

24/09

Subject: Fashion

Functions: Talking on the phone; expressing preferences

Language: Articles

1 The BIG question: ARE YOU A FASHION LEADER?

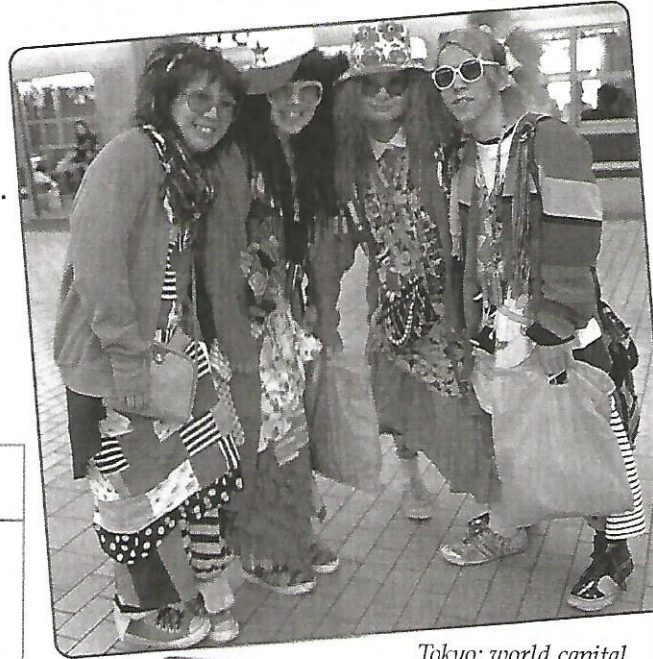
FACT: Japanese consumers buy a quarter of the world's luxury fashion goods.

2 FOCUS ON ...

Words

- A** 1 Make a list of as many clothing items as you can. Then compare your list with a partner.
 2 Put the fashion accessories in the correct lists.

bag bracelet earrings hat
 mobile phone music player necklace
 scarf sunglasses watch

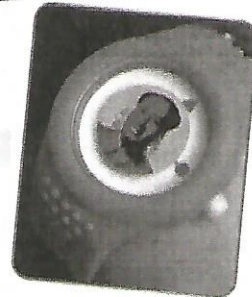


Tokyo: world capital of street fashion

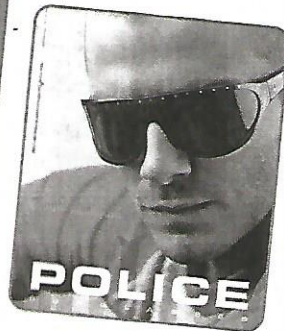
Jewellery	Electronics	Other accessories

- B** 1 Match the adjectives with the correct pictures.
 a) spotted b) patterned c) plain d) striped e) checked

 1	 2	 3	 4	 5
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Accessories



- 2 These adjectives (1-6) are in the text on page 37. Match each one with the correct definition.

- | | |
|---------------|--------------------------|
| 1 baggy | a) fashionable |
| 2 flamboyant | b) relaxed, not formal |
| 3 smart | c) tidy and well-dressed |
| 4 cool | d) eye-catching |
| 5 comfortable | e) big and loose |
| 6 casual | f) easy to wear |

- 3 What are the people wearing in the pictures on these pages? Use the words in **A** and **B** to describe them. What do you think of the styles?

- C** Work with a partner. Ask and answer the questions.

- 1 What do you usually wear?
- 2 Do you spend a lot of money on clothes? How often do you go shopping for clothes?

Ideas

Discuss these questions:

- A** Do clothes and accessories express your personality?
- B** Is it important to follow fashion trends?
- C** What is street fashion?

3 READING

A Read the descriptions. Which three fashions do you like best?

