



10 Minutes for the Planet

Start Slow-wearing! ©

by Valentine Rinner

Accompagnement lexical et phonologique–Noele Bouazouni ©

Retrouvez la traduction de certains mots à droite du texte

Les syllabes accentuées sont en gras et soulignées*

Hello everyone and welcome to this week's episode of 10 Minutes for the Planet. **Following** my recent failed "mainstream fashion" shopping **experience**, I decided to spend my Sunday at the Paris ethical fashion market.

The market takes place all day, along the **popular** Bassin de la Villette. It wasn't as big as I would have wished for, but there were a dozen **stalls**, where you could find a few ethnic-style **designers**, a handful of recycled fashion, one ethical cosmetics stand, and one or two **beautiful jewellery** creators. The **mood** was quite relaxed and the creators themselves were available to discuss their **projects** and convictions. There were also a few food stands, a repair café, and a small **exhibition** on the environmental and social **impacts** of the 21st century fashion industry: **mainly** examining **extensive** and alarming water pollution because of industrial toxic chemical releases in natural waters, exploitation of workers with no minimum wages, abusive work **conditions**, and the vast and increasing amounts of non-recyclable waste **produced** each year because of low-quality disposable fashion trends. The fashion industry is the **second** most polluting industry **after** petrol. If anyone has any sales **intentions**, they should be aborted **on the spot**.

Actually, the concept of "Sales" **barely** exists in ethical fashion, as one of the **core values** is to sell at the **correct** price, with no broad **benefits**, but no **losses** either. It's quite the opposite, of the majority of today's large clothing brands, who take into account **financial** losses during the sales **period**, and price much higher in **regular** times.

But back to Sunday's Paris ethical fashion market. One stall was **different** from the rest, as it **showcased** an online

following (prep.) suite à

stall(n.) stand, kiosque

jewellery (n.) bijoux

mood (n.) état d'esprit

mainly (adv.) principalement

extensive (adj.) considérable, important

on the spot (adv.) sur-le-champ

barely (adv.) à peine

core values (npl.)valeurs fondamentales

loss (n.) perte

to showcase [sth] (vb.)présenter

advice(n.) conseils

platform! It's a new **francophone** site called SloWeAre and it's the first "slow fashion" community in France. The site helps people **navigate** through the field of ethical fashion, centralising responsible fashion names, **initiatives**, inspiration and news. They also interview ethical designers and **entrepreneurs**, giving **advice** on how to read labels or ethically revamp your wardrobe without destroying your style or **budget**. **In fact**, they give you all the tools you need to **transition** into "slow wear" – and enjoy it!

Those sort of guides are most welcome, as it can be quite **difficult** to **track** the different new labels, **identify** which brands fit your own style and budget, **decrypt** between ethical, socially responsible, environmental-friendly, and low impact, etc. Many ethical brands **start off with** an e-store, Pop-Up stores, or sell during **specific** events such as the Paris ethical fashion market. However, as the demand **grows**, more and more **manage** to open actual shops across France. So, have a look on the SloWeAre platform, identify **potential** new favourite brands and go "slow wear" shopping! But **keep in mind** that on **average**, a French **person throws away** 12 kilos of clothing per year. So be **reasonable** please! And don't forget about your other clothing **options** such as repair, **transforming** your current passed-out wardrobe, going vintage shopping or even **renting**! In short: find your own way of dressing yourself.

See you next for a new episode of 10 Minutes for the Planet.

In fact (adv.) en fait

to track (vb.) suivre

start off with (phrasal vb.)
démarrer avec

to grow (vb.) grandir

to keep in mind (vb. expr.)
ne pas oublier, garder à l'esprit

to throw away (phrasal vb.)
jeter

to rent (vb.) louer

*Aide à la prononciation

- Un mot ne peut avoir qu'un seul accent tonique.
- L'accent ne peut être que sur les voyelles et non les consonnes.