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# **WARDROBE AND STYLE**

# **ОДЕЖДА И МОДА**

Практикум  
для студентов лингвистических специальностей

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Предназначен для студентов учреждений высшего образования, изучающих английский язык на продвинутом этапе, и преподавателей.

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**WARDROBE AND STYLE**

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для студентов лингвистических специальностей

*На английском языке*

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## FOREWORD

This book is compiled for First Year University students majoring in English. Thematically, it meets the requirements of the curriculum and is designed to upgrade the students' language and interaction skills.

The compilation includes authentic materials selected with the view of covering two areas of verbal communication, such as *Dress Sense* and *Fashion Sense*. Each section consists of a whole number of vocabulary exercises and a selection of informative texts. The latter is accompanied by tasks and activities which exploit the material, focus on some challenging vocabulary and provide opportunities for language practice. Appended to the compilation is a selection of texts for building up and updating thematic vocabulary, revising grammar and polishing up reading comprehension skills.

This book can be used as practice and grammar book, self-study reference or as supplementary material.

*T. A. Tretyak*

РЕПОЗИТОРИЙ БАРСУ

UNIT 1  
DRESS SENSE

**VOCABULARY PRACTICE**

1. Look at the types of clothes below. Which do you put in a chest of drawers, and which do you hang in a wardrobe?

pullover	socks	jacket	tights	overalls
scarf	blouse	pyjamas	tuxedo	fur coat
T-shirt	tie	jeans	turtleneck	tunic
tracksuit	underpants	trousers	top	blazer
vest	waistcoat	skirt	bow tie	dressing gown

2. For each item of clothing listed, decide whether it is formal or casual and say on which occasion you would wear them.

tuxedo	waiscoat	shorts	boxy jacket	cardigan
blue jeans	tailored suit	T-shirt	coctail dress	loafers
denim jacket	evening gown	leather mini-skirt	silk dress	jumper

3. Choose the correct answer [1].

1. The boxer in the dark \_\_\_\_\_ is sure to win. He's much better than the other one.

a) costume;    b) pants;    c) trousers;    d) trunks.

2. Why don't you wear a(n) \_\_\_\_\_ when you do the washing-up?

a) apron;    b) cloth;    c) duster;    d) towel.

3. Mary was wearing a very \_\_\_\_\_ skirt which swirled round her as she danced.

a) big;    b) full;    c) loose;    d) tight.

4. My brother is always wearing the same \_\_\_\_\_ shirt.

a) lined;    b) spotted;    c) striped;    d) tie.

5. The tailor made Joe a new \_\_\_\_\_.  
a) clothes;      b) dress;      c) suit;      d) wear.
6. Ann looked very severe in a black dress with white collar and \_\_\_\_\_.  
a) bottoms;      b) cuffs;      c) ends;      d) hands.
7. The most expensive \_\_\_\_\_ coats are made of mink.  
a) feather;      b) fur;      c) hair;      d) skin.
8. Mr. Smith arrived wearing a suit, but he put on his \_\_\_\_\_ before going into the workshop.  
a) overalls;      b) overcoat;      c) overwork;      d) underclothes.
9. He turned up his \_\_\_\_\_ to protect his neck from the cold wind.  
a) cap;      b) collar;      c) scarf;      d) sleeve.
10. It's a smart restaurant and men have to wear a \_\_\_\_\_.  
a) blouse;      b) coat;      c) dress;      d) jacket.

**4. Read the article [2] and fill in the spaces. Use each term only once.**

*pair (+) go together go for flatter come across instinct pick out  
coordinate (v) change out of laid-back project stand out image*

**We asked our readers, "What's your everyday style?"**

**Sara:** I like (1) *to pair* an antique blouse with a pair of jeans, or a lace skirt and a leather jacket. Some people think they don't (2) \_\_\_\_\_, but I think you can (3) \_\_\_\_\_ various pieces of clothing if you have an (4) \_\_\_\_\_ for it.

**Kayla:** I hate my school uniform! I (5) \_\_\_\_\_ it the minute I get home. My mother still (6) \_\_\_\_\_ a lot of my clothes, but I just got a part-time job so pretty soon I'll have the money to choose my own (7) \_\_\_\_\_.

**Jason:** I usually wear dark colours and traditional styles because I think they (8) \_\_\_\_\_ me. At my job at the bank, I have to (9) \_\_\_\_\_ as serious and responsible, and clothes like that help to (10) \_\_\_\_\_ that image.

**Eduardo:** I guess I'm the (11) \_\_\_\_\_ type who doesn't like to worry about clothes.

I (12) \_\_\_\_\_ whatever is simple – a T-shirt and jeans, maybe a sweater. I'll never (13) \_\_\_\_\_ in a crowd, but I'm always comfortable.

**5. Answer the following questions using words and expressions from the exercise above.**

1. What kind of image do you try to project?
2. Which colours do you think flatter you?
3. Who picks out your clothes? Why?
4. Do you think you have a good fashion instinct? Why (not)?
5. Why do you like to stand out in a crowd? Why (not)?

**6. Complete the sentences using the correct form of words from the box.**

<i>current</i>	<i>glimpse</i>	<i>fit</i>	<i>clothing</i>	<i>match</i>	<i>look</i>	<i>glance</i>	<i>modern</i>
<i>suit</i>	<i>new</i>	<i>appearance</i>	<i>cloth</i>				

1. If you care about your \_\_\_\_\_ too much, people might start to think you are vain.
2. It's quite a nice skirt, but I don't think it really \_\_\_\_\_ my shoes.
3. My mum always looks quite \_\_\_\_\_ and tries to keep up with the latest fashion.
4. The ancient Romans wore items of \_\_\_\_\_ quite different from today's fashion.
5. As I went into the designer's office, I caught a \_\_\_\_\_ of her drawings before she hurriedly put them away.
6. I know long skirts were in fashion last year, but the \_\_\_\_\_ fashion is to wear them quite short.
7. I've got to buy some \_\_\_\_\_ shoes for the wedding on Saturday.
8. I didn't get the coat in the end because it didn't \_\_\_\_\_ me under the arms.
9. The skirt is so expensive because it's made out of a special \_\_\_\_\_ that has gold in it.
10. I don't think this jumper \_\_\_\_\_ you because you've got blue eyes and pale skin.
11. The designer \_\_\_\_\_ at my designs and told me that they needed more work.
12. Long dresses and high heels is quite a good \_\_\_\_\_ for you.

**7. Fill in the correct word from the list below.**

*try on fit match dress wear suit go with put on*

1. I need a pair of shoes to \_\_\_\_\_ this outfit.
2. You should \_\_\_\_\_ that dress before you buy it.
3. Employees are expected to \_\_\_\_\_ smart clothes to the office.
4. This hat doesn't \_\_\_\_\_ the suit I've just bought.
5. It's getting cold; why don't you \_\_\_\_\_ a jumper?
6. The colour blue doesn't \_\_\_\_\_ me at all.
7. Guests at the hotel must \_\_\_\_\_ for dinner every night.
8. This skirt doesn't \_\_\_\_\_ me any more; it's much too big.

**8. There are many idioms in English connected to clothes. Match the idioms with their definitions from the box.**

<i>shut up</i>	<i>in poor condition</i>	<i>angry</i>	<i>work hard</i>
<i>obey / do as you are told</i>	<i>without preparation</i>	<i>look on the bright side</i>	

1. If we are going to finish all these dishes, we are going to have to roll up our sleeves and get going.
2. If you don't button your lip you are going to get into trouble.
3. After living on the streets for six months, he looked very down at heel.
4. He's amazing! He made that speech off the cuff – no notes or anything!
5. John was drunk and kept saying stupid the dinner table. I could see his wife was getting very hot under the collar. I thought she was going to shout at him.
6. Sally refuses to toe the line. Every time I tell her to do something, she just walks off.
7. Don't worry. It'll be OK. Every cloud has a silver lining.

**9. Match the following names of materials in the box with their definitions.**

<i>corduroy</i>	<i>cotton</i>	<i>denim</i>	<i>flannel</i>	<i>lace</i>	<i>leather</i>	<i>linen</i>	<i>nylon</i>	<i>silk</i>
<i>suede</i>	<i>velvet</i>	<i>wool</i>						

1. Cloth made of flax, used especially for making shirts, bed-sheets, tablecloths;
2. Cloth made from soft hair of sheep, used for making sweaters;

3. Thread spun from a soft white fibrous substance found round the seeds of a plant, used for making shirts, underwear, etc.;
4. Material made from the soft thread from the cocoons of certain insects, used for making scarves, etc.;
5. Material made from animal skins, used for making shoes, gloves, bags, etc.;
6. Kind of soft leather made from the skin of goats, used for making gloves, shoes, etc.;
7. Synthetic fibre, used for making stockings, blouses;
8. Cloth with a thick soft nap on one side, used for making dresses, etc.;
9. Thick strong cotton material, with raised lines on it, used for making trousers and suits;
10. A delicate fabric of interlacing threads, used for making wedding dresses, nightgowns, etc.;
11. A soft nappy woolen cloth of loose texture, used for making shorts and trousers;
12. A coarse cotton cloth, used for making jeans.

10. What do the following symbols mean [3]? Match the symbols with the correct instructions.



a)



b)



c)



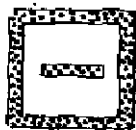
d)



e)



f)



g)



h)



i)



1. Do not wash.

4. Dry flat.

7. Drip-dry.

2. Hand-wash in lukewarm water.

5. Tumble dry.

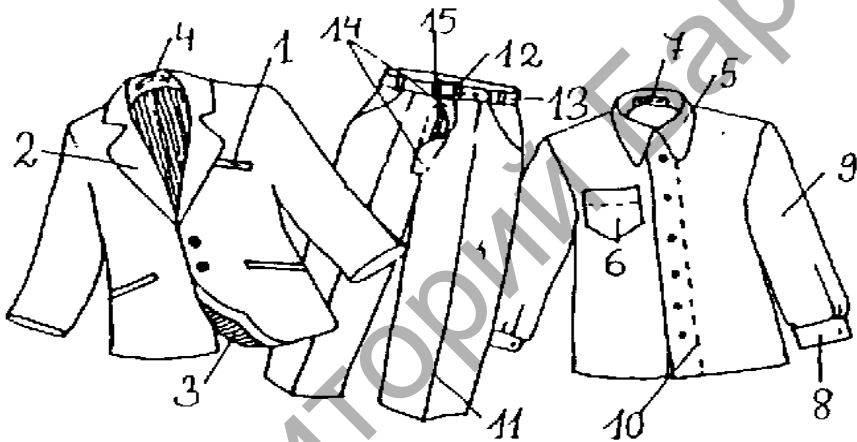
8. Do not iron.

