



# Snag Clothing Faces 100 Complaints Daily Over Model Sizes

## Description

The chief executive of the online apparel brand Snag has disclosed to the BBC that the company receives upwards of 100 daily complaints asserting that the models featured in their advertisements are "excessively overweight." Brigitte Read, the founder, articulated that her brand—spanning sizes 4 to 38—employs models who frequently become the subjects of vitriolic commentary regarding their physiques. This controversy emerged within a broader societal discourse following a recent incident involving a Next advertisement that was deemed unsuitable for portraying an "unhealthily thin" model.

The Advertising Standards Authority (ASA) reported receiving a total of 61 complaints concerning models' weight in 2024; however, the overwhelming majority pertained to appearances of models perceived as underweight. Notably, in this climate, there were no investigations initiated against Snag.

Catherine Thom, an Edinburgh resident, expressed her disbelief at the apparent double standard where advertisements featuring underweight models are outright banned for fostering socially irresponsible ideals, while those showcasing models who are categorically obese are celebrated in the name of body positivity. Thom criticized the relentless bombardment of "morbidly obese" imagery perpetuated by Snag on social media, questioning the fairness of such portrayals when juxtaposed with the restrictive policies against thin representations.

In response to this contention, Read vehemently argued that ostracizing individuals based on their weight does not facilitate healthier lifestyles; rather, it detrimentally affects their mental health. She contends that individuals of all body types are equally valid and deserve representation, advocating for a societal shift towards acceptance and inclusivity.

## Vocabulary List:

1. **Vitriolic** /ˌvɪt.rɪˈbl.ɪk/ (adjective): Filled with bitter criticism or malice.
2. **Controversy** /ˌkɒn.trəˈvɜː.si/ (noun): A prolonged public disagreement or heated discussion.
3. **Ostracizing** /ˈɒs.trəˌsaɪz/ (verb): Excluding someone from a society or group.
4. **Perceived** /pəˈsiːvd/ (verb): Regarded or understood in a particular way.
5. **Excessively** /ɪkˈsɛs.ɪv.li/ (adverb): To an excessive degree; overly.
6. **Inclusivity** /ɪn.kluː.sɪˈvɪ.ti/ (noun): The quality of including all sections of society.

## Comprehension Questions



### Multiple Choice

1. How many daily complaints does the online apparel brand Snag receive regarding the weight of their models?

- Option: 50
- Option: 75
- Option: 100
- Option: 125

2. What sizes does the apparel brand Snag cater to?

- Option: Sizes 2 to 20
- Option: Sizes 4 to 38
- Option: Sizes 6 to 30
- Option: Sizes 8 to 42

3. How many complaints did the Advertising Standards Authority receive in 2024 regarding models' weight?

- Option: 50
- Option: 61
- Option: 75
- Option: 100

4. What was the focus of the majority of complaints received by the ASA regarding models?

- Option: Overweight models
- Option: Underweight models
- Option: Models' height
- Option: Models' age

5. Who criticized the portrayal of

- Option: Brigitte Read
- Option: Next advertisement
- Option: Catherine Thom
- Option: ASA

6. According to Brigitte Read, what does ostracizing individuals based on their weight negatively impact?

- Option: Physical health
- Option: Career opportunities
- Option: Mental health
- Option: Social life



### True-False

7. The founder of Snag, Brigitte Read, supports the portrayal of underweight models in advertisements.
8. There were investigations initiated against Snag based on complaints received by the ASA in 2024.
9. Catherine Thom questioned the fairness of the portrayal of obese models compared to thin ones.
10. Brigitte Read advocates for societal acceptance and inclusivity regardless of body type.
11. Brigitte Read believes that focusing on individuals' weight leads to healthier lifestyles.
12. The controversy surrounding Snag emerged after an incident involving a different apparel brand.

### Gap-Fill

13. The Advertising Standards Authority received a total of \_\_\_\_\_ complaints concerning models' weight in 2024.
14. Brigitte Read argued that ostracizing individuals based on weight detrimentally affects their \_\_\_\_\_ health.
15. According to Catherine Thom, there is a double standard in the treatment of advertisements featuring \_\_\_\_\_ models.
16. Brigitte Read advocates for a societal shift towards \_\_\_\_\_ and inclusivity.
18. The founder of Snag, Brigitte Read, highlighted the importance of representing individuals of all body types as equally \_\_\_\_\_.

