

## Answers

### A) Match the phrases to the definitions

Based on the context of the article, can you match the words in the box to the definitions listed below? Then add the word into the example sentence. You may need to change the form of the word to fit the meaning of the sentence.

cornerstone	to resonate with	to strive to	to stay true to
to lose sight of	to alienate	to build strong ties	to buy into
to stand for something	a proponent of	to pride ourselves on	to convey

1. To build strong connections and relationships: **to build strong ties**

*"They are such a big company and we want them to become a long-term client, so it is essential that we **build strong ties** with them."*

2. To support and represent an idea: **to stand for something**

*"We need to express exactly what the company **stands for**."*

3. To make someone feel as if they are emotionally separated, or no longer part of a group: **to alienate**

*"If we take this deal with this global store then we will risk **alienating** some of our most valued clients."*

4. To be proud of a certain ability or quality: **pride ourselves on**

*"We **pride ourselves on** the high quality of our products."*

5. To make a strong effort to achieve something: **to strive to**

*"We **strive to** offer our clients the highest possible level of service."*

6. A supporter of a theory, philosophy, strategy or course of action: **a proponent**

*"I am a real **proponent** of hard work."*

7. To have a particular meaning or importance to someone, in a way that they might think or feel the same as you: **to resonate with**

*"Our humble village roots **resonate with** a lot of our customers. They chose us over bigger companies because they feel part of a family."*

8. To communicate a message: **to convey**

*"We need to **convey** our values to our audience more effectively."*

9. To act in a way which is in agreement with your values: **to stay true to**

*"The company may be 100 years old, but it has always **stay true to** its roots."*

10. A very important quality or feature upon which something is based: **a cornerstone**

*"Ethical business practices are the **cornerstone** of our company's philosophy."*

11. To forget about an important idea because you are concentrating too much on other things: **to lose sight of**

*"It is a real shame, but it seems that the company has **lost sight of** its traditional values."*

*"If we want the company to go global, we have to make sure that we don't **lose sight of** our roots."*

12. To believe in or support an idea or concept completely: **to buy into**

*"The new staff have really **bought into** our company culture of togetherness and hard work."*

## B) Key Words in a New Context

### The Values of CC Clothing

As the owner of CC Clothing, I would like to express our commitment to the values of social responsibility and customer-centricity that have been the **cornerstone** of our company from the very beginning. We started as a small clothing company selling clothes in one store in Liverpool, and we have now grown to have stores in shopping centers around the UK. However, even as we have expanded, we have **strived** to **stay true** to our core values.

At CC Clothing, we **pride ourselves** on our unique personalised service and friendly advice whenever a customer comes into our store. We listen carefully to their feedback and incorporate it into our operations. This means that they want to come back to us time and time again because they know that we value their satisfaction and comfort.

As we have grown, it has become increasingly difficult to avoid falling into the trap of fast-fashion. The majority of mid-range retail stores produce unsustainable volumes of clothing in order to supply cheap outfits to the end consumer with cheap materials. Then, a new collection is released a few months later, resulting in excessive unnecessary waste from millions of unsold items. This also involves exploitation and production level, and it is certainly something that we refuse to **buy into / stand for** here at CC clothing. We believe that our customers deserve clothes that are high-quality, long-lasting, and ethically sourced.

This is something that really **resonates with** customers not only on an ethical level, but also on a personal level, as consumers are tired of clothes made from cheap material which loses its shape after 1 or 2 washes.

Personally, I have always been a **proponent** of giving back to the community. I believe that this is a business' responsibility which is just as important as building profit. Whenever we open a new store, we **build strong ties** with local community leaders and charities. Our employees participate in volunteer work, such as charity walks and community building activities. This not only gives something back to the community, but also really fosters a sense of team spirit among our employees.

Of course, as we grow, there is always a risk of **losing sight of** our values. It can be tempting to prioritize convenience, profits and fast growth over social responsibility and customer centricity. But we refuse to let this happen. We believe that we are one of the few national clothing companies that really **stand for** something important, and we are committed to staying true to what makes us unique, no matter what.

We believe that we are still a clothing company that our customers can trust. We want to **convey** the message that we are not just here to sell clothes – we are here to build long-lasting relationships with our customers based on trust, quality, and social responsibility.

### C) Comprehension Questions

1. Based on the article, what is your understanding of the term 'fast-fashion'?  
**The author's explanation of 'fast-fashion' is the concept that a company produces huge volumes of clothing in order to offer cheap clothes to the end consumer with cheap materials. Then, a new collection is released a few months later, resulting in huge waste from millions of unsold items.**
2. Why do customers at CC clothing dislike 'fast-fashion'?  
**Because it is unethical, and also because they are tired of clothes which lose their shape after 1 or 2 washes.**
3. The author mentions that CC clothing employees participate in voluntary work. What are the 2 main benefits of this?  
**It gives back to the community, and it encourages a strong team spirit among employees.**  
  
**(The word 'foster' in the text means to encourage the development of something positive).**
4. (Paragraph 5) For CC Clothing, what is a potential business advantage to staying true to their values?  
**The suggestion in the paragraph is that the values that the company stands for actually make the company unique in today's retail market.**