



TAMPINES JUNIOR COLLEGE
JC 2 PRELIMINARY EXAMINATION



CANDIDATE
NAME

CIVICS GROUP

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TUTOR

GENERAL PAPER

8807/02

Paper 2

24 August 2017

1 hour 30 minutes

Candidates answer on the Question Paper

Additional Materials: 1 Insert

READ THESE INSTRUCTIONS FIRST

- Write your name and class on all the work you hand in.
- Write in dark blue or black pen.
- Do not use staples, paper clips, glue or correction fluid.

TOTAL:

/50

Answer **all** questions.

The Insert contains the passage for comprehension.

Note that up to **15** marks out of **50** will be awarded for your use of language.

The number of marks is given in brackets [] at the end of each question or part question.

For Examiner's Use

Qn 1		Qn 7		MARKER 1	
Qn 2		Qn 8		MARKER 2	
Qn 3		Qn 9		MARKER 3	
Qn 4		Qn 10		MARKER 4	
Qn 5		Qn 11		MARKER 5	
Qn 6					
Sub-total	 / 35		AVE LANG MARK / 15

Read the passage in the Insert and then answer **all** the questions. Note that up to fifteen marks will be given for the quality and accuracy of your use of English throughout this Paper.

For
Examiner's
Use

NOTE: When a question asks for an answer **IN YOUR OWN WORDS AS FAR AS POSSIBLE** and you select the appropriate material from the passage for your answer, you must still use your own words to express it. Little credit can be given to answers which only copy words and phrases from the passage.

1 In the first paragraph, what reasons does the author offer for why clothing is important throughout human history? **Use your own words as far as possible.**

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.....[2]

2 In paragraph 2, what differences does the author see between the clothes of early human societies and societies today? **Use your own words as far as possible.**

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.....[2]

3 What is the author hinting at by her use of the words "it was assumed" (lines 25 – 26)? **Use your own words as far as possible.**

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.....[2]

4 In paragraph 4, what reasons does the author suggest for “standards of dress” being “a form of soft power” (line 29)? **Use your own words as far as possible.**

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5 Explain the irony in the author’s description of soft power in paragraph 4.

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6 In paragraph 5, explain how the poster of Rosie the Riveter overturned characteristics traditionally associated with women. **Use your own words as far as possible.**

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7 How does the slogan on the poster support the author’s argument in paragraph 5? **Use your own words as far as possible.**

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.....[1]

9 In paragraph 7, how does the author illustrate her idea that “collecting and wearing haute couture is the ultimate status symbol” (lines 60 – 61)? **Use your own words as far as possible.**

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.....[3]

10 Which aspect of the author’s argument in the first paragraph is reinforced by the last sentence in the passage? **Use your own words as far as possible.**

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.....[1]

Nicole Smith writes about how clothing establishes our identity.

- 1 Say the word "communication" and ask for associations. Most people are likely to focus on verbal expressions as the primary association with the communicative process and function. Our personal image, however, also communicates volumes about who we are, what we believe, what we consider important, and how we want others to view us. A woman wearing a hijab, for instance, is identifying herself as an adherent to particular religious and cultural norms. By negotiating these aspects of our identity by what we wear, we can either bring ourselves closer to others or distance ourselves from them. Looking back over the course of human history, one sees how important clothing has been, not only in the process of conveying important information about ourselves and the groups with which we associate, but also in the process of establishing certain cultural and social norms that provide both shape and structure to society. 5
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- 2 The clothes of early human societies seem to have been more functional than fashionable, permitting hunter-gatherers a certain degree of protection from the elements while maintaining ease of movement. However, the transition from clothing as a purely functional object to one that also had expressive and communicative capacities was relatively quick. African and Native American tribes, for instance, have extensive and rich traditions of elaborate clothing, especially for ceremonial purposes. The degree and quality of decoration, as well as the materials used, signified the wearer's rank in the social order. Eagle feathers and elaborate headdresses were reserved for elders and important tribal leaders. Certain pieces of clothing were also reserved for wear during important ceremonies and rites, and were not part of everyday dress. Such clothing was believed to be imbued with special spiritual and protective powers. 15
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- 3 Dress codes are often markers of a person's socio-economic status. In old England, students donned blue Tudor frock coats with yellow stockings. Blue was the cheapest available dye at the time, and was used to emphasise the low status of the children. Today, wealthier, more traditional schools often have dress codes that represent the privileged world they are a part of or their families aspire to attain. Many lower income schools have uniforms because it was assumed that students who come from low performing schools need uniforms for the students to take the learning environment seriously. Clothes and appearance have always been symbols of how an individual belongs within – or is excluded from – his or her community. 25
- 4 Standards of dress can also constitute a form of soft power. Western civilization, for example, set the standards of dress for colonisers and the locals. In cases where colonial rulers regarded indigenous dress as a potential focus of resistance to occupying power, suppression of local dress was rigidly enforced. For instance, when Korea was a Japanese colony, all markers of Korean cultural identity, including the use of the spoken and written Korean language and the wearing of the national *Hanbok* costume, were ruthlessly suppressed. 30
- 5 During World War II, as women began to work outside the home, helping with the war effort by working in factories, clothing became an important way in which identity and gender stereotypes were negotiated. The poster of Rosie the Riveter, a cultural icon representing American women during World War II, depicted a woman with a determined look on her face and a confident display of strength. Although the poster only depicted Rosie from the torso up, it was clear that she was not garbed in traditional female dress of the time. Instead, she was wearing a functional blue denim work shirt, not adorned with any decorations. She was not wearing earrings or other 35
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jewellery, and she had a covering on her head, a bandanna, that kept her hair out of her face. "We can do it!" was the slogan on the poster. The image of Rosie the Riveter was important because it diffused a whole new idea of women and their dress on a massive scale. Its widespread dissemination, and its appeal and popularity ensured that women could be advocates for change. 45