### Answer

**Multiple Choice:** 1. 100 2. Sizes 4 to 38 3. 61 4. Underweight models 5. Catherine Thom 6. Mental health

**True-False:** 7. False 8. False 9. True 10. True 11. False 12. False

**Gap-Fill:** 13. 61 14. mental 15. underweight 16. acceptance 18. valid



## Vocabulary quizzes

### Multiple Choice ( Select the Correct answer for each question. )

1. What is another word for disputed?

- Option: Asserted
- Option: Indebtedness
- Option: Vitriolic
- Option: Imperative

2. Which word means to confirm or give support to a statement?

- Option: Excessively
- Option: Bolster
- Option: Ostracizing
- Option: Procure

3. What term describes the position of gaining power or influence?

- Option: Cessation
- Option: Outages
- Option: Ascendance
- Option: Disrupted

4. Which word best describes a highly critical or caustic tone?

- Option: Trepidations
- Option: Corroborates
- Option: Vitriolic
- Option: Exacerbate

5. What word means the practice or policy of providing equal access to opportunities and resources for all people?

- Option: Inclusivity
- Option: Apprehensions
- Option: Fortify
- Option: Machinations

6. Which word means excluding or shunning someone from a group or society?

- Option: Vitriolic
- Option: Indebtedness
- Option: Assert



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Option: Ostracizing

7. What term means to interrupt the normal course of an activity or process?

Option: Assert

Option: Bolster

Option: Perceived

Option: Disrupted

8. Which word describes something that triggers a particular action or event?

Option: Liabilities

Option: Precipitant

Option: Indebtedness

Option: Asserted

9. What word means supposed or claimed without proof?

Option: Corroborates

Option: Imperative

Option: Alleged

Option: Trepidations

10. Which word means to strengthen or secure a place or position?

Option: Exacerbate

Option: Procure

Option: Fortify

Option: Controversy

**Gap-Fill ( Fill in the blanks with the correct word from the vocabulary list. )**

11. Having a lot of debt is a form of financial \_\_\_\_\_.

12. When making important decisions it is essential to have a clear \_\_\_\_\_ for your choices.

13. Spending \_\_\_\_\_ can lead to financial troubles.

14. To obtain necessary supplies the team needed to \_\_\_\_\_ them quickly.

15. Public figures often find themselves in the midst of \_\_\_\_\_ due to their actions or statements.



16. The new evidence \_\_\_\_\_ the witness testimony strengthening the case.
17. It is \_\_\_\_\_ that we address these issues immediately for the safety of everyone involved.
18. The power grid experienced frequent \_\_\_\_\_ due to the storm.
19. Despite his \_\_\_\_\_ he decided to take on the challenging task.
20. The ceasefire agreement led to a \_\_\_\_\_ of hostilities between the warring factions.

**Matching Sentences ( Match each definition to the correct word from the vocabulary list. )**

21. The company's list of included properties investments and cash reserves.
22. The politician's actions were under intense by the media and the public.
23. The firefighters worked tirelessly to the trapped victims from the burning building.
24. The agent was able to the rare artifact for the museum's collection.
25. The protest march was by heavy rainfall forcing the participants to seek shelter.
26. The company announced new measures to the local economy and create jobs.
27. The candidate's speech was as insincere by the audience leading to a drop in support.
28. The school's policy of ensured that students of all backgrounds felt welcome and valued.
29. The lack of communication only served to the existing tensions between the two departments.
30. The link between the suspect and the crime scene raised doubts about his innocence.

## Answer

**Multiple Choice:** 1. Asserted 2. Bolster 3. Ascendance 4. Vitriolic 5. Inclusivity 6. Ostracizing 7. Disrupted 8. Precipitant 9. Alleged 10. Fortify

**Gap-Fill:** 11. indentedness 12. rationale 13. excessively 14. procure 15. controversy 16. corroborates 17. imperative 18. outages 19. trepidations 20. cessation

**Matching sentence:** 1. assets 2. scrutiny 3. rescue 4. procure 5. disrupted 6. bolster 7. perceived 8. inclusivity 9. exacerbate



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10. alleged

**CATEGORY**

1. Business - LEVEL6

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**Author**

aimeeyoung99

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