

INFLUENCERS 03



1 Work in pairs and discuss the questions.

- 1 What is an influencer?
- 2 Who can be an influencer?
- 3 Do you follow any influencers? Why? / Why not?

2 Work in pairs. Discuss what you think a fashion influencer does and tick the options you think will be mentioned in the video as part of a fashion influencer's job.

- 1 writes articles about fashion
- 2 posts photos of themselves and their clothes
- 3 buys expensive clothes
- 4 models clothes on catwalks
- 5 suggests clothing combinations
- 6 promotes original looks

3 03 Watch the video to check your answers to Exercise 2.

4 03 Read through the text and complete the gaps. Then watch the video again and check your answers.

Influencers are the new (1) They are the online leaders of (2) and what's not. Fashion used to be more (3) for the average person. It was all (4) performing for (5) and wealthy people. If you wanted to see the latest fashions you had to buy (6) magazines or (7) to a fashion show.

Today fashion is for everyone and influencers can be anyone from (8) All you need is a (9), a phone and a desire to show others what you like (10) There is no formula for success. Influencers show expensive and cheap clothes. Nowadays, their (11) doesn't matter either. They just need an (12) to be successful.

Influencers get their clothes from shops, (13) shops and street (14), whatever (15) their

5 Work with a partner. Ask and answer the questions.

- 1 Do you think about fashion? Why? / Why not?
- 2 Are you loyal to any clothing brand? Why? / Why not?
- 3 Do you think you are adventurous with your clothing style?
- 4 Would you like to be a fashion influencer? Why? / Why not?