6 The mid-20th century represented a dramatic shift in the way that clothing was both conceptualised and used. The locus of authority establishing norms of dress also began to shift. Social norms about dress began to relax somewhat, and there was a trend towards self-determination in the form of self-identity and self-representation. The power of institutions to dictate who could wear what and why became diluted. As a result, industries oriented around clothing became increasingly pervasive and visible in society. Clothing producers began creating, marketing, and disseminating more types, styles, and varieties of clothing than ever before, creating an almost endless array of possibilities for the wearer. 50

7 Just because there was a loosening of social norms about dress did not mean that it lost its power as a marker of social status. On the contrary, as designers and manufacturers increased the variety of styles and made them available on the market, clothing became a more powerful marker of status than it ever was. Innovation created demand, and demand spawned various sectors within the clothing industry: haute couture and budget clothing, to name just two segments of the market. For diehard fashionistas and the wealthy, collecting and wearing haute couture is the ultimate status symbol in the modern world. The made-by-hand clothing cannot be purchased in stores. Instead, buyers must have insider knowledge and connections to learn what is for sale. In some cases, they liaise directly with ateliers. The result? A one-of-a-kind piece created by specially-trained artisans. On the other hand, budget clothing shops are scattered across cities, with mass produced, low cost wears available for purchase. Moreover, the acceleration of technologies such as the Internet, digital photography, and online media such as blogs, YouTube, and the like have all had a significant impact on the spread of new fashion standards, which are either accepted or rejected by the buying public. These media serve to stimulate desire, inviting people who consider themselves trendsetters to adopt a product and bring it to the larger public. 55
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8 Today, the clothing industry is a platform to raise awareness of world issues. When global retailer *H&M* launched their *Conscious* collection, they were committed to the ethical production of sustainable garments. Similarly, there are other brands that support and raise funds for a variety of issues throughout the world. American clothing retailer *Gap* was a partner of the *(PRODUCT)RED* campaign to help raise awareness and eliminate AIDS in Africa. *Gap's* campaign featured celebrities who wore a *Gap (PRODUCT)RED* item each. Thought-provoking questions, such as "Can the shirt off your back change the world?" and "Can the next generation change the world?" accompanied the images. So fashion is really more than meets the eye. Gone are the days when people just choose to wear something because it looks good. Of course, that is still very much a part of fashion choices. But these days, clothes and accessories stand for something. Fashion choice today is about making a statement. 75
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9 We see, then, how clothing has evolved from a purely functional personal item to one of great creative significance, a tool we use to establish, express, and convey multiple aspects of our identity. Clothing does speak.

