

*Bizdaily 3 October 2023 Fashion Dupe Culture*

the market is booming

to flaunt sth

escalating prices

to shrug off the real thing

a knock-off

cheap imitation products

to put sth to a test

to wear sth to the ground

a cheaper alternative

to beg a question

distinguishable

a counterfeit

to pass sth off as a real thing

to take a deep dive into

direct dupes

totally unthinkable

brazen

to find a bargain

to become a common sight

to wander through discount stores

a random item

a price conscious generation

to show off

a reverse image search

to walk around empty handed

to seek inspiration

genuine

to amass followers

to snag a deal

a shift in consumer culture

factors at play

part of the appeal

a fun factor

a savvy shopper

to hack a system

a creative endeavour

tips and tricks

to valorise the sense of creativity

free sewing patterns

have a say in ..

a price tag

to stumble upon sth

a buzz kill

to take a unique stance

a dupe-swap event

an eco-mindful angle

a landfill

to replicate sth

to bring in a legal perspective

to buy sth guilt-free

to undermine the brand

a sincerest form of flattery

to spring to mind

culturally relevant

overproduction

fast moving trends

to participate in the world of luxury

an access point