8

a) **Ms Fashion Slave** follows the fashion magazines and copies what famous people wear. She is always looking for the latest 'in' look and spends a lot of money on fashion accessories.



b) **Mr Brand** wears expensive brands from head to toe: hat, underwear and socks. He likes to belong to a group. He always wants the latest running shoes. He feels more confident when wearing lots of logos.



c) **Ms Individual** is a creative fashion leader. She buys clothes in second-hand shops and makes her own street fashion. She mixes old with new, and patterned clothes with plain ones.



d) **Ms Gothic** wears black and white clothes, with white face make-up. Hair dyed in bright colours completes the look. Her friends all like the same style.



e) **Mr Hip-hop** wears very smart striped suits or baggy street fashion. He has an expensive haircut and a gold watch. He always wears cool designer sunglasses and lots of flamboyant jewellery to match the watch.



g) **Mr Strong Man** wears military, or comfortable country-style clothes: khaki trousers, big boots and casual checked shirts all through the year.



h) **Miss Professional** buys expensive designer suits. She wears skirts and shirts in plain, matching colours. She wants to show that she is successful and good at her job.



f) **Ms Eco** buys organic cotton dresses and cheap blouses in ethnic shops. She wears sandals, a spotted headscarf and wooden jewellery.



4 LANGUAGE

A Look at the sentences and answer the questions:

- She is always wearing **the** latest 'in' look.
- She copies what **famous people** wear.
- He likes to belong to **a** group.
- He wears **a** gold watch. His jewellery matches **the** watch.

B 1 Which sentence uses the indefinite article **a** to talk about:

- something for the first time?
- something in general (not a special or particular thing)?

2 Which sentence uses the definite article **the** to talk about:

- something in particular?
- something again?

3 Which sentence uses **no article** to talk about things in general?

B 1 Which fashionistas wear these clothes?

- Individual styles
- Brands and logos
- Second-hand or cheap clothes
- Expensive clothes or accessories
- The same style as other people
- Casual clothes

C Which type of fashionista are you? If your type isn't here, write a new description.

D What do you think?

- Are fashion and style the same thing?
- Are famous people fashion role models?
- Is fashion only for the rich?

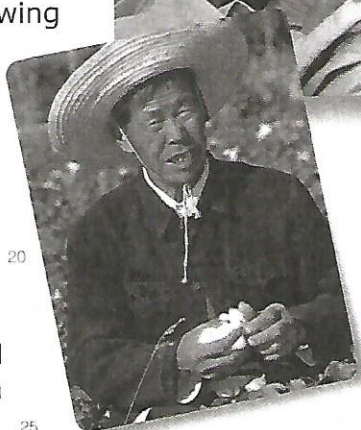
8 GLOBALISATION in English

Where do your clothes come from? Globalisation means that we buy fashions from all over the world. That means cheaper clothes for people in richer countries and jobs for people in poorer countries such as Uzbekistan, or Nicaragua.

But globalisation also means that some big brand companies pay their suppliers very little. Women in factories in San Salvador make over a hundred pairs of trousers an hour, and earn only 75 pence for them. Growing cotton cheaply harms workers and the environment. Cotton farming uses chemicals that are dangerous to humans and animals and cause pollution. That's why many people today want sustainable clothing: clothes from companies that respect our world and workers' rights. In a survey, 98% of young people said that they don't buy products from companies that exploit workers and harm the environment.



Clothing factory in Nicaragua



Cotton farmer in Uzbekistan

YOU CAN:

- buy clothes made from organic cotton.
- buy from fair trade companies that pay farmers and workers properly.
- buy clothes from companies that make clothes locally.
- buy second-hand clothes.

- A** Find words or expressions that mean:
- 1 The companies who make clothes for big brands.
 - 2 The places where workers make clothes.
 - 3 Doesn't harm the environment or workers.
 - 4 Not pay somebody enough for work.
- B** With a partner, talk about these questions:
- 1 What is good about globalisation?
 - 2 What is bad about globalisation?
 - 3 What effect does globalisation have on you?
- C** Which of the things in the **YOU CAN** list do you do? Why / why not?

9 PORTFOLIO WRITING

- A** You bought some organic cotton T-shirts from a fair trade clothing company yesterday. Write an email to tell a friend why they are better than normal T-shirts (70–80 words).
- B** Write a letter or an email to a friend describing the latest fashion (70–80 words).

10 *Your answer:* ARE YOU A FASHION LEADER?

Are you interested in fashion? What is your look? Do you like street fashion? Do you care where clothes come from? Do you wear second-hand clothes?



SEE WORKBOOK UNIT 8

Last word:

Can you use all the language items below? Write *Yes*, *No*, or *Almost* against each.

Functions: Talking on the phone; expressing preferences

Language: Articles

Vocabulary: Fashion; globalisation