Tampines Junior College
2017 JC2 Preliminary Examination

Suggested Answer Scheme

1. In the first paragraph, what reasons does the author offer for why clothing is important throughout human history? **Use your own words as far as possible.** (2 marks)

From the Passage	In Your Own Words
conveying important information about ourselves (lines 8-9)	projects/imparts/transmit/relays significant/impactful/powerful/crucial details/particulars/facts/background about a person
the groups with which we associate (line 9)	people we connect/identify with/relate/affiliated to
establishing certain cultural and social norms (lines 9-10)	clothes set the standard/benchmark/guide for social behaviour/traditions/customs of a society
that provide both shape and structure to society (line 10)	and this gives a framework/system/backbone for society to function effectively

- 1-2 points – 1 mark
 3-4 points – 2 marks

2. In paragraph 2, what differences does the author see between the clothes of early human societies and societies today? **Use your own words as far as possible.** (2 marks)

From the Passage	In Your Own Words
More functional than fashionable (line 11)	a. Clothes of early human societies were designed to be practical and useful whereas today they are for enhancing one's appearance
signified the wearer's rank in the social order (line 17)	b. Clothes of early human societies was not a reflection of social standing but in societies today, clothes are a reflection of a person's position/grade/status/level in society
Certain pieces of clothing were also reserved for wear during important ceremonies and rites, and were not part of everyday dress (lines 18-19)	c. In early human societies, there was no distinction between the clothes worn every day and for special occasions but today, there are clothes set aside for particular uses/specific purposes

Any 2 points for 2 marks

3. What is the author hinting at by her use of the words "it was assumed" (lines 25 – 26)? (2 marks)

From the Passage	In Your Own Words
Many lower income schools have uniforms because it was assumed that students who come from low performing schools need	Belief/Assumption: The attitude of low performing students towards learning will change when they are wearing standard

uniforms for the students to take the learning environment seriously (lines 25-27)	school uniform and they will take learning earnestly/purposefully/resolutely Reality: This is not the case
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4. In paragraph 4, what reasons does the author suggest for “standards of dress” being “a form of soft power” (line 29)? **Use your own words as far as possible.** (2 marks)

From the Passage	In Your Own Words
Western civilization , for example, set the standards of dress for colonisers and the locals (lines 29-30)	Standards of dress are a form of soft power because the group in authority/power determines/decides the rules with regard to clothing.
where colonial rulers regarded indigenous dress as a potential focus of resistance to occupying power (lines 30-31)	Local/native clothes is an expression of non-compliance/refusal to accept authority
suppression of local dress was rigidly enforced (lines 31-32)	Those in power could quell/crush/repress the opposition by strictly controlling/keeping in check/curbing the use of local dress.

Any 2 points for 2 marks

5. Explain the irony in the author’s description of soft power in paragraph 4. (2 marks)

From the Passage	In Your Own Words
Standards of dress can also constitute a form of soft power. Western civilization, for example, set the standards of dress for colonisers and the locals. In cases where colonial rulers regarded indigenous dress as a potential focus of resistance to occupying power, suppression of local dress was rigidly enforced . For instance, when Korea was a Japanese colony, all markers of Korean cultural identity, including the use of the spoken and written Korean language and the wearing of the national <i>Hanbok</i> costume, were ruthlessly suppressed (lines 29-34)	Expected: Soft power is the use of persuasion BUT in this description, Reality: coercion/force/intimidation/enforcement is used instead

6. In paragraph 5, explain how the poster of Rosie the Riveter overturned characteristics traditionally associated with women. **Use your own words as far as possible.** (2 marks)

From the Passage	In Your Own Words
determined look on her face and a confident display of strength (lines 38-39)	Traditionally , women were indecisive/meek/passive, irresolute (inferred) , but Rosie has a firm/gritty/dogged/go-getter demeanour and exudes assertiveness and power.
Instead, she was wearing a functional blue denim work shirt, not adorned with any	Traditionally , women were only meant to look beautiful, attractive/immaculate (inferred) , but Rosie is wearing

decorations. She was not wearing earrings or other jewellery (lines 40-42)	practical/handy/serviceable clothes (hair out of face as well)
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7. How does the slogan on the poster support the author’s argument in paragraph 5? **Use your own words as far as possible.** (1 mark)

From the Passage	In Your Own Words
it diffused a whole new idea of women ... and its appeal and popularity ensured that women could be advocates for change (lines 44-46)	It conveyed a novel/different perception/fresh perspective of women possessing transformative power/as revolutionaries/being able to make a difference

8. Using material from paragraphs 6-8 only (lines 47 - 81), summarise what the author has to say about changes in society and how they impact people’s perception of clothing.