3. Do not use chlorine bleach.

6. Hang to dry.

9. Dry-clean only.

11. Match each of the following parts of clothing with the correct number in the pictures below [4].

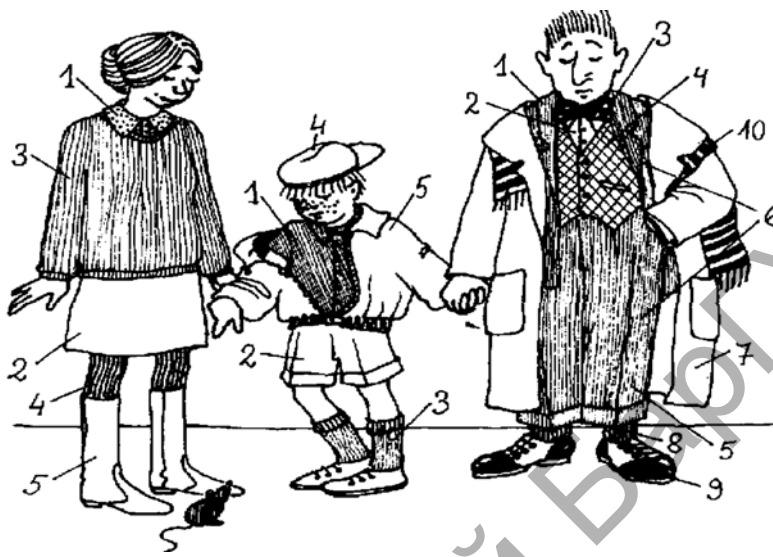


belt  
button- hole  
cuff  
lapel  
seam

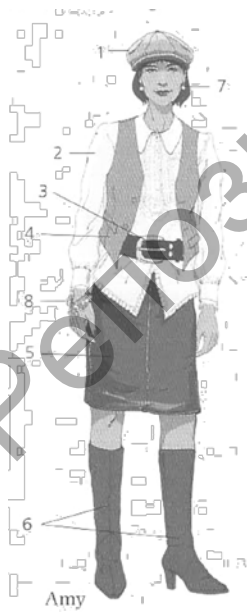
breast pocket  
collar  
fly  
lining  
sleeve

buckle  
crease  
label  
loop  
zip

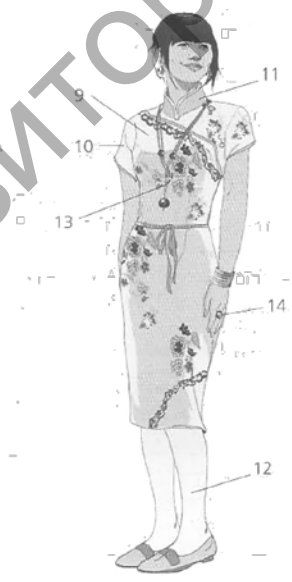
12. Give the name of each of the indicated items of clothing [5].



13. Look at the pictures [6]. Name the items of clothing. Are the statements below true or false?



Amy



Beth



Gavin

1. Amy is wearing a belt.
2. Gavin is wearing a ring.
3. Beth is wearing tights.
4. Beth's dress has got two buttons on it.
5. Gavin is wearing denim jeans.
6. Amy's blouse has got short sleeves.
7. Beth's dress has got two pockets.
8. Beth is wearing high-heeled shoes.
9. Amy is wearing earrings.
10. Amy is wearing a denim skirt.

**14. Which of the words in the list below would you use to describe the dress sense of the people described in (A–E):**

*Fashionable trendy smart stylish casual elegant over-dressed  
scruffy flamboyant*

A. Claire is eighteen. She lives to shop. She spends ages going round shops buying clothes – not just high street shops, but second hand shops too. She likes people to notice what she's wearing at parties and clubs, no matter whether she's wearing the latest fashion or something she's created herself.

B. As she walked down the stairs in the Yves St Laurent evening dress, everybody turned to look at her. She looked like a princess.

C. Working in the City, as I do, it is important to make the right impression on clients. I buy my suits from Saville Row and my ties are specially imported from Italy.

D. He wore the most outrageous costume you have ever seen. Gold-coloured high-heeled boots, silver flares and a tuxedo covered in glitter. It was an amazing sight, but then it was his fiftieth birthday!

E. At weekends, I tend to wear an old T-shirt and a pair of baggy jeans with holes in them.

**15. Write a short description of what you tend to wear most often. How would you describe your dress sense?**

**16. Fill in the gaps with suitable words [7].**

**Does what we wear matter?**

In spite of there (1)\_\_\_\_\_ some truth in the expression ‘Never judge a book by its cover’, which reminds us that appearances can be deceptive, there (2)\_\_\_\_\_ to be far more truth in the expression ‘You never get a second chance to make a first impression’. There are plenty (3)\_\_\_\_\_ examples of people who have insisted (4)\_\_\_\_\_ expressing their individuality through their clothing and have suffered for it.

If you are going to wear outrageous clothes, you’ve got to be prepared (5)\_\_\_\_\_ the reaction of others. That reaction may not be positive. You may be stared (6)\_\_\_\_\_, criticized (7)\_\_\_\_\_ wearing something unusual, or even insulted. On the other hand, you may be complemented (8)\_\_\_\_\_ your style. Location and situation are very important. At a job interview, for (9)\_\_\_\_\_, you should probably be more anxious (10)\_\_\_\_\_ please your potential employers than interested in showing off the latest fashion.

***TEXTS FOR READING***

**WHAT YOUR CLOTHES SAY ABOUT YOU**

**⑦ Before you read**

**1. Read the questions. Discuss your answers in a small group.**

1. Do you think it’s important to wear clothes that are in style?
2. Why are clothes important to people?
3. How do you decide what kind of clothing to buy for yourself?

**2. Match the words with their definitions:**

a) to constitute;	1) to distinguish;
b) to acquire;	2) to compose; to form;

c) to differentiate;	3) to make something known to someone;
d) to convey;	4) to get something, to come to own something, to come to have something.



### Read the text [8]

People wear clothes to protect their bodies from the cold or the burning sun, from insect bites and injuries, and from the unwelcome eyes of strangers. However, what people wear can also convey a message about who they are and their role in society.

For example, visit nearly any country in the world and you will notice that young people everywhere are wearing fashionable blue jeans, not for work, but for social occasions such as parties and concerts. The jeans are somewhat of an index of how these young people view themselves: *I'm modern and stylish. I'm relaxed and confident. I'm different from the traditional older generation. I'm sexy.* Jeans make such an important statement that, in some groups, a person might be judged by the brand of jeans he or she is wearing. As a result, some young people feel pressured into spending hundreds of dollars to acquire a single pair of designer jeans just to be in fashion.

An even more direct means whereby people make statements about themselves is via messages printed on T-shirts. One says *Oxford University*. Another reads *Italy 2006 World Cup*. There are many kinds of T-shirt messages. They can convey allegiance to schools and sports teams, advertise places or products, make political statements, serve as wearable travel souvenirs, and commemorate important occasions. These wearable messages are seldom ambiguous. They clearly tell others, *This is what I want you to know about me.*

Just as blue jeans and T-shirt say a great deal about the people who are wearing them, so does the Western business suit. It says that the person wants to impress others with his or her professional status. A fitted jacket and matching trousers constitute



a man's suit, while a fitted jacket and matching skirt constitute a woman's suit. A collared shirt and a necktie are integral parts of the men's outfit, while stockings and high-heeled shoes complete the woman's. Often this attire is not what the person chooses to wear, but it is what the person chooses to wear, but It is what a company requires its top-level employees to wear. The business suite is so conventional that it is analogues to uniform in other occupations.

A uniform identifies the occupation of many people. Military personnel are easy to identify by their uniforms. The same is true for civil emergency personnel like police officers and fire fighters, medical workers, airline pilots and members of religious orders and other examples of people whose work can be identified by their clothing. In certain contexts, special clothing is worn to differentiate not only the occupation of people, but also their authority. For example, when a court of law conveys, the judge's robe is a clear indicator of her role and authority. Similarly, the chef's tall white hat indicates his job and that he's in charge in the restaurant's kitchen.

Clothing might also show which group a person belongs to. For example, Scotsmen wear distinctive tartans to show their clan affiliation, just as city street gangs wear colored headscarves to show their gang membership. Similarly, school uniforms identify children as students at a certain school.

Societies choose different ways to show marital status. In Western societies, women – and often men – wear wedding rings on their left hands. Other cultures use different symbols. Hindu women, for example, wear a red powder in their hair after they marry. Unmarried Amish women wear black bonnets on their heads, while married women wear white ones. Clothing serves many functions beyond just protecting our bodies. Clothing can tell a lot about the people who wear it.



### After you read

**1. Mark each sentence as true (T) or false (F) according to the information from the text.**

1. People send messages about themselves through what they wear.
2. For many people, jeans are somewhat of an index of their identity.
3. A young person might spend a few dollars to buy a pair of designer jeans.

4. T-shirt messages that show loyalty to a school or sport team are often doubtful.

5. A suit and necktie are integral parts of men's and women's clothing.

6. A jacket and matching trousers constitute the uniforms of military personnel.

7. Business suits are analogues to uniforms because both men and women wear them.

8. Civil emergency personnel, such as police officers and fire fighters, are easily identified because they wear uniforms.

9. When a court of law convenes, people can differentiate the judge from other people by her special clothing.

10. Wearing veils of different colors is the means whereby Amish women show if they are married or unmarried.

**2. Refer back to the text to answer these questions:**

1. What functions do our clothes perform?

2. What clothing conveys a message?

3. What occupations can be identified by clothing?

4. Do you like wearing jeans and T-shirts? Why? Why not? What is written on your T-shirts?

5. What information about people can we get through clothes they wear?

**3. *Whereby* means “by which” or “because of which”. It is a formal way to connect two ideas. The first idea describes an action and the second part shows the result of the action. Note that *whereby* connects two full clauses.**

**Match the clauses in the left column with those on the right to make logical sentences, using *whereby*.**

*Teens wear T-shirts and jeans, whereby they differentiate themselves from older people.*

A. Teens wear T-shirts and jeans;	1. People can see new styles;
B. Fashion editors create magazines;	2. They can stay in cold water longer;
C. One designer created all her clothes in black;	3. Women could be more comfortable;

D. Early 20 <sup>th</sup> century designers created looser styles;	4. She built her reputation;
E. Surfers are wearing new wet suits;	5. They differentiate themselves from older people.

4. Describe the clothes you (your friends) are wearing. What do the clothes say about you?

5. “Clothes make the man” is an old saying. It means that what you wear shows the kind of person that you are. Do you agree or disagree?

## SYMBOLIC CLOTHING

### Before you read

1. Read these questions. Discuss your answers in a small group.

1. What jobs or social roles require people to wear special clothing?
2. What clothes do you associate with royalty (kings and queens, etc)?
3. A flag is one symbol of a nation. What are some other things that can be used as symbols of a nation?



### Read the text [9]

Hundreds of years ago, umbrellas were symbols of power and authority. Kings, sheikhs, popes, and other rulers believed that owning these sunshades added to their importance. It seems odd to us today that such an everyday object could have once been used to differentiate rulers from ordinary people. Yet, at that time, an umbrella was an unambiguous symbol of power. Similarly, contemporary cultures today employ many common things, including clothing, as symbols of social status.

For example, in the civil courts of law in many countries, judges wear long robes, usually black, that cover their ordinary clothing. The robes



identify the judges' role in the courtroom and symbolize their authority to administer justice. The gavel that judges rap to convene court and maintain order is another such symbol of authority. In Britain and in most Commonwealth nations, judges and certain court officials also wear white wigs that symbolize their roles.

Similarly, the ceremonial clothing of European kings and queens is symbolic of their royal authority. Nowadays they wear the long fur-trimmed capes only on special occasions, with jeweled crowns on their heads and jeweled staffs, called scepters, held in their hands.

