

ENGLISH FOR FASHION STUDENTS

Министерство науки и высшего образования Российской Федерации
ФГБОУ ВО «Удмуртский государственный университет»
Институт языка и литературы
Кафедра профессионального иностранного языка
для естественно-научных специальностей

English for Fashion Students

Учебно-методическое пособие



Издательский центр «Удмуртский университет»

Ижевск 2020

УДК 811.111:687(075.8)

ББК 81.432.1я73

E56

Рекомендовано к изданию Учебно-методическим советом УдГУ

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E56 English for Fashion Students: учеб.-метод. пособие /Автор-сост.
Ф. К. Мингазова, Ижевск: Изд. центр «Удмуртский университет», 2020.
– 80 с.

Основной целью данного пособия является развитие навыков устного и письменного общения на основе владения определенным лексическим и грамматическим материалом, а также чтения и перевода текстов тематической направленности.

Учебно-методическое пособие предназначено для студентов бакалавриата направления подготовки «Искусство костюма и текстиля».

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Предисловие

Учебно-методическое пособие предназначено для студентов бакалавриата Института искусств и дизайна направления подготовки «Искусство костюма и текстиля».

Целью освоения дисциплины «иностранный язык» является овладение иностранным языком в его функциональных формах и стилях и умение практически использовать полученные навыки, умения и знания для общих и профессиональных целей.

Основной целью данного пособия является формирование коммуникативной компетенции через развитие навыков чтения и перевода и базовых умений устного и письменного общения. Задачи: усвоение необходимого лексического материала в пределах тем «Внешность», «Одежда» и «Мода»; систематизация грамматических средств на новом языковом материале; овладение техникой чтения и перевода текстов общей и профессиональной направленности.

На основе владения соответствующим лексическим и грамматическим материалом, обучающиеся должны уметь создавать собственные монологические высказывания и участвовать в беседе на соответствующие темы.

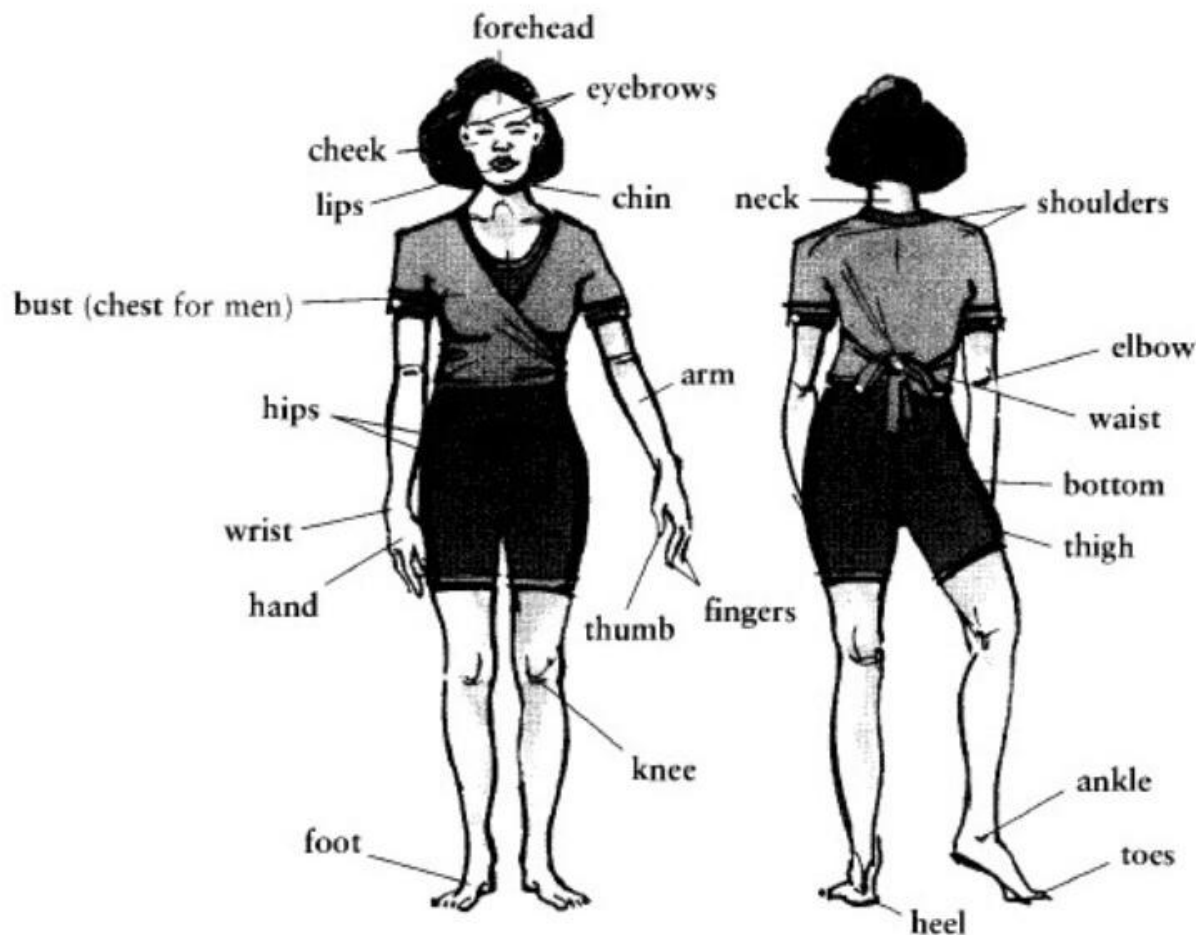
В первых разделах осуществляется введение и закрепление базовой лексики в ходе выполнения письменных и устных упражнений. Работа над последующими разделами начинается с введения в форме предварительного обсуждения темы раздела. Далее следует чтение и перевод текста, отработка лексики, разбор грамматического явления. Послетекстовая работа предполагает дальнейшую активизацию лексико-грамматического материала и развитие речевых навыков.