Write your summary in **no more than 120 words**, not counting the opening words which are printed below. **Use your own words as far as possible.**

Changes in society have influenced people’s perception of clothing by

From the Passage	In Your Own Words
A: dramatic shift in the way that clothing was both conceptualised and used (lines 47-48)	A: Sudden/striking change in direction in how clothing was thought of and utilised/employed .
B: The locus of authority establishing norms of dress also began to shift (line 48).	B: There is no longer a central/dominant power to set the standards of acceptable dressing.
C: Social norms about dress began to relax somewhat (line 49).	C: There are fewer restrictions on what people should wear.
D: there was a trend towards self-determination (lines 49-50)	D: People decide for themselves/have greater autonomy over their clothing preferences
E: in the form of self-identity and self-representation (line 50)	E: because it is a reflection of who they are and how they would like to be portrayed .
F: The power of institutions to dictate who could wear what and why became diluted (lines 50-51).	F: The ability of organisations to directly influence/control/determine/impose the choice of clothing is weakened/diminished/reduced/lessened .
G: As a result, industries oriented around clothing became increasingly pervasive and visible in society (lines 51-52).	G: The fashion industry thus grows/becomes more widespread/prevalent and evident/conspicuous/prominent in society.
H: Clothing producers began creating (line 53),	H: Clothing producers started generating/producing/making
I: marketing (line 53),	I: selling/promoting

J: and disseminating more types, styles, and varieties of clothing than ever before (lines 53-54),	J: distributing/circulating/spreading more kinds/sorts/forms of fashion trends
K: creating an almost endless array of possibilities for the wearer (line 54).	K: This creates countless/unlimited/multitude/infinite range of options/choices for the wearer.
L: clothing became a more powerful marker of status than it ever was (lines 57-58).	L: Clothing has become a stronger/more influential/more formidable indicator of rank/social standing/social position/station in life.
M: Innovation created demand (line 58),	M: Changes/revolutions in clothing gave rise to more needs/wants/requirements/desires on the part of consumers
N: and demand spawned various sectors within the clothing industry (lines 58-59)	N: which in turn created/gave rise to diverse/many categories/divisions/groups within the clothing industry.
O: haute couture and budget clothing, to name just two segments of the market (lines 59-60).	O: catering to the rich and fashionable as well as those looking for affordable/cheaper/inexpensive clothing.
P: the acceleration of technologies such as the Internet, digital photography, and online media such as blogs, YouTube, and the like have all had a significant impact on the spread of new fashion standards (lines 66-68),	P: The increase in the rate of technological advancements has a notable/remarkable/important effect/influence on the proliferation/development of novel/current/contemporary fashion paradigms/ideals/guidelines
Q: which are either accepted or rejected by the buying public (line 68).	Q: and these are either embraced/welcomed/adopted or dismissed/refused/shunned by buyers.
R: These media serve to stimulate desire (lines 68-69),	R: The media trigger/spark/kindle people's longing/yearning for new things
S: inviting people who consider themselves trendsetters to adopt a product and bring it to the larger public (lines 69-70).	S: encouraging fashion influencers to choose/select/pick out items and show/promote them to people.
T: Today, the clothing industry is a platform to raise awareness of world issues (line 71).	T: Today, the clothing industry is an avenue/stage to bring people's attention/increase knowledge/consciousness/understanding/appreciation of global problems/concerns.
U: Gone are the days when people just choose to wear something because it looks good (line 79).	U: People today no longer pick out/select their clothes only/merely to improve their physical appearance/beautify themselves/enhance outward appearance
V: these days, clothes and accessories stand for something. Fashion choice	V: But today, fashion is an assertion/communication of beliefs/ideals/principles/conviction.

today is about making a statement (lines 80-81).	
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1m	2m	3m	4m	5m	6m	7m	8m
1-2 pts	3-4 pts	5-6 pts	7-8 pts	9-10 pts	11-12 pts	13-14 pts	15 and above

Summary Sample:

Changes in society have influenced people’s perception of clothing by **(A) changing how clothing is thought of and employed**. There are **(C) fewer restrictions** and **(D) more autonomy of choice**. The **(F) ability of organisations to influence choice is reduced**. Hence, **(G) the fashion industry becomes more prevalent and conspicuous**. Clothing producers started **(H) making, (I) promoting and (J) spreading different kinds of fashion trends**, creating **(K) unlimited options for the wearer**. Clothing has become a **(L) stronger indicator of social standing**. **(M) New inventions generated more wants, (N) leading to many categories in fashion**. **(P) The speed in technological advancements had a remarkable impact on the proliferation of fresh clothing guidelines**, which could be **(Q) welcomed or shunned** by buyers. Clothes today can be a **(T) way to increase knowledge of global problems**. **(U) Clothes are no longer put on to enhance appearance but (V) reflect beliefs**. (17 points, 121 words)