The academic cap and gown is another example of symbolic clothing. Hundreds of years ago, students at European universities were required to wear long, black robes. Today academic robes are worn only for graduation ceremonies along with a close-fitting black cap topped by a flat, black square. A tassel, which is a bundle of long silk strings tied together, hangs from a button in the center of the square. By convention, students begin the graduation ceremony with the tassel hanging from the right side of the square. Once a university administrator declares that the students have officially graduated they move their tassels from the right side to the left side of the square to indicate their new change of status. Graduating students also wear short drapes of cloth over their gowns, whereby their field of academic specialization is indicated in color. On orange cloth symbolizes engineering, for example, and green symbolizes medicine.

A wedding, too, is a change-of-status ceremony. Traditional attire is an integral part of the ritual. In a conventional Western wedding, the bride wears a long, white dress. She also wears a white veil on her head and carries a bouquet of flowers. Her clothing and various accessories (which may be hidden) constitute traditional good luck items that a bride should carry: "something old, something new, something borrowed something blue, and a lucky penny and a lucky penny in her shoe." An important part of the ceremony is the exchange of wedding rings. These circles of gold or silver have no ending, and symbolize the lifetime relationship the bride and groom are about to begin.

The symbolism of the Western white wedding dress is so strong that brides from many non-Western cultures have chosen to include such a dress in their weddings. An Asian bride, for example, may wear a red gown during a traditional wedding ceremony and then change into a white wedding dress.

Unlike judges or royalty, who wear symbolic clothing only for certain occasions, religious leaders tend to wear clothing that identifies their

religious roles at all times. In many religions, there are two kinds of religious clothing. Religious leaders wear one kind of clothing on a daily bases as they perform nonceremonial tasks. The other kind is what they wear participating in religious ceremonies. Often this attire is a long robe of a certain color, perhaps decorated with religious symbols. In some religions, the leaders must wear head coverings, while in others they are forbidden to cover their heads.

Military personnel, too, wear uniforms at all times, but different types. One type is for everyday wear, and another is the formal uniform worn for military ceremonies. A third type is worn in battle. Military uniforms serve several symbolic functions. First, the various decorations on a uniform jacket and hat are indexes of someone's position in the military. Second, uniforms encourage members of a group to acquire a sense of unity and pride. Finally, in the context of a battle, uniforms become symbols of the nation the soldiers are defending.

Symbolic clothing can symbolize many things, including authority, nationality and change of status. Often the original significance of the clothing has been forgotten or has changed over time, yet societies continue to respect the symbolism. Other clothing, such as the white wedding dress, became symbolic somewhat recently, yet is still consider traditional. The objects and clothing that become important symbols in a culture are determined by the special meaning that people give them.



### After you read

**1. Mark each sentence as true (T) or false (F) according to the information from the text.**

1. Hundreds of years ago, the umbrellas that kings, sheikhs, and popes acquired became indexes of their high positions in society.
2. Sometimes ambiguous symbols of power are used to differentiate between rulers and ordinary people.
3. The gavel that that judges rap to convene sessions in a civil court of law is the symbol of the nation they represent.
4. Graduating students wear drapes of cloth over their academic gowns whereby they indicate their change of status via color.
5. A long white dress and a white veil constitute the wedding clothing of a traditional Western bride.

6. In some cultures, the Western wedding dress is becoming an integral part of non-western wedding ceremonies.
7. In the context of a battle, uniforms become symbols of military rank.
8. The symbolism of some ceremonial clothing, such as the academic cap and gown, is somewhat recent.

**2. Refer back to the text to answer these questions:**

1. What sentence in the first paragraph tells you the main idea of the article?
2. What examples of symbolic clothing were given in the article? Who wears the symbolic clothing mentioned in the text?
3. What three examples of symbols of authority were given?
4. What three items constitute the traditional outfit of a bride in a Western wedding?
5. What words introduce three kinds of military uniforms?

**3. When something is an integral part of a whole thing, it means that it is a necessary or required part. Complete these sentences. Refer to the information in the text.**

1. In some religions, \_\_\_\_\_ is an integral part of a religious leader's ceremonial clothing.
2. Changing the \_\_\_\_\_ is an integral part of a graduation ceremony.
3. Exchanging \_\_\_\_\_ is an integral part of a Western wedding ceremony.
4. \_\_\_\_\_ has become an integral part of some non-Western wedding.

**4. One meaning of *context* is the "circumstance or situation in which something occurs". *Context* can also refer to the words and ideas in a text that help readers understand new or ambiguous words.**

**Complete each of the sentences with information about *the context*.**

1. A business suit is the proper attire in a business context.
2. Soldiers' uniforms help differentiate friends from enemies \_\_\_\_\_ .
3. A head covering is often required \_\_\_\_\_ .
4. A chef is the boss \_\_\_\_\_ .

6. What are the reasons why sportsmen wear uniforms?

7. Do you believe that school uniforms are a good idea, or should children be allowed to choose their clothes?

8. The text describes several ways that people show their authority through clothes or other symbols. What are some other examples?

## BREAK STEREOTYPES BY DRESSING SHARP

⑦ Before you read

1. Do you agree with the statements? Discuss your answers in a small group.

1. Appearance is not so important, personal qualities matter much more.
2. Dressing up for job is very important.
3. People with different limitations (physical or mental) don't need to buy expensive clothes to follow fashion. They don't care much about fashion.
4. People with special needs should have specially created for them pieces of clothing. They can't wear clothes from shops.



2. Have a look at the picture above.

Describe the man on it (appearance, clothes, possible features of his character, education, profession).

Then look at the picture in the text *Break Stereotypes By Dressing Sharp*. Have you changed your mind about the man? Why? Why not?

3. Make sure that you know the meaning of the words *intentions, cerebral palsy, electric wheelchair, wrist*.



## Read the text [10]

Everyone understands the importance of dressing up for a job interview.

### **But did you know dressing well can help break stereotypes?**

Stereotypes affect opinions of ability and intentions anytime you're dealing with people from different ethnic groups, age groups, cultures, or the perceived "norm". If someone has a negative stereotype, consciously or unconsciously, it can be very hard *to get off on the right foot*.

**The Power of First Impressions.** As a businessman I understand the value of first impressions. I dress sharp as I never know when I am going to meet a new client. I also am very sensitive to being judged of. I've had people think that I have limited mental ability and *talk down to me*. All because I have cerebral palsy and use an electric wheelchair. People see a wheelchair and many make immediate conclusion. They have no idea that I graduated from college with honors and have my own consulting business.

**The Realization That Appearances Matter.** When I began my career I began to think more about how I was dressing and presenting myself to prevent some of these negative first impressions. I came to a very important realization. If I waited for everyone in the world to learn that a wheelchair doesn't mean I'm less useful – then I'm going to have a long lonely wait. *By dressing sharp and forcing people to see me as someone in control of his own appearance (and often someone in much better control than they are) I've prevented the stereotype.*

Another reason I pay attention to my appearance is for my own self-esteem and pride. *When I am dressed well I feel more confident and more motivated to get things done.* It's a daily reminder that I define myself, not anyone else. People pay attention to men that are dressed well. A lot of guys are just happy to fit in with the crowd, but I have learned that there are benefits to standing out.

Being well-dressed on a daily basis means more people know your name and remember you. This *comes in handy* when you are seeking a promotion or just trying to get noticed by someone special. For me it's also a way to make sure I'm known as Brett instead of "that guy in a wheelchair". And I don't mind the extra attention from the ladies either!

**My definition of dressing sharp.** Dressing well does not mean wearing a custom 3-piece suit everywhere you go. It just means looking your best in whatever environment you are in.



Being a well-dressed man may mean having a well-fitted suit as opposed to something cheap and off the rack, or it might mean adding a blazer or tie when you could get away with just a shirt in a less formal work environment. It can be as easy as putting on a sweater or vest when you are out with friends and wearing nice loafers instead of tennis shoes.

You can look well-dressed in anything if you always make sure the clothes you wear fit properly. You can't look good having on something you bought five years and 20 pounds ago, even if it was a really nice piece of clothing. Just make sure you've got a good fit all around: long sleeve shirts should extend just to the wrist and hang reasonably close to the body. Pants should fit close to the body and "break" by resting lightly on the tops of your shoes. Jackets need to give your arms freedom of movement and to cover your bottom when you stand.

One of my favorite outfits to wear when meeting with a client, speaking to groups about my business, or meeting up with friends is a shirt, a tie and a buttoned vest paired with a nice pair of jeans. It works in business environments but also works in a more casual setting. For an "*off-the-clock*" look later in the day I even loosen the tie a bit.

**My Personal Style.** Like anything worth doing, dressing well takes some effort and time. I didn't build my wardrobe by buying a bunch of expensive clothes all at once; I did it by being very selective and watching sales.

I've built my business/formal wardrobe up slowly over the last few years. Before that I mainly wore the T-shirts, hoodies and sweat pants that a lot of younger people favor. I still like hoodies and sweat pants for their convenience, but they are rarely seen outside my house.

Spending my day in a wheelchair has created some obstacles in my desire to dressing well. These obstacles include the braces I wear on my feet, dressing difficulties.

The first obstacle that I face is most shoes don't fit with the braces that I wear on my feet and ankles. These braces are made of hard plastic and increase my shoe size by about 2 sizes. Because of the shape of the braces the only type of shoes that work are soft skateboarding shoes. Day to day I can look pretty good around the time in skateboarding shoes, but they don't go over well in a boardroom.

My solution was to purchase a high-quality pair of skateboarding shoes that were entirely black with black laces. I keep them set aside for business occasions and make sure they stay dark and clean so that they can fit in with everyone else's black leather oxfords.

Another thing that I consider when dressing well is my physical limitations. If I buy clothes without recognizing them I'm just wasting money on something I can't use.

I don't have full movement of my arms and upper body. This makes putting on and taking off suit jackets and blazers a difficult task. I also have a harder time moving my arms when I am wearing a suit jacket. Whenever it's appropriate I put on instead either a sweater-vest or a dress vest (like you might find as part of a three-piece suit. That keeps me nice and business-like without the struggle to put a jacket on and the difficulty moving in one.

One of the most asked questions in men's style is "how do I tie my necktie?" There are hundreds of videos on YouTube. You can do one search and find out 10 different ways to tie your necktie in less than a minute – but most of them aren't very helpful if you can't move your fingers well enough to tie knots. My solution to this problem is simple, I just buy neck ties that are already tied.

My biggest obstacle to dressing well is the pants. Sitting in a wheelchair I have to balance comfort and style with function. Many pants are uncomfortable when sitting all day long. Some make it more difficult to use the restroom. The most comfortable solution I've found is blue jeans and khakis. They're comfortable in the waist and legs and are easy to manage in the restroom. Unfortunately, they're not the most stylish pants in the world.

My solution is to dress more formally on my upper body, in ways that keep people's attention on my chest and face rather than my lower half.

I'm always looking to improve, of course. I recently invested in a pair of custom blue jeans with a Velcro fly. They fit like a glove, but they cost three times more than I had spent on blue jeans before! So like any improvement it's a slow process, and the important thing is just to keep moving forward.

### **Conclusion**

Some people say fashion is a pain and isn't what really matters. For my part, I'm glad I'm not one of those people. I dress well and it gets me the attention and respect I deserve as a businessman, instead of letting people form their own mistaken opinions based on the fact that I'm a guy in a wheelchair.

