GradeMax

Please check the examination details below before entering your candidate information

Candidate surname	Other names

Centre Number | Candidate Number

Pearson Edexcel International Advanced Level

Time 2 hours

Paper reference **WEN03/01**

English Language

International Advanced Level
UNIT 3: Crafting Language (Writing)

You must have:
Source Booklet (enclosed)

Total Marks

Instructions

- Use **black** ink or ball-point pen.
- **Fill in the boxes** at the top of this page with your name, centre number and candidate number.
- Answer **all** questions.
- Answer the questions in the spaces provided
  – *there may be more space than you need.*

Information

- The total mark for this paper is 50.
- The marks for **each** question are shown in brackets
  – *use this as a guide as to how much time to spend on each question.*

Advice

- Read each question carefully before you start to answer it.
- Try to answer every question.
- Check your answers if you have time at the end.

Turn over ▶

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SECTION A

Read Texts A, B and C in the Source Booklet before answering Question 1.

Write your answer in the space provided.

1 Using the texts in the Source Booklet, write a fashion blog about the benefits of sustainable fashion.

You **must** use the information in the Source Booklet to create your fashion blog.

You may include additional material drawn from your own knowledge and experience.

Choose your own audience, purpose and context and complete the grid below.

Genre	Audience	Purpose	Context
Fashion blog			

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(Total for Question 1 = 20 marks)

TOTAL FOR SECTION A = 20 MARKS

SECTION B

Write your answer in the space provided.

2 Write a commentary on your new text.

In your commentary you should:

- analyse and evaluate the language choices you have made
- show how you have reshaped the source material to meet the new genre, audience and purpose
- comment on how contextual factors have influenced your language choices.

You should support your analysis with evidence.

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(Total for Question 2 = 30 marks)

TOTAL FOR SECTION B = 30 MARKS
TOTAL FOR PAPER = 50 MARKS

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Pearson Edexcel International Advanced Level

Time 2 hours

Paper reference **WEN03/01**

English Language

International Advanced Level
UNIT 3: Crafting Language (Writing)

Source Booklet
Do not return this Source Booklet with the question paper.

Total Marks

Turn over ▶

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Text C – Video transcript	7

Topic: Sustainable Fashion

The following texts all deal with sustainable fashion: a movement towards a more environmentally friendly and ethical system of fashion worldwide.

Text A: An edited extract of an open letter to the fashion industry by the fashion designer Stella McCartney, published in a British newspaper.

My aim in writing this is to encourage those of you reading it to be more conscious, take action and question the current state of affairs.

While I have been talking about these issues, practising sustainability and fighting for animal welfare in my workplace since I started my brand in 2001, I am by no means perfect, but I make every effort I can. The fashion industry is at a crossroads, and I believe that this is a moment for us to come together to achieve systemic, sustainable change in our industry. The fashion industry is one of the most polluting and damaging industries in the world. Every single second, the equivalent of one rubbish truck of textiles is sent to landfill or burnt. The fashion industry accounts for more than a third of ocean microplastics, while textile dyeing is the second largest polluter of clean water globally. If nothing changes, by 2050 the fashion industry will be using up to a quarter of the world's carbon budget.

This way of working is not sustainable. The world is crying out for change, and it is our responsibility to act now. In this moment we should reflect on how we got here. Not so long ago we did not treat clothing as disposable. The rise of "fast fashion" has distorted our relationship with fashion and design. In the current system, designers set trends, fast-fashion copies these trends and force-feeds them to us. This leaves no room for self-expression.

We are seeing that people are looking for a better way and want to recycle, to repurpose, to rent, to buy vintage, to buy and sell each other's stuff. This creates an exciting time for other business opportunities such as rental, resale and new ways of recycling clothing. These new ways of engaging with fashion create communities, providing a creative way to express your personality and individuality through the clothes you wear.

The next step, which is where I am leading my business, is to shift towards circularity and reuse what we already have on the planet – helping to reduce the need for a high quantity of new raw materials. The Ellen MacArthur Foundation* tells us that only 1% of textiles are recycled back into textiles each year – this is simply unacceptable. Supporting innovators will help to drastically increase this number, but we need this shift now.

Consumers are the ones in charge, and we are all consumers. Every time we buy something, we advocate for it – by giving our money to a company, we are voting for it to stay in business. Consumers are now asking for clarity on where the stuff they buy comes from, pushing brands to be open. There is a need to be more transparent about how things are made, where they are made and their impacts. The decisions I make as a designer when I choose my fabrics are some of the most impactful ones I can make.

This is our moment for change. The fashion industry shares everything: supply chain, raw materials, logistics, and this overlap means that we can truly work together to fix things. Companies that choose to use sustainable materials such as organic cotton, recycled polyester or other verified inputs could and should be incentivised by legislation. For example, offering lower import tariffs could accelerate the use of these better materials, because right now it is a cost to the business that, unfortunately, prohibits some brands from embracing more sustainable options. We need not compromise style for

sustainability, and we can show that it is possible to build a healthy, profitable business with mindfulness and consciousness.