9. In paragraph 7, how does the author illustrate her idea that “collecting and wearing haute couture is the ultimate status symbol” (lines 60-61)? **Use your own words as far as possible**. (3 marks)

From the Passage	In Your Own Words
made-by-hand clothing (line 61)	handcrafted clothing
cannot be purchased in stores (lines 61-62)	cannot be bought off the rack/at retail shops
buyers must have insider knowledge and connections to learn what is for sale . In some cases, they liaise directly with ateliers . (lines 62-63)	buyers must have exclusive information/the lowdown and be in networks/have the right contacts/links/relations to know what is for sale. In some cases, they communicate/reach out to directly with the fashion designer/fashion house
one-of-a-kind piece (line 63)	bespoke/personalised/custom-made

Any 3 points for 3 marks

10. Which aspect of the author’s argument in the first paragraph is reinforced by the last sentence in the passage? **Use your own words as far as possible**. (1 mark)

From the Passage	In Your Own Words
Clothing does speak (line 84) communicates volumes about who we are, what we believe, what we consider important, and how we want others to view us (lines 3-4)	<ul style="list-style-type: none"> a. Clothes say a lot about our personalities/identities, b. Our values/what we stand for/our convictions c. What we hold dear/ prioritise/deem essential/vital d. Motivation behind the projection of self/how we want to be perceived/seen/regarded

Any 1 of the above

11. Nicole Smith thinks that clothing is an important way of communicating information about ourselves to others. How far would you agree with her observations, relating your arguments to your own society?

Para	Passage Ref	Agree	Disagree
2	<i>'However, the transition from clothing as a purely functional object to one that also had expressive and communicative capacities was relatively quick.'</i> (lines 13 – 14)	<p>a) Clothing is a way to express identity, religious affiliations, sexual orientation and also serves to convey a message or push for change.</p> <p>Example: In 2014, Islamic religious leader Noor Deros launched a campaign – 'Wearwhite' in opposition to Pink Dot. Pink Dot is an annual event championing the Lesbian, Gay, Bisexual, Transgender (LGBT) community. Wearing white indicates opposition to homosexuality and liberal ideologies and supports the promotion of traditional family values. In 2016, a pastor, Mr Lawrence Khong, pushed for his congregation and Singaporeans to wear white during the Pink Dot weekend as a "Pro-family, pro-Government, pro-Singapore message". According to Mr Khong, this shows the church's stance on heterosexual marriage and the "natural family", and is in keeping with the social norms of "Singapore's conservative majority".</p> <p>b) In Singapore, clothes are vital in communicating our racial identity and who we are as a nation.</p> <p>Examples:</p> <ol style="list-style-type: none"> 1) Singaporeans typically don red and white colours on National Day (and the days leading up to it) as they are the colours of our national flag. Wearing red and white reflects our loyalty to and support for our country. 2) At Miss Universe pageants, Singapore representatives deck out in bespoke evening gowns that consist of 	<p>Many clothes are still worn for functional and practical reasons. People of different occupations wear different uniforms respectively that are best suited for the various activities they undertake.</p> <p>Example:</p> <ol style="list-style-type: none"> 1) Regular personnel of the Singapore Armed Forces have to wear uniforms to work daily. They don pixelised uniforms that have a camouflage print, boast superior fabric and an ergonomic design – all to enhance survivability and operational effectiveness of soldiers. The shape, pattern and colours of the pixelised patterns were designed for different operating environments. For example, the army's green pixelised pattern is optimised for a vegetated environment while the Air Force's and Navy's greyish-blue pixelised patterns are designed to blend into air base installations/onboard ships, respectively. Different occasions also call for different ways in which the uniform is to be worn. Soldiers don their 'Number 1' at formal events such as the National Day Parade while the 'Number 4' can be worn as 'short 4' (before and after training sessions) and 'long 4' (during training).