You don't have to use a wheelchair to get the same benefits from dressing well that I do. If your shirt is too tight or if you don't have comfortable shoes to walk in then you will be distracted and won't be at

your best. *If you're looking sloppy or underdressed people are going to dismiss you no matter what shape your body's in.*

My final words of advice – *Dressing well might not make you a millionaire overnight, but it will help you get past stereotypes and give you the opportunity to make your own success!*



## After you read

### 1. Refer back to the text to answer these questions:

1. Who is the main character? What makes him special?
2. What stereotypes do people usually have about such people?
3. What is his attitude to clothes? fashion? Why does he pay much attention to clothes? What clothes does he usually wear? Has his wardrobe changed for the last few years? Why?
4. What obstacles does he face when dressing? What solutions has he invented to the problems?
5. What is the main idea of the text?
6. What other stereotypes about clothes do we have?

2. What articles of clothes are mentioned in the text? What are *loafers*, *hoodies*, *sweat pants*, *laces*? In what meaning is the word *braces* used?

3. Explain the meaning of the expressions: *to dress sharp*, *to dress up*, *to get off on the right foot*, *to talk down to smb*, *to come in handy*, *off the rack*, *off-the-clock look*.

Match the expressions to their meaning.

a) to get off on the wrong foot;	1) to speak to someone in a patronizing manner;
b) talk down to someone;	2) when you're not on company time, not being paid to work; the time of your work is over;
c) comes in handy;	3) make a bad start to a project or relationship;
d) off-the-clock;	4) to be useful.



#### 4. Agree or disagree with the statements.

1. People want to look as much like everybody else as possible.
2. The people who use accessories are showy.
3. Males have less interest in clothing and they care less for their physical appearance.
4. Hiding physical defects and emphasizing beauties are two important functions of clothing.
5. Personality should be reflected in clothing.
6. Clothes for little girls should be in red and pink colors.
7. There should be no rule in clothing.
8. Dressing should depend on the peculiarities and necessities of the place.

### SMART OR CASUAL. THE MODERN OFFICE DILEMMA

#### Before you read

#### 1. Read these questions. Discuss your answers in a small group.

1. What is a “dress code”?
2. Do you worry about how you are dressed when going to a general exam?
3. Can it be harmful to dress more formally than what the dress code allows?



#### Read the text

#### Text 1 [11]

Once it was easy to know what to wear to the office. For male managers, it was always a dark suit and white shirt with a tie. With the arrival of Dress-Down Friday, all the old rules went away. Some companies introduced the system in which once a week (on Friday) the employees were allowed to

wear casual clothes of their choice. In recent years, casual dress days at the office have become widespread in the USA, and employees are starting to push the policy to extreme limits. Casual Fridays have become so casual that some people are coming to work in outfits that resemble pyjamas.

In a recent poll, 82% of Americans thought that it is OK for business to have a dress-down day, while 12% thought it is not. Those who opposed the dress-down policy pointed out that casual dress style might encourage casual or sloppy work. Others commented that the relaxed atmosphere and comfort of casual clothes leads to increased productivity.

So what's appropriate for the office? Experts differ in opinions, but there are a few points they agree on. Ripped and worn looking jeans, short and Hawaiian print shirts are all unacceptable. Faded denim is also associated with sloppiness. Keep your look smart. For example, pair up dark jeans with a button-down blazer.

There are two important factors when discussing dress codes in the workplace. First of all, it must be clear. Employees need to know what is expected of them; otherwise, a dress code that is meant to create a relaxed atmosphere might actually increase stress. Second, employees must always consider their clients. We spoke with a lawyer in a firm with a casual dress policy who keeps a jacket and a tie in his office, and puts them on when expecting a client who might be offended by a more casual approach.

And one final thing – no matter what clothes people wear, they must always be clean and neat. Coffee stains are unacceptable on the front of one's casual as well as one's formal shirt.

## **Text 2 [12]**

Figuring out what constitutes “smart casual” can be tricky, but everybody is familiar with casual. In fact, you probably have a pile of casual clothes stinking up the corner of your bedroom. Casual clothes can fit in with certain businesses as long as you're careful about a few things.

First, you need to create a unified casual uniform for all of your employees – you don't want everybody coming into work wearing whatever they want. Second, you have to be absolutely certain that a *casual dress code* fits in with your business. Waiters in jeans and a T-shirt can fit in just fine at a casual sports bar, but not in most other businesses.

# CASUAL

**Casual is basically a non-dress code, and you can wear comfortable clothing.**

## FOR HIM:

Think Homer Simpson. Tee shirt, jeans and sneakers are appropriate. You may also opt to step it up a notch with khakis, cargos, a polo shirt or henley and still fit in just fine.

*Tip:* Avoid inflammatory or otherwise offensive graphic tees!



## FOR HER:

Pull out your favorite jeans! You can opt for a comfortable tee or dress things up a bit with a stylish top, jewelry or even a blazer. Depending on the nature of the event, your footwear can range safely from sneakers to heels to boots.

*Tip:* For outdoor events, sneakers are better as heels can sink into soft ground!



# BUSINESS CASUAL

**Business Casual is what many people would typically wear to work at the office.**

Wear a pair of nice khakis paired with a polo shirt or other collared shirt. Dress shoes or loafers are appropriate.



*Tip:* Avoid the wrinkles; iron your shirt and pants! Patterned collared shirts are a nice option for a less dressy feel than their solid counterparts.

Dress pants or khakis with a fashionable top is appropriate. A casual skirt is also an option. Feel free to dress up your outfit with heels, jewelry and/or accessories if desired.

*Tip:* Wear your hair in your everyday style, and avoid overdoing it with makeup or perfume.



Trade in your blue jeans for khakis, throw on a nice button-down shirt or polo, and you've got yourself a spiffy business casual uniforms. Business casual strikes a fine balance between comfort and formality, so they're generally best for behind-the-scenes office positions.

# SMART CASUAL

**Smart Casual (or dressy casual) is basically a combination of casual, business casual, and business dress codes, where you can combine them into a "smart" ensemble.**

This is your opportunity to pair denim with a sport coat. Khakis, trousers, vests and ties are other great options to bring into the mix.

*Tip:* If opting for jeans, your denim should look somewhat dressy, fresh and sharp with no wear or holes.



It's safest to go with nice slacks or a skirt, though you could also wear a nice pair of dark jeans dressed up with a collared or otherwise dressy top. Throw on a blazer for an extra touch of class.

*Tip:* For Smart Casual, you should look sharp, stylish and neatly put together.

Smart casual adds a bit of formality by adding in coats for guys or a collared top for gals. This is an excellent style for trendy businesses that want employees to appear formal while also adding in a bit of personal style. Throw in a little bit of pizzaz with custom briefcases.

## BUSINESS/INFORMAL

**Informal attire may be a misnomer as it does call for a bit of formality (not to be confused with Casual attire). Business and Informal attire is more sophisticated than Smart Casual, often signaling the need for suits, ties and dresses.**



Wear a business suit with tie. You may also opt for nice slacks with a sports jacket and tie.

Wear a business suit or business style dress with heels (high or low).



**Tip:** For Business and Informal dress codes, stick to business colors: black, navy blue, gray or brown.

A nice dress suit fits in just about everywhere, though they're ideal for high-ranking employees who regularly interact with customers or lower-ranking employees.

Semi-formal and formal outfits are best suited for positions that want to convey a high level of refinement and sophistication. These outfits are also suitable for catering waitstaff during important events and formal parties. You have to ignore the feminine formal and semi-formal dress code, however. You wouldn't want your female waitstaff serving people in an evening gown and heels – they'll have to trade in their evening gowns for formal uniforms that resemble a tuxedo.

## SEMI-FORMAL

**Semi-formal attire is more fancy than business attire but just a notch below formal tuxedos and fancy gowns.**

Wear a dark suit with long tie.

**Tip:** The more formal the dress code, the less expression you are allowed in determining your attire options; this is particularly true for men.



This is the perfect time to break out that little black dress. Most women will wear a classy short evening dress, though you may also opt for dressy separates.

**Tip:** Ladies should avoid very short dresses and skirts that are shorter than 1 inch above the knee.

## FORMAL / BLACK TIE / BLACK TIE OPTIONAL

**Formal, Black Tie and Black Tie Optional events are among the most fancy of all dress codes, and you will likely be surrounded by a crowd full of tuxedos and floor-length gowns.**

Wear a tuxedo with all the frills (vest/cummerbund, cufflinks, etc). For Black Tie Optional, you may also opt to wear a black suit with white shirt and conservative tie.

*Tip:* A Black Tie dress code does not necessarily limit you to only "black" ties, but you may opt for a black tux with any matching tie/cummerbund color of your choosing.



You are safest wearing a long, floor-length evening dress. A very fancy dress that is not floor-length may also be appropriate.



*Tip:* Wear your hair in an elegant updo or partial updo, and put on fancy jewelry for this occasion.



### After you read

1. Mark each sentence as true (T) or false (F) according to the information from the text.

1. Cleanliness is always important in the workplace.
2. Employers should precisely specify what their employees might wear on casual days.
3. Lately, some employees have started wearing unusually informal clothes for the office.
4. Some clients may not accept casual dress code in business situations.
5. In the USA, the majority of businesses have introduced casual dress day.
6. Experts agree on what should be worn for the office.
7. Some people believe that the way employees dress influences the quality of their work.
8. Jeans are considered inappropriate for office casual days.

2. Refer back to the text to answer these questions:

1. Why were Dress-Down Fridays introduced in some companies?
2. What are the possible negative consequences of the dress-down policy?
3. What clothes are not acceptable in the office even on casual dress days?
4. What are the general requirements for the office dress.

3. Study the information about formal and casual styles. What are the peculiarities of each style? People of what professions can be dressed like this?

4. What dress code should teachers follow? Write tips for teachers how to dress properly “Teacher’s Wardrobe”.

## BELARUSSIAN TRADITIONAL CLOTHING

### Before you read

1. Read these questions. Discuss your answers in a small group.

1. What traditional clothes do people from your country wear?
2. When do they wear the clothes?
3. Are the clothes comfortable?

2. Make sure that you know the meaning of the words: *flux, embroidery, threads, craftsmanship, bast*.



### Read the text [13]

Clothing is an important ethnic feature of the nation. The origins of Belarusian clothing tradition lie in the ancient Kiewan Rus. The moderate continental climate, long winter and mild summer required a closed, warm clothing. Fabrics were made out of flux and wool, decorated with printed or embroiled ornaments, or weaved from using threads of different color. The nobility were making their clothing mainly using imported fabrics – brocade, velvet, tuft – of different shades of red, blue, and less often green. They decorated it with golden and silver embroidery, precious stones, coloured buttons.

The basic of set of male clothing was a shirt with a belt and trousers, female – a shirt (longer than male) and a type of a skirt (wrap-around).

Outside clothing was usually a “*svita*” a type of a coat often lined with fur inside for winter clothing. The important elements of male dress were satin “*zhupan*” (a dressing gown), a long belt, wolf or beaver fur. The female clothes included different types of blouse, decorated on the sides with ornaments or the fur of sable, marten or fox.



