

News Worksheet – H&M; Teams Up With Stella McCartney

Section 1 – Reading

Fast-fashion giant H&M; is getting ready to team up with British designer Stella McCartney again, nearly twenty years after their first sell-out collection. The new range, built on some of McCartney's archive tailoring, will include relaxed suits, bold statement coats and everyday basics made from certified, lower-impact materials. Both sides insist that sharp design and greener choices can go hand in hand, and they hope the project will show that sustainable fashion does not have to cost the earth for ordinary shoppers.

The collaboration lands as pressure on the fashion industry continues to take off. Regulators in Europe are pushing brands to cut waste, use more recycled fibres and be clearer about how their clothes are made. By teaming up with a designer known for cruelty-free fabrics, H&M; is trying to shake up its image and step up its long-term climate promises at the same time. Preview looks have already firmly put the collection in the spotlight on red carpets, turning heads months before the clothes reach the high street.

Still, many observers are keen to keep an eye on what happens next. Critics warn that fast-fashion companies often talk the talk on sustainability while sales keep climbing. Supporters argue that big players must also walk the walk if the industry is going to change in the long run. Some analysts see the move as a clever way to answer critics, while others say the real test is whether H&M; rolls out greener materials across all of its lines. McCartney adds that the partnership could open up cleaner technologies for mass-market use, not just this limited-edition capsule.

Section 2 – True / False

1. H&M; and Stella McCartney are preparing a new collection almost twenty years after their first one.
2. The collection will focus only on expensive catwalk pieces and not on everyday items.
3. The partners claim that stylish design and sustainability can exist together in the same clothes.
4. European regulators are asking brands to reduce waste and be more transparent about production.
5. H&M; is collaborating with McCartney mainly to move away from cruelty-free fabrics.
6. Preview outfits have already appeared on red carpets before reaching the high street.
7. Everyone agrees that the collaboration is genuine change rather than clever marketing.
8. Some observers want H&M; to use greener materials across its whole business, not just this capsule.

Section 3 – Phrase Match (Phrasal Verbs & Idioms)

Match the phrases (1–10) with their meanings (A–J). Write the correct letter next to each number.

Phrases	Meanings (A–J)
1. team up with	A. become successful or popular very quickly
2. built on	B. increase your effort or activity, especially to meet a challenge
3. take off	C. over a long period; eventually
4. shake up	D. based on and developed from something that already exists
5. step up	E. say the right things, especially about your values
6. keep an eye on	F. receiving a lot of public attention
7. in the spotlight	G. show your beliefs through real, practical actions
8. in the long run	H. watch something or someone carefully over time
9. talk the talk	I. collaborate with someone on a shared project
10. walk the walk	J. change something in a bold way to make it work better

Section 4 – Synonym Match

Match the words from the article (1–10) with their synonyms (A–J). Write the correct letter next to each number.

Words	Synonyms (A–J)
1. giant	A. processed so it can be used again
2. archive	B. striking and attention-grabbing item
3. statement	C. intelligent and skilful
4. certified	D. historical collection
5. Regulators	E. officially approved
6. recycled	F. joint project between two sides
7. Preview	G. in a strong and steady way
8. firmly	H. authorities that enforce rules
9. clever	I. very large company
10. collaboration	J. early look at something

Section 5 – Discussion Questions (Student A)

1. Do you ever shop at H&M; or similar high-street brands? Why or why not?
2. What do you think when big brands team up with famous designers? Does it make you more interested in the collection?
3. How important is it for you that clothes are made from greener or recycled materials?
4. Would you pay a little more for a jacket or coat that is made in a more sustainable way? Why / why not?
5. Preview looks have already put this collaboration in the spotlight. Does red-carpet publicity influence your shopping choices?
6. Have you ever bought a piece of clothing just because it was a statement item? What was it like?
7. When you buy clothes, do you keep an eye on the label (materials, where it was made) or mainly on the price and design?
8. In the long run, do you think fast fashion will become greener, or will people simply buy less?

Section 6 – Discussion Questions (Student B)

1. Do collaborations like H&M; x Stella McCartney genuinely help the industry walk the walk on sustainability, or are they mostly clever marketing?
2. How can governments and regulators push brands to step up without destroying their profits and jobs?
3. What would you expect from an effective insights board for a project like this? Who should sit on it?
4. Some people say the only real solution is to buy far fewer clothes. Do you agree, or can new materials and technology shake up the system?
5. In your country, are consumers more interested in price, brand name, or ethics when they choose what to wear? Why?
6. Do celebrity red-carpet appearances still put brands in the spotlight today, or do social media influencers have more power?
7. If you worked for H&M;, how would you make sure this collaboration does more than talk the talk about sustainability?
8. Imagine that this collection really takes off. How could H&M; build on it to change the way it does business globally?

Section 7 – Answer Key

Section 2 – True / False:

1. T 2. F 3. T 4. T 5. F 6. T 7. F 8. T

Section 3 – Phrase Match:

1. I 2. D 3. A 4. J 5. B 6. H 7. F 8. C 9. E 10. G

Section 4 – Synonym Match:

1. I 2. D 3. B 4. E 5. H 6. A 7. J 8. G 9. C 10. F