polluting</b>	causing environmental damage	<i>Most polluting industry.</i>
<b>revenue</b>	business income	<i>Two trillion revenue.</i>
<b>emissions</b>	gases released to atmosphere	<i>Carbon emissions.</i>
<b>awareness</b>	knowledge of an issue	<i>Growing awareness.</i>
<b>garment</b>	piece of clothing	<i>Worn few times.</i>
<b>fast fashion</b>	cheap trendy clothing quickly made	<i>Encourages overconsumption.</i>
<b>trendy</b>	fashionable now	<i>Cheap and trendy.</i>
<b>convenience</b>	being easy and quick	<i>Convenience has a cost.</i>
<b>poverty</b>	being extremely poor	<i>Poverty wages.</i>
<b>campaigner</b>	works for social change	<i>Workers' rights campaigner.</i>
<b>ethical</b>	morally right; fair	<i>Ethical brands.</i>
<b>footprint</b>	environmental impact	<i>Carbon footprint.</i>
<b>greenwashing</b>	misleading eco-friendly claims	<i>Guilty of greenwashing.</i>
<b>democratised</b>	made available to all	<i>Democratised style.</i>
<b>regulation</b>	official rules	<i>Better regulation.</i>
<b>sustain</b>	maintain over time	<i>Cannot sustain this waste.</i>

**Collocations:** carbon footprint • fast fashion • fair wages • working conditions • consumer culture • throw-away society • eco-friendly • supply chain

## 4 Grammar: Concession & Contrast Connectors

### ■ In the Text, You Saw...

- Although + clause: "Although it generates revenue, it causes 10% of emissions."
- Despite + noun: "Despite growing awareness, production doubled."
- However (new sentence): "However, the true cost is paid elsewhere."
- Even though + clause: "Even though it costs more, it saves money."
- Whereas (direct contrast): "Whereas fast fashion falls apart, ethical lasts."
- Nevertheless (formal): "Nevertheless, the industry has a long way to go."

Connector	Followed by	Position	Example
<b>although / even though</b>	clause (S+V)	begin/middle	Although it rains, I walk.
<b>despite / in spite of</b>	noun / -ing	begin/middle	Despite the rain, I walked.
<b>however / nevertheless</b>	new sentence	begin + comma	It rained. However, I walked.
<b>whereas / while</b>	clause (S+V)	begin/middle	Whereas he likes tea, she likes coffee.
<b>on the one hand... other</b>	clause	begin	On one hand... on the other...

### ★ Although vs Despite

Although + CLAUSE: 'Although it was raining, I walked.'

Despite + NOUN/-ING: 'Despite the rain, I walked.' / 'Despite being late, I stayed.'

Convert: 'Although it was expensive' = 'Despite being expensive' = 'Despite the high price'

### ▲ Common Mistakes

- X "Despite it was raining..." → ✓ "Despite the rain..." or "Although it was raining..."
- X "Although the rain..." → ✓ "Despite the rain..." or "Although it rained..."
- X "However he tried hard, he failed." → ✓ "He tried hard. However, he failed."

## 5 Game: Choose the Connector

- \_\_\_ it was raining, they continued. (+ clause) → Although
- \_\_\_ the bad weather, the event went ahead. (+ noun) → Despite
- The factory was inspected. \_\_\_, conditions didn't improve. (new sentence) → However
- \_\_\_ fast fashion is cheap, it damages the environment. (+ clause, strong) → Even though
- \_\_\_ organic cotton costing more, demand has risen. (+ -ing) → Despite
- Some brands are ethical. \_\_\_, many still exploit workers. (formal, new sentence) → Nevertheless
- \_\_\_ he earns well, she works part-time. (direct contrast) → Whereas
- \_\_\_ both options have drawbacks, sustainable causes less harm. (contrast + clause) → While

## 6 Comprehension Quiz

1. What % of carbon emissions comes from fashion?

Answer: About 10%

2. What does Ingrid argue about sustainable clothes?

Answer: They cost more upfront but save money long-term

3. What is greenwashing?

Answer: Making misleading eco-friendly claims

4. Who does Rafael say should be responsible for change?

Answer: Corporations, not consumers

5. '\_\_\_ it was expensive, I bought it.' Connector?

Answer: Although (+ clause)

6. '\_\_\_ the high price, demand is rising.' Connector?

Answer: Despite (+ noun)

7. Where does 'however' go?

Answer: Start of new sentence + comma

8. Although vs despite — key difference?

Answer: Although + clause; despite + noun/-ing

## 7 Fill in the Blanks

**Connectors: Although • Despite • However • Even though • whereas • Nevertheless • In spite of • While**

1. \_\_\_ the factory was inspected, conditions remained poor.

2. \_\_\_ earning very little, workers continued to show up.

3. The brand claims to be ethical. \_\_\_, investigations found child labour.

4. \_\_\_ organic cotton is more expensive, it is better for the planet.

5. He prefers quality, \_\_\_ she buys new clothes weekly.

6. The report was shocking. \_\_\_, few changed their habits.

7. \_\_\_ the evidence, many companies refuse to change.

8. \_\_\_ both options have drawbacks, sustainable fashion causes less harm.

● **Answers:** 1. Although • 2. Despite • 3. However • 4. Even though • 5. whereas • 6. Nevertheless • 7. In spite of • 8. While

## 8 Speaking & Writing

### ◆ Discussion Questions

1. Do you agree more with Ingrid or Rafael? Why?
2. Although fast fashion is cheap, do consumers have a responsibility?
3. Should governments introduce stricter regulations?
4. Have you changed shopping habits for environmental reasons?
5. Despite the problems, will fast fashion ever disappear?

### ◆ Example Dialogue

- A: I've stopped buying fast fashion. Even though it's cheaper, I feel guilty.  
B: However, not everyone can afford sustainable brands.  
A: True. Despite the cost, buying fewer items saves money over time.  
B: Whereas you shop once a season, I need clothes every month.  
A: Nevertheless, even small changes help — like buying second-hand.  
B: Although it takes more time, I've found great pieces that way.

### ◆ Writing Task

Write a balanced argument (80–120 words) about fast fashion vs sustainable fashion:

- One argument for, one against.
- Use concession connectors to acknowledge both sides.
- Give your own opinion at the end.

Use at least 4 different connectors.

## 9 Review Checklist

### I can now...

- ✓ understand a debate article with two opposing viewpoints
- ✓ use vocabulary related to sustainability and consumer culture
- ✓ use although, even though, though + clause for concession
- ✓ use despite, in spite of + noun/-ing for concession
- ✓ use however, nevertheless, even so as sentence connectors
- ✓ write a balanced argument using contrast connectors



## Congratulations!

You have completed Lesson 13: The Ten-Euro T-Shirt.