Until the middle of XIX century Belarusian costume was having clearly ethnical character. In fact it was a type of the folk art. One of the important features was the traditional division of different types of clothing for different activities. There was a clear division of clothing into categories used for dressing during weekdays or holidays, weddings or birthdays, during celebrations or mourning. For example, during the religious “fast” folks were dressed in a special “fasting” clothes, where red color (traditionally the symbol of “life, joy” among Slavs) was absent. The most beautiful clothes were worn to different labor holidays – Festive first taking out cattle on spring meadows, the holidays of the First furrow, First sheaf in the field, First hay harvest.

The costume was matching harmoniously Belarusian landscapes, the interior of Belarusian houses and its original furniture, “*rushniki*” (decorative towels), “*abrusy*” (wooden ornaments on the house). There was also a specific craft of fabrics decoration-printing (“*nabivanka*”).

Beginning from the second half of XIX the invention of aniline dyes and fabric manufacturing of threads the traditional spectrum of colors was broadened. Traditional male clothing ensemble included a shirt, pants and a waistcoat (“*camisol*”). The shirt was worn on outside pants fastened with colorful belt. The footwear was ranging from bast-shoes (“*laptsi*”) to tall leather boots (“*boty*”).

But the artistic fantasy and craftsmanship reached its peak in making female clothing marking the general ethnic character of Belarusian costume. Extreme attention was devoted to decoration of sleeves. It was believed that the bright red rhombic ornaments had a magical power. Thus, the hands of working women were protected from spells and bad spirits by decoration of their sleeves with such ornaments. The upper clothing was usually decorated with squares or stripes (longitudinal or transverse) in red, blue-green or silver-white shades. A closely fitting sleeveless cardigan (“*garset*”) was often a part of women’s clothing (especially festive clothing). It was usually made out of velvet, brocade, tuft or silk of a black, blue, raspberry colors and

decorated with embroidery, application of braids buttons. The obligatory part of every costume was multi-color (most frequently red-green) belt with pompons, tassels or fringes. The women's' and men's' coats did not differ much. It was usually made from felt under wool ("svita", "siarmiaha", "latooshka", "burka"), sheepskin ("kazhooh", "kazhooshok") – first is untanned white, later – red-ochre tanned.

At the end of XIX century – beginning of XX century development of economy and industry have brought wide changes to Belarusian costume. New types of fabrics, mostly industrially manufactured have made their way to the countryside. The men's clothing became more complex and diverse. Semi-shades of colors were now used instead of clear colors. The semantic tradition of geometric ornamental decoration was disappearing giving place to plant ornaments.

A strong industrialization, development of transportation and trend ties resulted in a gradual decline and disappearance of the ethnic elements in the contemporary costume of Belarusians. The traditional ethnic clothing is still being a source of the inspiration for Belarusian designer clothing. It has survived on theatrical and choreographic scenes, in folk art collectives. The distinctions in clothing of different layers of population are disappearing as Belarusian clothing is developing further within general outlook.



### After you read

**1. Mark each sentence as true (T) or false (F) according to the information from the text.**

1. Clothing can demonstrate the racial and cultural group belonging.
2. Traditional Belarusian costume was created for mild winters and hot summers.
3. There were distinctions in clothing of different layers of population in Belarus.
4. Our ancestries put on clothes of red color on holidays.
5. Industrialization in the end of the XVI century changed traditional Belarusian clothing.
6. Elements of ethnic Belarusian clothes are used even nowadays.



**2. Refer back to the text to answer these questions:**

1. What were the traditional colors of Belarusian clothes?
2. What fabric were Belarusian ethnic clothes made of?
3. How did they decorate their clothing?
4. What changed in the traditional clothing of Belarusians with the development of economy and industry?
5. How can you explain the disappearance of the ethnic elements in the contemporary clothes of Belarusians?

**3. Compare the traditional Belarusian clothing with contemporary clothes of Belarusians. What common features and differences can you find?**

**4. Describe ethnic clothes of some other country of the world. What do you know about the traditional costumes of the UK?**

UNIT 2  
FASHION SENSE

VOCABULARY PRACTICE

1. Match the styles with the pictures [14].

baggy belted checked crew neck floral high-heeled pleated striped



2. Choose the correct word.

1. Do you think the *average* / *everyday* person is interested in fashion?
2. I wish Dad would get a new *costume* / *suit* to wear for his job interview.
3. I've got red hair, so I never *put on* / *wear* red clothes or I'd look silly.
4. John got a really cool *blouse* / *top* in town yesterday with Eminem on it.
5. India *supplies* / *produces* the world with cheap clothes.
6. I'm going to get my nails *dyed* / *painted* tomorrow.
7. During the *design* / *manufacture* of the clothes, lasers are used to cut the material accurately.
8. Which *costume* / *suit* do you think I should wear to the fancy-dress party – the cowboy or the vampire?

3. Choose the correct answer.

1. That's a very \_\_\_\_\_ suit you are wearing. Is it a new one?  
a) proper;      b) smart;      c) tasty;      d) well-dressed.

2. I'm the only one at this party in a long dress – I feel quite out of \_\_\_\_\_.  
a) order;      b) place;      c) practice;      d) turn.
3. Long dresses are in \_\_\_\_\_ again.  
a) craze;      b) form;      c) mode;      d) fashion.
4. He couldn't find two that matched, so he was forced to wear \_\_\_\_\_ socks.  
a) mixed;      b) odd;      c) uneven;      d) unlike.
5. It is a good idea to be \_\_\_\_\_ dressed, when you go to an interview.  
a) boldly;      b) clearly;      c) finely;      d) smartly.
6. I'm afraid those clothes are not \_\_\_\_\_ for the occasion.  
a) fitted;      b) matching;      c) suitable;      d) suiting.
7. I must get a new suit, because this one is completely \_\_\_\_\_.  
a) finished;      b) run out;      c) used up;      d) worn out.

**4. Complete the conversations using the words from the box.**

<i>add   allow   let down   let out   take in   take off</i>
--

1. **A:** The jacket waist was a bit tight on the fit model, so we'll have to \_\_\_\_\_ it \_\_\_\_\_ a bit.

**B:** How much do we think we need to \_\_\_\_\_?

**A:**  $\frac{3}{4}$  cm will probably be enough.

2. **A:** How many centimeters do you think we need to \_\_\_\_\_ for ease of comfort around the shoulders?

**B:** I would say just  $\frac{1}{2}$  cm.

3. **A:** Look how far the sleeve falls on the shirt. It's too long. Let's \_\_\_\_\_  $\frac{1}{2}$  cm so it falls exactly at the wrist.

**B:** OK. Also, the lower shirt hem needs to fall at the hip, not at the waist, so we'll need to \_\_\_\_\_ it \_\_\_\_\_ by 3 cm.

4. **A:** The specification sheet for the women's blouse only gives the measurements for size 10. Are we supposed to grade size 8 as well?

**B:** Yes. We need to \_\_\_\_\_ it \_\_\_\_\_ by  $\frac{3}{4}$  cm around the waist and shoulders for the smaller size.

5. Use the word given in capitals at the end of each line to form a word that fits in the gap in the same line [15].

**Text 1. Visit to a fashion show**

<p>I was really (1) _____ about my first visit to a fashion show. I had always loved fashion but had only ever seen models in (2) _____ on TV. Finally, I was going to see a real show! I got out my most (3) _____ clothes. I wanted to look as (4) _____ as the models.</p>	<p>(1) ENTHUSE (2) ADVERTISE (3) FASHION (4) STYLE (5) SUCCESS (6) ATTRACT</p>
<p>I don't know if I was completely (5) _____, but I never had much money to spend on clothes and I felt (6) _____, which is the main thing. When we got there, it was fantastic! There were so many (7) _____ women! The show started and imagine my surprise when, completely (8) _____, the first model was wearing clothes just like I was! Everyone saw the (9) _____ and a couple of people asked me who my (10) _____ was! Amazing!</p>	<p>(7) BEAUTY (8) EXPECT (9) SIMILARITY (10) STYLE</p>

**Text 2. The life of a supermodel**

<p>Tweetie de Leon-Gonzalez broke into the (0) <i>competitive</i> world of modeling at the age of fourteen. Advertisers noticed her (1) _____ but she was determined to continue her (2) _____, which she valued highly. This (3) _____ student finished school, went to university and (4) _____ gained a degree in philosophy. After (5) _____, Tweetie looked for normal work, but modeling jobs continued to come her way. She made the (6) _____ to become a full-time model after winning an important (7) _____. Apart from great (8) _____ success, she also made many new friends in this career. But at the height of her (9) _____, Tweetie decided to give up modeling because it is no longer gave her any real (10) _____. She also wanted to get married and have children.</p>	<p>(0) COMPETE (1) IMMEDIATE (2) EDUCATE (3) TALENT (4) EVENTUAL (5) GRADUATE (6) DECIDE (7) COMPETE (8) PROFESSION (9) POPULAR (10) SATISFY</p>
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**6. Fill in the correct word from the list below.**


*haute couture styles fabrics catwalks trends collections fashion shows models*





Once a year each fashion house presents its spring (1) \_\_\_\_\_ to an eager public. At (2) \_\_\_\_\_ in Paris and Milan, top (3) \_\_\_\_\_ parade down the (4) \_\_\_\_\_ and show off the latest (5) \_\_\_\_\_. These shows do not dictate what the world will wear, but they are influential in determining the season's fashion (6) \_\_\_\_\_. Clothing manufacturers see the shows and imitate the colours and the (7) \_\_\_\_\_ of the garments that the models wear. Everyone wants to be stylish and the spring shows help people choose the clothes they will buy. Whether showing "prêt-a-porter" or expensive (8) \_\_\_\_\_, the great fashion houses influence our tastes.





**7. Look at the timeline of fashion trends [16]. Then match the underlined phrases (1–11) in the text to the adjectives (a–k).**

- a) printed \_\_\_\_\_ ;
- b) shortened \_\_\_\_\_ ;
- c) tie-dyed \_\_\_\_\_ ;
- d) padded \_\_\_\_\_ ;
- e) fitted \_\_\_\_\_ ;
- f) pleated \_\_\_\_\_ ;
- g) layered \_\_\_\_\_ ;
- h) ripped \_\_\_\_\_ ;
- j) cinched \_\_\_\_\_ ;
- k) turned up \_\_\_\_\_ ;
- l) dropped \_\_\_\_\_ .

**Women's Fashion Trends through the Decades**

	<p>1920s</p>	<p>Dresses changed a lot in this decade. They became shorter, and they had <u>low</u><sup>1</sup> waists.</p>
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<p>As Coco Chanel became more fashionable, women imitated her style of wearing <u>lots of</u><sup>2</sup> long pearl necklaces.</p>	<p>1930s</p>	
	<p>1940s</p>	<p>Women became more practical because they worked while men were soldiers in WWII. <u>Folded</u><sup>3</sup> A-line skirts became very popular.</p>
<p>Dior's New Look became popular: a full skirt that fell to just below the knee, and a jacket with a <u>pulled in</u><sup>4</sup> waist. Meanwhile, American teenagers often wore <u>rolled up</u><sup>5</sup> blue jeans.</p>	<p>1950s</p>	
	<p>1960s</p>	<p>This decade introduced a more modern – or mod – look compared to the 50s. In London Mary Quant designed miniskirts – skirts where the hemline was <u>above the knee</u><sup>6</sup>. Hippies wore T-shirts that were <u>multi-coloured</u> using a specialized dyeing technique<sup>7</sup>.</p>

<p>Women started to wear <u>decorated</u><sup>8</sup> wrap dresses.</p>	<p>1970s</p>	
	<p>1980s</p>	<p>Women's career became very important to them. They wanted to look powerful in offices to compete with men, so they started to wear jackets and dresses with <u>big</u><sup>9</sup> shoulders.</p>
<p>Musical groups such as Nirvana Pearl Jam made 'grunge' popular, and people copied their style of plaid shirts and <u>torn</u><sup>10</sup> jeans.</p>	<p>1990s</p>	
	<p>2000s</p>	<p>Many people started wearing <u>skinny</u><sup>11</sup> jeans with all kinds of footwear: trainers, flats or high heels.</p>

**8. Complete the sentences with the adjectives from the exercise above.**

1. Last weekend's trend report had photos of many celebrities wearing \_\_\_\_\_ cuffs on their jeans, also showing great shoes.

