

→ WRITTEN PRODUCTION

SHOPPING

TASK 2: WRITTEN PRODUCTION /12.5 points

You have approximately 45 minutes to complete this task.

TOPIC: SHOPPING

You read this article in a blog about fashion:

What Does the Future of Shopping Hold in the Fashion Industry?

Over the course of 2020, the way we shop changed forever. Today, over 25 per cent of the world's population shops online. With this dynamic shift to online shopping and exciting technological innovations becoming available to brands all the time, the world of fashion is evolving and adapting at an impressive rate. The days of mass shopping in the traditional way have disappeared. Instead, brands are utilising technology to create personal, immersive, and remote shopping experiences.

Finally, we can expect the future of fashion and shopping to continue to strive for greater sustainability. Fashion is becoming ever-more sustainable. Thanks to the development of more sophisticated synthetic materials such as vegan leather, fashion brands will have an increasing variety of materials to work with. This will enable them to keep working towards the sustainable practices that their customers are asking for.

Adapted from: <https://technofaq.org/posts/2020/12/what-does-the-future-of-shopping-hold-in-the-fashion-industry/>

You decide to write a **comment on the blog** giving your opinion about online shopping.

You must write about the following points:

- **Explain** the pros and cons of online shopping
- **Give** your opinion on the topic
- **Make** predictions about what the situation may be like in the future

Write between 150 and 180 words.

- Do not forget to include a title for your post
- Count the number of words in your texts and write it down.