		<p>elements that represent Singapore. In 2015, local couturier Frederick Lee designed a bold red gown featuring a cheongsam top made of trademark batik red fabric of the <i>Singapore Girl kebaya</i> attached to a heavily sequined mermaid skirt. The gown was paired with a <i>sanggul lintang</i>, inspired by the traditional headdress worn by Malay brides. The finishing touch was a 3-m wide structure on her back featuring large red foam orchids. Mr Lee drew inspiration from the <i>kavadis</i> that Hindu devotees carry during the Thaipusam procession. He also wanted to pay homage to the fact that the Singapore Botanic Gardens became the nation’s first Unesco World Heritage Site. A total of 50 red orchids of varying sizes adorn the outfit as a tribute to Singapore’s golden jubilee.</p>	<p>2) Doctors in Singapore wear scrubs and many hospitals are moving toward nurses and other allied healthcare professionals wearing scrubs to carry out daily activities for a few practical reasons. Scrubs help contaminants and bodily fluids get recognised, are inexpensive to replace, can get cleaned using harsh chemicals, protect personal clothing from being ruined and obviously, help patients identify them.</p>
3	<p><i>‘Dress codes are often markers of a person’s socio-economic status.’ (line 21)</i></p>	<p>a) The socialites in Singapore carry designer goods and are adorned in pieces from latest seasons. They are featured in magazines such as High Net Worth Digital Magazine (Singapore) or Singapore Tatler. They are invited to launches of new products and collections.</p> <p>b) #therichkidsofsingapore post #ootds on social media platforms such as Instagram. In their photos, luxury goods from clothes to bags are visible. For example, Arissa Cheo (@xarissaxcheox) is a well-dressed heiress often seen in fashion-forward looks, while decked out in brands like Chanel, Hermes, Saint Laurent, Christian Louboutin, Alexander Wang and Givenchy. Jamie Chua’s (@ec24m) Instagram account provides a glimpse into her extensive collection of over 200 Hermes bags and Lianhe Wanbao dubbed her as the woman with “the most number of Hermes Birkin bags in the world”.</p>	<p>a) In modern Singapore, clothes have been made highly affordable. Today, the choice of dress is mostly a personal one that may not be entirely reflective of one’s social standing. Clothes are worn for occasion and for comfort. Slippers, often regarded as sloppy and informal are dubbed by some as our “national footwear”. Undergraduates at local universities received flak for wearing slippers on campus while Singaporeans wear thongs everywhere – from restaurants to Orchard Road to the Esplanade. When interviewed, students and Singaporeans cited comfort and fashion as reasons for the choice of footwear.</p>

		<p>c) Watches are luxury items that are status symbols. A watch in Singapore is typically a mark/indicator of success. Popular brands include Rolex, IWC, and Patek Phillip and are available in shops such as Sincere Watches Hourglass, in upmarket Marina Bay Sands and Orchard Road.</p>	<p>b) In the past, ownership of designer bags was reserved for the rich. With the rising affluence of Singaporeans, it is not uncommon to see Singaporeans, especially women, carrying bags from luxury labels such as Gucci, LV, and Coach. There are also more ‘wallet-friendly’ designer brands such as Kate Spade, Longchamp, Michael Kors. They are cheaper than other luxury brands but they are considered branded nonetheless. Sporting a bag from any of these brands does not immediately reflect one’s true socio-economic status. A contributing factor to this would also be that the prices of these bags are severely marked down during sales such as the Great Singapore Sale or purchased from Factory Outlets overseas. This makes it easier to obtain these bags and hence they are not reserved exclusively for the rich.</p>
5	<p><i>‘...clothing became an important way in which identity and gender stereotypes were negotiated.’ (lines 36 – 37)</i> <i>‘Its widespread dissemination, and its appeal and</i></p>	<p>a) Increasingly today lines between what constitutes menswear and womenswear have blurred. Women sport ‘boyfriend jeans’ and sneakers have become the footwear of choice amongst young girls and older women alike.</p> <p>b) Women typically donned frocks and dresses that complement the feminine figure. The ‘Power Suit’ epitomises the push against female stereotypes as domesticated and dependent on men. The clean sharp lines of a ‘Power Suit’ put women in good stead to compete against and succeed in a man’s world</p>	<p>a) In Singapore, most Muslim women dress modestly, covering everything except the face, hands up to wrists and feet. In addition, they don a <i>hijab</i> or headscarf. This has perpetuated gender stereotypes of women as subservient to men and as passive individuals. Their fabrics are mostly without print and dull in colour. This traditional clothing does not reflect women as forerunners for change but</p>