Помимо практических занятий, усвоение материала осуществляется в ходе самостоятельной работы обучающихся, предполагающей чтение дополнительной литературы, работу с Интернет-ресурсами, создание презентаций, написание сочинений и эссе на темы, предложенные в пособии, а также по выбору обучающегося.

В учебно-методическое пособие включены итоговые тесты и тексты для самостоятельного чтения.

THE BODY AND APPEARANCE

1. Learn the parts of the body that you don't already know.



2. Translate the sentences describing physical actions.

1. You can breathe through your nose or your mouth. Most people breathe about 12-15 times a minute.
2. People smile when they're happy, or to be polite; they laugh when people say something funny; they may cry when they're sad; they yawn when they're tired, or bored.
3. Many people nod their head to mean 'yes', and shake their head when they mean 'no'.
4. When you pick up something heavy, you must bend your knees and keep your back straight.

3. Translate the following common expressions.



shake hands



blow your nose



fold your arms

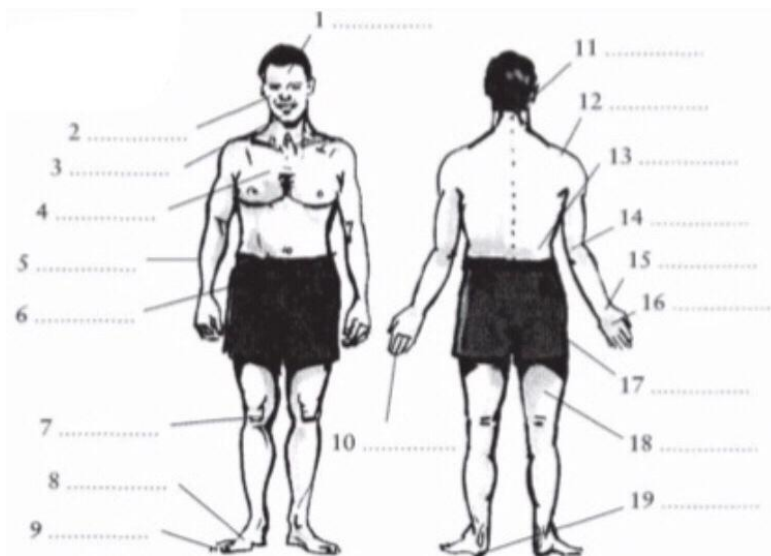


bite your nails



comb your hair

4. How much of the picture can you label without looking at the page above?



5. Match the verbs on the left with a suitable part of the body on the right to form common expressions. Use each verb and noun once only.