2. At the red carpet event, instead of evening dresses, many women chose to wear \_\_\_\_\_ trousers with a tailored jacket, heels and jewellery.

3. One of the key features of the punk look is \_\_\_\_\_ jeans.

4. Printed tops with \_\_\_\_\_ waists and skinny jeans became very popular in the 90s.

5. Last season's autumn / winter collections got their inspiration from the 80s with \_\_\_\_\_ shoulders and strong shapes.

6. Some summer lines recently included \_\_\_\_\_ skirts in a rainbow of colours.

**9. Group work. Imagine that you are a group of top designers, who create fashionable outfits for all ages. Work out the new mini-collection (3-4 outfits) and share your ideas with the group.**

**10. Looking at the pictures below, could you describe what the girls are wearing?**



a)



b)



c)



d)







e)

**Read the text [17] about the looks and styles of modern youth. Which group do you belong to? Complete the texts with pictures choosing from the pictures above.**



<p style="text-align: center;"><b>CLASSY</b></p> <p>Your style is elegant and, with clean, simple lines, softly tailored, not usually mix and match.</p> <p>Never trendy, faddish or severe, Textures such as silk, soft woolen fabrics, cotton are among your favourites.</p>	<p style="text-align: center;"><b>FUNKY ROCK</b></p> <p>This look is edgy, a fashion style expressed by bold hair styles and colors, accessories, black leather jackets and shirts with funky designs.</p> 
<p style="text-align: center;"><b>ETNIC</b></p> <p>The easiest way to wear the look is a print. If prints aren't your thing, then you can still indulge in the ethnic / tribal fashion trend by way of accessories.</p> 	<p style="text-align: center;"><b>GIRLY GLAM</b></p> <p>Your outfits hug your body tightly and are full of pink, loud and sparkly accessories, high stilettos and platforms. It is a style that exposes some of your body and brings out a flirty, feminine.</p> 
<p style="text-align: center;"><b>TRENDY</b></p> <p>You love the big city and adore your uniform of all black with stiletto boots, pumps, or sandals. You love to dress up, be in all the latest trends. You know which pieces make the whole look appear expensive.</p> 	<p style="text-align: center;"><b>PREPPY/GIRLY</b></p> <p>Polo shirts, or Oxford shirts, dresses and T-shirts all either in pastel or bright colors. Jeans, khakis, slacks, or Bermuda shorts. Oxford shoes, tennis shoes, ballet flats make the look.</p> 

<p style="text-align: center;"><b>CASUAL</b></p> <p>A cute, sweat suit is your go-to outfit. If an evening activity is on the agenda, a quick change to slacks or jeans and a sweater or nice T-shirt does the trick. Your color navy, gray, and black.</p>	<p style="text-align: center;"><b>PUNK</b></p> <p>A lot of punk clothing has a DIY (do it yourself) look to it. Flight jackets, skinny jeans, leather, studs, are the things to wear together with classic accessories like, arm warmers, bullet belts, and wristbands with pyramid studs, stars or spikes.</p> 
<p style="text-align: center;"><b>MOD</b></p> <p>Dresses and skirts are A-line and either mid-thigh length or just below the knee. Go for crazy patterns or stripes with lines that pop. Typical colors are white and black, but you can incorporate others. Mod shoes are chunky knee- or ankle-high boots.</p> 	<p style="text-align: center;"><b>SKATER</b></p> <p>Their look is more put together and creative than you'd think. Strategic layers (long and short sleeve Tees) and smart, yet accessories (necklaces, etc.) are the basis of this look. are white and black, but you can incorporate others. Mod shoes are chunky knee- or ankle-high boots.</p> 
<p style="text-align: center;"><b>HIPSTER</b></p> <p>Wear skinny jeans, basically, the tighter, the better. Wear glasses and dress vintage. Hipster shoes include cowboy boots, Converse, and a range of flats. Wearing things that don't match together is also very hipster.</p>	<p style="text-align: center;"><b>HOBO</b></p> <p>Hobo's clothes must be either painfully small or comically large. Hobo Shoes can cover a wide range of styles, as long as they are beaten up and battered, fingerless gloves and hats give you the look too.</p> 

<p><b>GOTH GLAM</b></p> <p>Goth glam fashion is now a classy version of gothic. It still retains dark and gloomy colors like black, navy and burgundy.</p>	<p><b>ROMANTIC</b></p> <p>You like to wear soft colors and fabrics like chiffon and silk that drape graciously on your body. You also go for ruffle or skirt and dresses with floral prints, lace, crocheted tops, cameos and antique jewelry.</p>
<p><b>EMO</b></p> <p>Tight clothing is still your thing, though much of it has taken a more modern look now. Stripes are popular as stars, hearts, skulls, nautical stars, and sparrows. Hair still black.</p>	



**11. Comment on the following quotes about fashion. Do you agree or disagree with them? Why (not)? Give your arguments.**

“Every generation laughs at the old fashions but religiously follows the new.”

“Fashion is a form of ugliness so intolerable that we have to alter it every six months.”

“Fashions fade, style is eternal.”

“A fashionable woman is always in love with herself.”

## TEXTS FOR READING

### FASHION OR INDIVIDUALITY

#### Before you read

##### 1. In pairs, discuss the following questions:

1. Do you blindly follow fashion or do you preserve your own style and standards?
2. What's the difference in men's and women's attitude to fashion?
3. What makes the fashion change?



#### Read the text [18]

Looking at representative sample in any street I can see a uniform just as anonymous as the green jacket of the Chinese peasants; it is the uniform of fashion. Yes, fashion has become the dictatorship of the Western World. Young people have coined the phrase "*fashion victim*" for anyone who slavishly *follows the latest trends* regardless of their practicality or purpose. But are we not all fashion victims? A huge industry evolved telling us what to wear, who to listen to, where to shop, what to eat, when to laugh, perhaps even how to think.

Teenagers are the most willing victims of all. Go to any club in Britain or the United States and you will see an army of blue jeans, trainers, sweat shirts, and baseball caps. Ask teenagers what music they listen to or what TV shows or movies they watch and you will hear much the same short list of whatever is 'in' that month. Yet each and every one of them believes that he or she is a true individual. When we buy a new pair of jeans we think we are

expecting an individual choice, but we are subconsciously aware that this year straight legs are in and flares out, this year black is fashionable but yellow is not; and so our choice is not free at all, because nobody wants to look ridiculous by wearing something which is "*out-of-fashion*".

Fashion, music, TV, newspapers, movies. All these forms of popular culture have one



thing in common – the message that to be fashionable we must buy things. A record by a new group, a new style of jacket, a new magazine. Every time something *goes out of fashion* and something new comes in it is time to get out of the credit cards and a chequebook. The individuality we think we are expressing through our choice of clothes, music and entertainment is in reality a way of conforming to the fashions, which are dictated to us by the same group of people who control the media and manufacturing companies. Being fashionable means getting poorer while they become rich.



### After you read

#### 1. Refer back to the text to answer these questions:

1. What is the main idea of the text?
2. Why do young people follow fashion?
3. Who is a fashion victim?

#### 2. Find in the text expressions with a similar meaning:

- a) fashionista, fashion sheep, fashion slave;
- b) personality, originality, distinctiveness;
- c) stupid, funny, goofy, silly;
- d) authoritarianism, absolutism, autocracy.

#### 3. Describe this season fashion, what comes in and goes out.

## FASHION SENSE



### Before you read

#### 1. In pairs, discuss the following questions:

1. What is “fashion sense”?
2. Do you feel you have a good fashion sense?
3. How would you describe the way you dress?



## Read the text [19]

### Nicole and Dario were interviewed about their fashion sense.



**Nicole, 24 – administrative assistant.** I never pair reds with greens – I don't think those two colors go together. Basically, I go for anything that I think flatters my figure. Just like anyone else.

During the day, I want to project a more conservative image, so I'll typically put on a knee-length skirt or blazer. I want my look to say that I'm confident and smart – that one day I'll be running this office.

When I get home, I change out of my work clothes into something more casual. At night I'm usually going for a fun and easy-going kind of vibe.

I want my look to say that I'm an original – that I stand out in a crowd.

**Dario, 20 – student.** I'm most comfortable wearing jeans, a T-shirt and my flip-flops. My mother says that I come across as lazy and unintelligent because of the clothes I wear. She says they're not distinctive enough – they don't reflect my personality.

I don't have an instinct for fashion, so if I need something nice I have my older sister pick it out. If I need to coordinate an outfit for a special occasion, she does that, too. She's often annoyed at me because I have this terrible habit: when I get undressed, I tend to throw my clothes on the floor.

My look says that I'm a laid-back kind of guy who isn't too worried about fashion.

**vibe** – (informal) feeling or emotional atmosphere



### After you read

#### 1. Who would probably say this: Nicole or Dario? Why?

1. "I don't care what other people think of me".
2. "I dress differently depending on the situation".

**2. Use the words and expressions in the box to answer the questions.**

<i>change out of ...into</i>	<i>go for (something)</i>	<i>pick out (something)</i>
<i>coordinate</i>	<i>go together</i>	<i>project a/an image</i>
<i>distinctive</i>	<i>instinct</i>	<i>run (an office)</i>
<i>easy-going</i>	<i>come across as</i>	<i>stand out</i>
<i>flatters</i>	<i>laid back</i>	<i>vibe</i>
<i>get undressed</i>	<i>pair with</i>	

1. Which two expressions mean “choose” or “decide to do”? *Pick out (something), go for (something).*

2. Which two expressions are connected with how people view you? *Project an image, come across.*

3. Which two expressions mention taking off your clothes?

4. Which two words mean “feeling” or “sense”?

5. Which two expressions are about being unique?

6. Which three expressions have to do with matching clothes together?

7. Which two expressions mean “relaxed”?

8. Which word means “compliments”?

9. Which word means “manage”?

**3. Take the quiz. Then share your answer with a partner.**

1. How do you typically come across?

- a) laid-back;
- b) well put together;
- c) stylish;
- d) other.

2. What’s the easiest way to stand out in crowd?

- a) wear something stylish;
- b) have a special talent;
- c) be charming;
- d) other.

4. My best friend tries to project a \_\_\_\_ image.

- a) boy / girl-next-door;
- b) bad-boy/girl;
- c) other.