Glossary
The Ellen MacArthur Foundation – a research charity that encourages sustainability

Text B: An edited version of an article from the African edition of an online international business magazine.

This Kenyan company won a major fashion award for making fabric from nettles.

Organic fibers made from nettles have bagged a Kenyan company one of the world's top sustainable fashion prizes.

Green Nettle Textile was this year awarded almost $170,000 as part of the $1.1 million Global Change Award, a fashion innovation challenge initiated by H&M* Foundation in collaboration with management consulting firm Accenture and the KTH Royal Institute of Technology in Sweden. Described by some as the Nobel Prize for sustainable fashion, the award seeks to disrupt the fashion industry by choosing early stage ideas and incubating them towards the goal of an environmentally-conscious, circular fashion instead of a wasteful, linear model.

This year, the competition received 6,640 entries from 182 countries, with a tremendous increase in entrances from emerging markets. Nigeria, Ghana, Kenya, and South Africa were among the top 10 nations that submitted entries for the award.

Green Nettle won the award along with four other firms. These companies made expanding children's clothes (United Kingdom), a biodegradable vegan leather (Peru), a digital system that helps make garments recyclable from sketch to scrap (Germany) and a toxic-free membrane for outdoor wear (Switzerland). Besides financial support, the winners will also get access to a mentorship program that will take them to markets, including Sweden, Hong Kong, and the United States.

Using nettles in producing fabric was astute given that the plant grows in Kenya and is used for nutritional and medicinal purposes. After the Kenya Bureau of Standards certified the plant in 2009, farmers in Kenya started betting on its newfound commercial capabilities. Green Nettle Textile is now proving an extension of that dynamism, hoping to grow the stinging plant in barren areas to make an environmentally-friendly alternative to conventional fabric and create income for farmers.

As clothes become cheaper and more disposable, the fashion industry has explored how to create clothes for rapidly growing populations while protecting the planet. The overproduction and overconsumption of fast fashion have especially come under criticism – including how eco-friendly clothing is from the chief GCA award sponsor H&M. There have also been concerns about how much energy and water clothing production consumes, besides how much industrial waste factories release into oceans, rivers and natural habitats. Environmental groups like Greenpeace have, for instance, advocated for companies to change their customers' mind-sets and to design clothes for long life.

Glossary
*H&M – a Swedish multinational clothing retail company

Text C: The edited transcript of a video called "A Realistic Guide to Sustainable Fashion" from the website of an international fashion and contemporary culture magazine.

Priya Ahluwalia (Designer): No-one is going to change the world by themselves, but if each person starts to make small changes it's like a revolution. The situation is bad: fashion is currently the second biggest polluter of the planet, after oil. Obviously, we've all got a part to play, from the manufacturers of fabrics to the consumer. There is a responsibility to think about how you buy them and how you dispose of them and how you make them. All of that. I think it's time for people to take action in their own lives. If we could all make little changes – no-one has to be perfect – it really will make a massive impact on the planet. There's no time like the present to get started so you might as well start now.

Josephine Jones (Designer and Founder of Josephine Jones Boutique): Fast fashion is the production of an unnecessarily large amount of garments. Fast fashion is out. It's about looking after what we have, thinking about what already exists. You don't have to give up your glamour to be sustainable. There are things that have already been made that we can continue to enjoy in a healthy way. Don't buy less necessarily, buy smarter or buy kinder. It literally sometimes is putting money where your mouth is. It's not about being perfect, just about being better: do less harm, do more good.

Samata (Director of Red Carpet Green Dress): 80% of the carbon footprint of any item is post-purchase. When I think about how can I look after that item more sustainably, it's refurbishing and darning and mending, giving that item like a new lease of life. Washing at a cooler temperature is important because 90% of the energy that washing machines use goes on heating up the water. I'm a champion of air-drying. To know that I can wash my clothes, but the by-product of me washing these clothes is not going to be harmful to an external environment outside of me, it's just a win-win situation.

Tabby Darling (Pink Ink): 95% of the clothing that we just chuck away could have a second life and we've just got into this throwaway culture. It's really, really detrimental to the planet. If you're sick of what you've got, see if any of your friends like it. It's a really sustainable way to move on from clothing that you don't want because it's keeping it from landfills. Anyone can do it. Literally anyone.

Matthew Needham (Designer): Fashion is there to make you feel good and, through the search for ease and convenience, we've kind of lost that sense of human instinct which leads to creativity. You've got something that's got a stain on it? Make a deal out of it, you know, make it an obvious stain, make it intentional! Take something that's already in existence and change it to make something new.

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Text A:
Text B: Source based on: https://qz.com/africa/1589526/kenyas-green-nettle-textile-wins-global-change-fashion-award/
Text C: Source from: https://video.vice.com/en_uk/video/i-d-a-beginners-guide-to-sustainable-fashion/5bfc1439be4077553a70fb31