	<p><i>popularity ensured that women could be advocates for change.' (lines 44 – 46)</i></p>	<p>as a woman in it projects strength and exudes confidence. These suits once reserved only for men are being transformed to suit the female body and flatter their curves. This serves as a representation of women being as good, if not better than men in many different spheres of work.</p> <p>c) Muslim women subscribe to a modest fashion style. Associated with a modest choice of wear, there is the belief that Muslim women cannot be fashion-forward in their wardrobe choices. However, today, modest wear has become very trendy and is even referred to as 'Modern Modest Wear'. This goes against the stereotype of the meek Muslim woman. They now have agency in choosing what they want to wear, with fashion forward designs and mixing and matching different variations of outfits, yet maintaining their conservative style. Furthermore, these clothes being easily available in big retail stores such as Zalora and Uniqlo show that modesty and fashion can be synonymous.</p>	<p>instead may reflect the traditional and backward associations of women.</p> <p>b) In most Singapore schools, girls wear skirts or pinafores while boys wear Bermuda pants or long pants. In a world where androgynous fashion is becoming increasingly popular and where fashion is pushing boundaries and breaking free from gender stereotypes, uniforms still have clear barriers between male and female dress.</p>
6	<p><i>'The locus of authority establishing norms of dress also began to shift.' (line 48)</i></p> <p><i>'...there was a trend towards self-determination in the form of self-identity and self-representation.' (lines 49 – 50)</i></p>	<p>a) No locus of authority establishing norms of dress. Globalisation has given Singapore access to a variety of high end, mid-market and budget apparel and accessories, such as sports goods, ladies fashion, footwear and bags. There is a range of choices to suit everyone's taste, preferences and budget.</p> <p>Examples:</p> <ol style="list-style-type: none"> 1) There are luxury brands to cater to the affluent shopper. Shoppes at Marina Bay Sands has 170 luxury and premium brands such as Dior and Gucci. 2) For those looking for affordable and one-of-a-kind outfits, there are flea markets, thrift stores and Bugis Street with its alleys of different clothes. 	<p>Generally, Singaporeans find comfort in big, recognisable global fashion brands such as <i>Topshop, Uniqlo</i> and <i>H&M</i> because they connote quality, and to some extent prestige and status. In a bid to make profits, many shopping malls in Singapore carry these same brands, resulting in people having a rather homogeneous look as they have obtained their clothes from the same few shops. Young people, especially, are still finding their personal identity and tend to be keen to own what their peers have so that they can fit in and make themselves feel part of a community. This is reflected in their clothing choices.</p>

		<p>So in Singapore, we are spoilt for choice and the variety available means people have different styles to choose from that fits their purpose and budget.</p> <p>b) With the influx of mass market global brands in Singapore, people are craving for individuality and seeking pieces that are off-the-beaten path. There is thus a new thriving market for local designers. These homegrown designers give a local spin to their designs.</p> <p>Example:</p> <p>1) <i>Ong Shunmugam</i> creates modern, wearable interpretations of traditional wear, such as the cheongsam, sari or samfu. Womenswear label <i>Baju</i> by Oniatta and leather goods label <i>Oakmoon Crafts</i> weave batik into their designs and give the traditional method of wax painting a modern twist. The traditional textile is paired with materials such as leather or used to make everyday work clothes.</p> <p>These local designers put a modern twist on traditional items, producing unique pieces of clothing that incorporate both the old and new and owning these pieces reflect the wearer's appreciation of culture and history.</p>	
7	<p><i>'Moreover, the acceleration of technologies such as the Internet, digital photography, and online media such as blogs, YouTube and the like have</i></p>	<p>a) Instagram is one of the most popular and influential social media platforms in the world, and the go-to place for fashionistas, bloggers and photographers who want to share their #ootd snaps with their adoring fans.</p> <p>The term "influencer" is a social media buzzword that is generally used to describe people who have a substantial reach and following on social media platforms, are trendsetters and can shape the opinions and behaviour of</p>	<p>Influencers (Instagrammers, bloggers) are useful to the fashion industry because the influencer's feed or blog or vlog is an avenue for product placement, but this has been said to affect fashion in a negative way because they are essentially promoting the dominant fashion trends, namely street fashion, instead of encouraging creativity in fashion. The end product is created with the prevailing consumer</p>

