

Korrekturhinweise

Fashion during recession

0	1	2	3	4	5	6	7
B	D	A	C	B	A	B	D

Begründungen

0

The text says: "According to some fashion experts, this has forced designers and retailers to lose the excess fluff and get back to the meat and potatoes of their lines and offerings. That can mean clothes with a better fit and designs that are more in tune with their target markets, says Amanda Lovell, department chair of Fashion Design at The Art Institute of New York City." Economic developments have therefore made fashion professionals focus on more basic things again.

1

The text says: " 'By making less and offering less, there is a stronger focus on producing items that are known sellers,' Lovell says." As designers reduce the range of products, they therefore put more emphasis on what consumers buy.

2

The text says: "It makes fashion so much more accessible to consumers." As the number of expensive designs is decreasing, fashion is therefore more readily available.

3

The text says: " 'We all just got a little wiser and started exercising the power of the purse,' Hall states. 'We are shopping smarter. The new differentiator is value along with the best price'." As consumers think more carefully about what they buy, they therefore focus on quality and cost.

4

The text says: " 'Classic pieces have been trending well.' To keep them looking up-to-date, many designers just give them a slightly newer spin." It has therefore become a trend to make traditional clothes more fashionable.

5

The text says: "Lovell also says there's a resurgence of people mending their clothes and accessories before replacing them with new items." Another trend is therefore to fix old clothes rather than get new ones.

6

The text says: " 'The fashion industry just needs to ride out this wave and consumers will soon be spending in excess as before,' Lovell opines." Lovell therefore believes that after the recession shoppers will be buying as much as ever.

7

The text says: "However, some say the recession has prompted them to become more responsible in their spending habits – a change that could be permanent for many consumers." Experts therefore think that through the economic crisis, shopping habits have improved.