**4. How important do you think “looks” are? Why do you feel this way?**

## THREE GOLDEN RULES FOR FASHION

### ⑦ Before you read

#### 1. In pairs, discuss the following questions:

1. Do you know how many items of clothes you have in your wardrobe?
2. Is there anything in your wardrobe that you don't like/ don't wear quite often?
3. Do you know what colors suit you? How many items of the color do you have?

#### 2. Make sure that you know the words and expressions from the first column and match them with their definitions:

a) figure;	1) attractive and well-dressed;
b) outfit;	2) change smth completely;
c) accessory;	3) (of a colour) not strong or bright;
d) elegant;	4) the shape of the body especially that of a woman;
e) fashionable;	5) new or very recent;
f) neutral;	6) smth you wear or carry that goes with your clothes;
g) versatile;	7) popular at the present time;
h) latest;	8) having many different uses;
j) match;	9) a set of clothes that you wear together;
k) suit;	10) look good with smth else;
l) transform;	11) look good on smb.



#### Read the text [20]

Fashion expert Alyson Walsh says that every stylish woman should have a “*capsule wardrobe*” – a timeless collection of clothes for every occasion. This includes: a little black dress, the perfect jeans, leather handbag, a fine wool jumper, white shirt, knee length skirt etc. Being stylish is about what suits you and your figure. Here are three golden rules:



- spread as much as possible on the basics (your capsule wardrobe) and don't worry too much about fashionable clothes – you probably won't wear them after one season;
- choose neutral colors: black, cream, white, and dark blue. Neutrals look elegant, and are versatile and easy to match. Just think of Armani fashions, year after year;
- a simple outfit can be transformed with the latest fashion accessory, e. g. a belt.



## After you read

### 1. Circle the correct answer.

1. It's a very *versatile* / *fashionable* jacket – I can wear it on different occasions.
2. You should buy that blouse; it *suits* / *matches* your skirt.
3. She wore a very *unfashionable* / *stylish* jacket – it looked awful.
4. I need to get a new *figure* / *outfit* for my brother's wedding.
5. This coat is the *latest* / *neutral* fashion, but I don't particularly like the style / figure.
6. My mother's got a *versatile* / *very good* figure.
7. You can make a simple dress look great with the right *outfits* / *accessories*.
8. I always wear *neutral* / *bright* colors, but they can be a bit boring.

### 2. Complete the sentences.

1. She can wear tight jeans because she has such a good *figure*.
2. I bought some pink shoes and a \_\_\_\_\_ handbag; they look great together.
3. I'd love to be like Mary; she looks so \_\_\_\_\_ whatever she wears.
4. I want a pair of those trousers; they're the \_\_\_\_\_ fashion.
5. She never wears red – it doesn't \_\_\_\_\_ her.
6. Black is very \_\_\_\_\_ because you can wear it with almost anything.
7. Expensive \_\_\_\_\_ such as bags and belts can have a big effect on how you look.

8. She's got a new hairstyle and it completely \_\_\_\_\_ the way she looks.

9. I really like her new \_\_\_\_\_ because it all works well together.

**3. How to build a capsule wardrobe? Think about steps that one should take to build a capsule wardrobe.**

## FADS AND FASHIONS

### Before you read

#### 1. In pairs, discuss the following questions:

1. How important is fashion to you?
2. How and where do you find out about the latest fashions in clothes and hairstyle?
3. What do you think is the difference between a fad and the fashion?

#### 2. Study the words reading their definitions:

*establishing a clear distinction* – clarifying the difference between two things

*the novelty wears off* – something is no longer new or interesting

*navel* – the little hollow or protuberance in the abdomen

*wardrobe* – all the clothes a person owns

*studs* – decorative metal buttons



#### Read the text [21]

My mother, who is seventy-six, was clearing out her attic last week, and horror of horrors, she came across some of the clothes I wore as a teenager in the 70s. Anyway, when my 17-year-old daughter Tanya, who happened to be around at the time, saw all these old items of clothing and

footwear, she was *thrilled*. This morning she came down to breakfast wearing a maroon tank top covered in orange stars. I sure hope my mother threw out those pink hot pants!

It's true what they say: What goes around comes around, and especially in the world of fads and fashions. Establishing a clear distinction between fads and fashions is pretty easy. A fad is an activity, like bungee jumping, that people go wild about for a while. Then the novelty wears off, people get bored, the fad dies out, and everyone moves on to the next craze. Fashions are more about personal style – the kind of clothes you wear or the way you wear your hair: dreadlocks, Afro, flattop, beehive, etc. Most fads and fashions are here today, gone tomorrow, although with the help of clever marketing people, some things come back into fashion after having being 'out' for some time. However, some fads or fashions have staying power, that is, they remain popular and eventually become a permanent part of our culture and lifestyle. Skateboarding, once just a fad is now a permanent in many countries. Or the miniskirt: In the 60s it was very "trendy" – as people used to say back then – but it went out of fashion in the 70s. Then, in the late 80s and early 90s, it made a comeback and it looks as if it's here to stay.

These days a major cause of parent-teenager clashes is the latest fad for body piercing. My friends – the parents – tell their kids that it can be dangerous. The know-it-all kids counter this by informing their poor, ignorant parents that many ancient cultures practiced body piercing. They explain how the Maya pierced their tongues and Egyptian pharaohs pierced their navels; in fact, it was a sign of courage. Of course, today's kids have to go one better than Ramses III, so they have their lips, earlobes, eyebrows, nostrils, you name it, pierced. Tanya is thinking about having something done, but she won't tell me exactly what or exactly where! I have told her to think carefully about it, and to talk to friends who have had the experience and ask them about how much it hurts and how long it takes to heal.

Like fads fashions can change quickly, although some clothes, such as jeans which we all have in our wardrobe, never go out of fashion. Often, however, basic classics like jeans are made more upbeat by adding details, such as studs or patches. Adding a famous name to the label on the jeans is another way of making them more attractive to the buyer. These 'designer' jeans are not very different from ordinary jeans; they are made of the same fabric and they look similar. They just happen to cost up to \$300 a pair!



Most of us like to follow fashion up to a point, but only a few people can afford to pay that much. Personally, I wouldn't dream of paying such a high price for a pair of jeans. It makes me wonder where people get that kind of cash. Maybe they sell off their old 70s clothes. Hey, that's it! Excuse me while I make a quick call to my mother. I've got to catch her before she gives away all those platform shoes!



### After you read

#### 1. Find these facts in the text:

1. In what way are fads and fashions different?
2. What two things do fads and fashions have in common?
3. Which fad and which fashion mentioned in the text have become permanent in many countries?
4. Why did the Maya and the Egyptian pharaohs pierce their bodies?
5. In what way are designer jeans different from ordinary jeans?
6. Why might people get bored with a fad?
7. Why might fads and fashions come back into fashion after they have been out of fashion for some time?
8. Why can body piercing be dangerous?
9. How does the fashion industry succeed in making money out of basic classics?

#### 2. Read the text again and find the following words and expressions:

1. In paragraph 2, another way to express the idea to *make a comeback*.
2. In paragraph 2, an expression with the opposite meaning of *dies out*.
3. In paragraph 3, a word with the opposite meaning of *know-it-all*.
4. In paragraph 4, a word with a similar meaning to *upbeat*.

#### 3. Discuss in groups:

1. What fads and fashions are popular in your country at the moment?
2. Which of these fads and fashions would you wear, do, or have? Which would you never dream of doing, wearing, or having? Why or why not? Are the fads dangerous, silly, harmless, or fun?

## HAUTE COUTURE

### Before you read

#### 1. In pairs, discuss the following questions:

1. What are your experiences or ideas of Paris?
2. What do you understand by the term 'haute couture'?

#### 2. Put the four adjectives below into one of the categories 1–4.

*time-consuming*      *high-quality*      *hand-made*      *fashion-conscious*

- 1) noun+adjective;
- 2) noun+present participle;
- 3) noun+past participle;
- 4) adjective+noun.



### Read the text [22]

#### What is haute couture?

Haute couture refers to *high-quality* clothes, *hand-made* exclusively for a particular customer. The French words roughly translate as 'high fashion'. Haute couture is a craft and the techniques used can be very *time-consuming*. The clothes are made with great attention to detail and finish so that they are a perfect fit, even taking into consideration the customer's body stance.

#### Origine of haute couture

Paris had established itself as a leader in European culture in the time of Louis XIV, when the arts, music, architecture and fashions of the court at Versailles were copied around the continent. With the accession of Napoleon III in 1852, Paris again became a fashionable imperial capital.

Around this time, two things happened that were to revolutionise fashion and would give birth to modern haute couture. One was the invention of a fast



and efficient sewing machine. The other was the arriving in Paris of an English dressmaker, **Charles Frederick Worth**, who was to become the father of haute couture. Worth transformed the role of the dressmaker into that of an artist, a fashion designer. Initially, only his wife was going to wear his creations, but they quickly became popular with Parisians.

In 1858, he entered into a business partnership that enabled him to open his own shop, effectively founding the first true house of haute couture, Rich, *fashion-conscious* women flocked there from around the world and Worth produced garments for royalty (the French Empress and Britain's Queen Victoria were clients) and for the families of business magnates.

### Haute couture today

The term haute couture now encompasses not only the clothes, but also the fashion designers and fashion houses. It is protected by French law and there are simple but strict rules about what is or is not haute couture.

This is an elite world with a customer base of only about 2,000–3,000 people. A simple dress can easily cost 50,000 euro yet, in spite of the high price, haute couture is frequently unprofitable. Instead, it is used by the companies as a loss leader that enables them to build brand identity that will help them sell other products like perfume and lipstick to a mass market.

The couture collections set the stage for the upcoming ready-to-wear shows, giving you a hint at what's to come. In an era of fast fashion, haute couture preserves a special, dying art that's part of the core identity of the fashion industry. Some of the designs seen at couture shows will eventually trickle down to mass retailers, so you may actually be shopping for a piece that had origins at Haute Couture Shows.

The demise of haute couture has often been predicted. 30 years ago, people thought that it was likely to disappear, as it was too expensive and too remote from most people lives. Today, however, haute couture is thriving as the rich get richer, and there are more of them. 'If you have got it, flaunt it' seems to be their motto. Also because of globalization, extreme wealth is no longer confined to North America or Western Europe. Interestingly, the average age of customers is declining, too. All this means that it is not



uncommon these days to find a 20 year old Thai princess in the front row of a Paris couture show. Fans of haute couture argue that it is timeless, and that it will only die out when no one is interested in beauty or luxury.



### After you read

**1. Mark each sentence as true (T) or false (F) according to the information from the text.**

1. The importance of Paris in the world of fashion had nothing to do with the rulers of France.
2. The originator of haute couture was not French.
3. Haute couture is quite a wide ranging term.
4. Companies do not expect to make money with haute couture.
5. More young people are buying haute couture.

**2. In small groups, discuss the following questions.**

1. Haute couture is variously referred to as an art, as a craft, and as a business. Which of the things do you think best describes haute couture?
2. What do you think the rules are that define whether something is haute couture?
3. Why do you think the rich may be happy to show off their wealth these days?
4. Why do you think haute couture customers are getting younger? Who actually buys haute couture pieces?
5. Do you think Paris will maintain its position as a fashion capital? Do you think cities like Mumbai and Shanghai will be equally important in 20 years' time?
6. How would you define luxury? What distinguishes luxury from ordinary? What kind of luxury interests you most? Why?