<p><i>all had a significant impact on the spread of new fashion standards...’ (lines 65 – 68)</i></p>	<p>many. These influencers play a vital role in the landscape of fashion. With young people aged 16-24 years old in Singapore displaying trust in what people say online, the benefit of Instagram influencer marketing is amplified.</p> <p>Examples of Fashion Instagrammers:</p> <ol style="list-style-type: none"> 1) Blogger Naomi Neo gets up to \$45,000 worth of free clothing, beauty products and gadgets in a year. All these from a range of companies keen to get a mention on her blog and social media accounts. Her blog receives 250,000 to 280,000 hits a month, while her Instagram account has 142,000 followers. 2) Another blogger, Nellie Lim’s IG is not just about fashion, but also filled with food and lifestyle photography. Her account is characterised by colourful accents in every shot, whether it is from her clothes or her skill at scoping out the best #ootd backgrounds all around Singapore. 3) Another fashion icon is Nicole Wong with her espousal of a punk-rock, edgy vibe in her leather jackets, Converse shoes and 90s inspired chokers. <p>b) Celebrities also use social media to spread current fashion trends and showcase their style. They wield exceptional power and influence because they already have a fan base and a signature look. Because of their influence, they are trendsetters in today's society. BIGBANG’s G-Dragon, for example, is listed among the top 500 people considered to be the most influential in shaping the global fashion industry.</p> <p>c) The Internet has transformed the entire fashion supply chain. While previously the fashion industry was mainly driven by producers, retailers and designers, today, the industry is mainly driven by consumers who are increasingly able to design their own garments by choosing fabrics, colours, prints</p>	<p>interest in mind, rather than necessarily creating new fashion standards.</p>
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		and style. Digital technologies also enable small and new fashion labels to gain access to markets around the globe.	
8	<p><i>‘Today, the clothing industry is a platform to raise awareness of world issues.’ (line 71)</i></p> <p><i>‘Fashion choice today is about making a statement.’ (line 81)</i></p>	<p>a) The trend is catching on in Singapore, with more shoppers going green and stores eager to meet the rising demand.</p> <p>Singaporean consumers are generally becoming more eco-conscious and aware of how their lifestyles can impact the natural environment and they are keen on wearing their conviction on their sleeve and asserting their choices as a consumer. This trend could be because of active campaigning by activist groups, as well as eco-friendly apparel becoming more readily available on the market. Eco-fashion is also becoming more fashionable. More players in the market also mean a possible decrease in price.</p> <p>Examples of popular eco-fashion labels:</p> <ol style="list-style-type: none"> 1) Etrican Established in 2009. Seen demand jump in the past three years and has ramped up production. Organic and eco-friendly label. Uses organic cotton – Global Organic Textile Standard (GOTS) certified, which dictates against several ills such as child labour, unfair wages, and prohibits toxic chemical input. 2) The Fashion Benefit Online retailer – aggregator of local and international labels that wave the flag for social and environmental sustainability. Every purchase leads to a US\$5 donation to a chosen cause. Seen business surge in recent years. 3) Saught Online store – accessories line with a peace-building message. Salvaged scrap metal from active Cambodian landmines is repurposed into jewellery by skilled Cambodian artisans. 	<p>Singapore has a consumer-driven economy and the young particularly are obsessed with buying cheap, fast fashion. Fast fashion chains like Zara, H&M, Uniqlo, and Forever21, blogshops, and online shopping sites like ASOS and Love, Bonito churn out new collections quickly to keep their customers excited and satisfied. Instant gratification and constant stimulation seem to be the key to customer satisfaction. In this digital age, trends and “what’s hot” lists change fast. There is little loyalty to items and brands, as they could become obsolete after a short period of time. Clothes are no longer about the craft or the underlying social message. There is just a need to constantly replenish wardrobes with new things.</p> <p>Example: According to statistics from the National Environment Agency (NEA), Singapore generated 156700 tonnes of textile and leather waste in 2016. This includes clothing, linen and bags. According to the statistics, Singaporeans buy about 34 pieces of brand new apparel per year and on the average discard 27 items of clothing per year. Possible reasons for this: Greater spending power fuelling consumption rate of goods, leading to consumers buying more than they need, proliferation of fast fashion chains in neighbourhood malls, emphasis of mass production of such clothing may mean clothes of</p>

		<p>Collaboration between Saught's founders, artisans from Cambodian-based NGOs and students from Temasek School of Design, who came up with the jewellery designs. Transformative social business -jewellery pieces which are emblems of peace, bringing people's attention to the war restoration cause in Cambodia.</p> <p>b) Major fashion retailers such as Benetton Group and H&M promoting sustainability has removed association of eco-friendly fashion with frumpiness to become something that is stylish and desirable.</p>	<p>poorer quality and may not last long, competitive prices and convenience brought about by online shops and marketplaces accelerate the issue. So the priority of consumers here seems to be cost and variety of clothing.</p>
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