**3. Work in groups, prepare a presentation on one of the following topics:**

1. My favorite fashion designer.
2. My favorite fashion brand.
3. Famous fashion festival.

## IT IS INTERESTING TO KNOW



**Read the text and discuss in groups**

**Text 1 [23]**

**DRESSING DOWN**

Beyond doubt, the jeans phenomenon is a big event in the history of dress, and not only in the United States. Indeed, the habit of wearing jeans is – along with the computer, the copying machine, rock music, polio vaccine, and the hydrogen bomb – one of the major contributions of the United States to the postwar world at large.

Before the 1950s, jeans were worn, principally in the West and Southwest of the United States, by children, farmers, manual laborers when on the job, and, of course, cowboys. There were isolated exceptions – for example, artists of both sexes took to blue jeans in and around Santa Fe, New Mexico, in the 1920s – 1930s; around 1940, the male students at Williams College took them up as a mark of differentiation from the chino-wearing snobs of Yale and Princeton; and the late forties the female students of Bennington College (not far from Williams) adopted them as a uniform, though only for wear on campus – but it was not until the 1950s, when James Dean and Marlon Brando wore jeans in movies about youth in revolt against parents and society that jeans acquired the ideological baggage necessary to propel them to national fame.

Fame came quickly, and it was not long before young Americans had become so attached to their jeans that some hardly ever took them off. According to a jeans authority, a young man in the North Bronx with a large family attained some sort of record by continuously wearing the same pair of jeans, even for bathing and sleeping, for over eight months. Eventually, as the entire world knows, the popularity of jeans spread from cowboys and anomic youths to adult Americans of virtually every age and socio-political posture, including Jimmy Carter when he was a candidate for the presidency. Jeans became one of the three leading targets of hijackers, along with liquor and cigarettes.

Estimates of jeans sales in the United States vary wildly. According to the most conservative figures, put out by leading jeans manufacturer, Levi Strauss & Company, of San Francisco, annual sales of jeans of all kinds in the United States by all manufacturers in 1957 stood at around a hundred and fifty million pairs, while for 1977 they came to over 5 hundred million, or considerably more than two pairs for every man, woman, and child in the country.



Overseas, jeans had to wait slightly longer for their time to come. American Western movies and the example of American servicemen from the West and Southwest stationed abroad who, as soon as the Second World War ended, changed directly from their service uniform into blue jeans started a fad for them among Europeans in the late 1940s. But the fad remained a small one, partly because of the unavailability of jeans in any quantity. Being short of denim, the rough, durable, cotton will of which basic jeans are made, they were unable to undertake overseas expansion. Gradually, though, denim production in the United States increased, and meanwhile became so overwhelming that in parts of Europe a black market for them developed.

American jeans manufacturers began exporting their product in a serious way in the early 1960s. At first, the demand was greatest in Germany, France, England, and the Benelux nations; later it spread to Italy, Spain, and Scandinavia, and eventually to Latin America and the Far East. By 1967, jeans authorities estimate, a hundred and ninety million pairs of jeans were being sold annually outside the USA. In the late 1970s, estimated jeans sales outside the USA had doubled in a decade, to three hundred and eighty million pairs, of which perhaps a quarter were now made by American firms in plants abroad. The fastest-growing jeans market was probably Brazil; Princess Anne, of Great Britain, and Princess Caroline, of Monaco, had been photographed wearing jeans, and King Hussein of Jordan was reported to wear them at home in his palace.

All in all, it is now beyond doubt that in size and scope the rapid global spread of the habit of wearing blue jeans, however it may be explained, is an event without precedent in the history of human attire.

## **Text 2 [24]**

### **CONVERSE**

In 1908, Marquis Converse opened the Converse Hubber Shoe Company in Malden, Massachusetts, USA. To start with, the company made simple rubber-soled footwear for men, women and children. By 1910, Converse was producing 4,000 pairs of shoes daily, and in 1915 the company began manufacturing tennis shoes. The company's main turning point came in 1917 when the Converse All-Star red-and-white basketball shoe was introduced. This was a real innovation, considering the sport was only 25 years old. Then, in 1921, a basketball player named Charles H. "Chuck Taylor" contacted the company complaining for sore feet. Converse immediately gave him a job as a salesman and ambassador, and he promoted the shoes around the United States for the rest of his career. In 1923, after teaching his first basketball clinic, Chuck's signature was added to the all star patch. In 1941, when the USA became involved in



the Second World War, Converse shifted production to manufacturing shoes, boots and protective clothing for pilots and soldiers.

Converses were hugely popular with teenagers during the 1950s Rock-and Roll era, and 1966 the company added a range of new colours to the basic red-and-white Chuck Taylor All-Star basketball shoe. The shoe continued to be popular until the early 1980s, but lost a large proportion of their market position during the mid 1980s and 1990s, with the appearance on the market of trainers, made by new competitors such as Nike and Reebok. Converses were no longer the official shoe of American National Association, a title they had held for many years. In 2001, the company changed holders, the last factory in the United States closed and manufacturer moved to China, Indonesia and Vietnam. In 2003, the company was bought by Nike.

### Text 3 [25]

#### THE 1920S COCKTAIL DRESS: A REFLECTION OF WOMEN'S RIGHTS

The way the society expects women and men to behave has been reflected throughout history in the style of dress. The late 1800s are commonly referred to as Victorian age, after Queen Victoria of England. During this period there were many restrictions on women's behavior and consequently on the clothes they wore. Socializing mostly took place at teatime in private homes or outside at tea houses. At these events women often socialized only with other women. They wore long tea gowns which were specifically designed to 'protect women's modesty'

However, at the same time women's rights movements were starting up all over the world, demanding more rights, such as the right to vote, own land, or earn the same pay as men. As a result of one of these campaigns, women in the US won the right to vote in political elections in 1920, and British women in 1928. This new-found political freedom was reflected in fashion, most notably in the invention of the cocktail dress. It was designed to be worn at 'cocktail hour' (in the early evening between 6.00 and 8.00 p.m.) and the dress was fashioned to be a stylish garment with a look halfway between daytime and evening.

Without doubt the most successful of all cocktail dresses was the 'little black dress (or LBD), which Chanel and Patou are credited with designing in 1926. Two of its most distinctive features were its shorter hemline and black colour. The original design also included a matching hat, shoes and short gloves.

One group of women in the 1920s expressed their new political rights through fashion: the Flappers. Always ready to break society's rules, Flappers went to cocktail parties, moved energetically to dances such as Charleston, drank alcohol, cut



their hair short and had jobs. As the years went by, new, more liberated styles emerged on cocktail party scene: Dior's shorter dresses of the 1950s, or Gallitzin's palazzo pyjama trousers, and Pucci's one piece suits in the 1960s.

Fashion was ready to celebrate women's rights with style and to go with women into a new, liberated era.

#### **Text 4 [26]**

#### **FUR: REAL, FAKE, OR NOTHING?**

Since man put on clothes people have worn fur, first and foremost because it's very warm. But over the centuries fur became exclusive and by the sixteenth century it was seen as a luxury textile. At that time, it was worn on the inside as a lining for coats, with only a little trim visible. In the early twentieth century, wearing fur on the outside of coats became fashionable. But more visibility meant more controversy and negative opinions more strongly than fur.

What do the animal rights campaigners object to? Fur producers have often been criticized for bad treatment of animals, such as keeping animals in small cages and not giving them enough food and water. In response, fur producers say they run transparent operations and use clear labels to tell consumers exactly where their fur comes from.

The fight against fur has been led in recent years by PETA (People for the Ethical Treatment of Animals), the largest animal rights organization in the world. They have attracted attention for their often shocking campaigns, including a series of nude photographs of op models and celebrities under the headline 'I'd rather go naked than wear fur'. In the 1980s and 90s, fur sales fell dramatically and PETA's campaigns were a big factor in this. And with the improved development of fake furs, consumers found little reason for buying real fur.

The fur industry has hit back at animal rights campaigners, starting that real fur is much more environmentally friendly than fake fur. It believes that manufacturing fake fur involves dangerous chemicals, damaging the environment, and, that real fur is natural and biodegradable. It has also said that younger women, inspired by celebrities, have begun to wear real fur again. Most major fashion houses support this renewal in fur by featuring it in a few pieces each autumn / winter collection.

It is possible to predict whether the trend towards using fur in fashion will continue. Some say fake fur will overtake the real version. Others say fur is here to stay. What is certain is that wearing fur will always be a decision that divides people.

## Text 5 [27]

### NEW EXHIBITION ON MEN'S SKIRTS OPENS AT THE METROPOLITAN MUSEUM



Throughout Western history, women have borrowed men's clothing. Women wear pants, ties, and even men's suits. However, men have rarely worn women's clothing. One of the strongest taboos is against men wearing skirts. Skirts are considered inappropriate for men. A new exhibition at the Metropolitan Museum of Art called "Bravehearts: Men in Skirts" looks at this question.

David Torndike, sociologist at the Modern Social Research Institute says, "Men think if they wear a skirt, they look feminine. That is absurd. Roman gladiators were very masculine and they wore skirts." He continues, "At one time, only men wore pants. However, today pants are unisex clothes. They are appropriate for both men and women. Women wear them all the time. If a man wants to wear masculine clothing, he should put on a real Scottish kilt."

The exhibit has examples of men's skirts in history. In addition, there are a number of skirts from well-known clothing designers. There is even a photograph of movie star Brad Pitt in a skirt. One male visitor said, "That skirt looks really comfortable. If Brad Pitt can wear it, why can't I?"

## Text 6 [28]

### FIRST THE HIJAB; THEN THE TURBAN? AFTER THE BAN ON THE HIJAB, WILL SIKBS BE ABLE TO WEAR TURBANS?

In 2004 the French government decided to ban all obvious religious symbols from public schools. As a result, Muslim girls could no longer wear the *hijab* or the head scarf. Jews were not allowed to wear *yarmulkes*, or skullcaps. Even large Christian crosses were not permitted.

A special commission researched the question and made the recommendation to ban the religious clothing. Former government minister Bernard Stasi headed the



group. He said that the members of the group consult many different people – including teachers, religious leaders, sociologists, and politicians – before they made their decision.

The commission felt that conspicuous religious symbols set people apart and stop them from feeling really *French*. By instituting this ban, the commission hopes that immigrants will become a more integral part of French society if they do not wear such clothing. Traditionally, newcomers from Africa and the Middle East have often been poorly integrated into French society.

However, this decision has upset other ethnic groups. For example, there are about 5,000 Sikhs in France. Being mostly lower middle class and thus having little access to mainstream French media, they didn't know about the government commission. The commission was not aware of their concerns either. As a result, Sikhs never had the opportunity to testify in the hearing.

Several thousand Sikhs held a rally in Paris last week. They wanted to know if they have to take off their turbans. Or should they, as Luc Ferry, the education minister said, wear “see-through turbans”. Sikh spokesman argue that the turban is not a symbol of their religion. They wear turbans to cover their hair, which they never cut. Therefore, if they cannot wear turbans, their hair, which is the real symbol, will be uncovered.

“We feel undressed if we don't wear our turbans,” said Simranjit Singh, a Sikh member of the Indian parliament who came to France – along with hundreds of people from all over Europe and America – for Saturday's rally. “It is humiliating to the core if we are made to take off our turbans.”

The government has not yet made a decision on the legality of the turban.



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