1 blow

your nails

2 shake

your nose

3 comb

your knees

4 fold

your head

5 bend

your arms

6 nod

your hair

7 bite

your hands

6. What do these actions often mean? (There may be lots of possible answers.)

1 People often smile when

2 They often breathe quickly after

- 3 They laugh when.....
- 5 They blow their nose.....
- 6 They shake their head.....
- 7 They nod their head.....
- 8 They cry.....
- 9 They yawn when.....

7. *There are fourteen words describing parts of the body, either across or down, in this word square. Can you find them?*



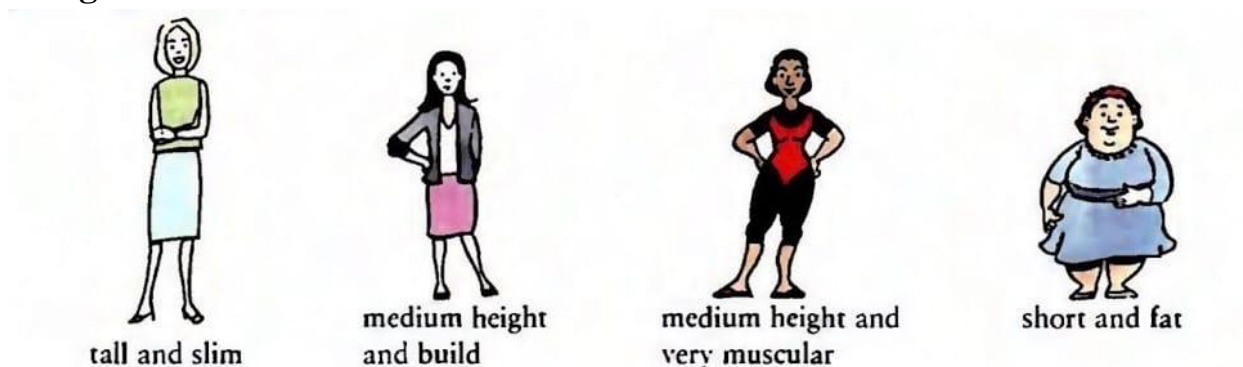
8. *Read and translate the vocabulary used to describe people’s appearance. Learn the words in bold.*

General descriptions

Positive: **beautiful** is generally used to describe women; **handsome** is used to describe men; **good-looking** and **attractive** are used for both. **Pretty** is another positive word to describe a woman (or a girl), meaning 'attractive and nice to look at'.

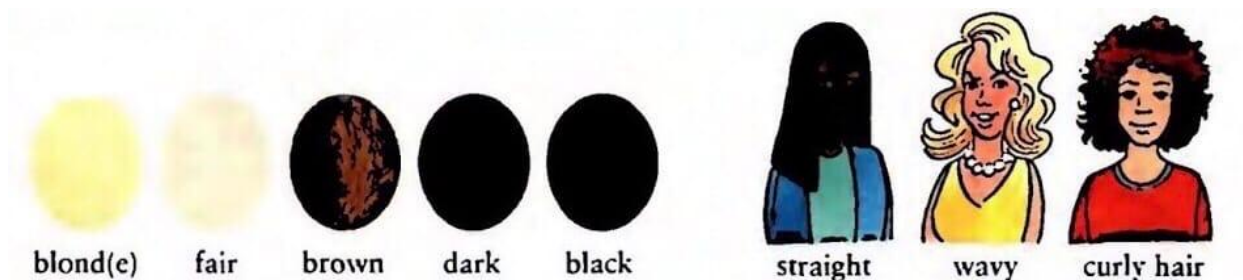
Negative: **ugly** is a very negative word; **plain** is negative but more polite.

Height and build



Another word for **slim** is **thin**, but with a more negative meaning, e. g. John is lovely and **slim**, but his brother is very **thin**. It is not very polite to say someone is **fat**; **overweight** is a bit less rude. If someone is broad and solid, we can say they are **stocky**. A person with good muscles can be **well-built** or **muscular**. If someone is terribly thin and refuses to eat, they may be **anorexic**.

Hair



Special features

The man on the left has very **pale skin** (=light skin). He also has **broad shoulders**, with a **scar** on his forehead. The other man has **dark skin**. He also has a **beard** and **moustache**.



Asking questions about a person's appearance

- Q: What does she **look like**? A: She's **tallish**, with short fair hair.
Q: **How tall** is she? A: **About** 1 metre 65.
Q: **How much** does she **weigh**? A: I don't know - **roughly** 50 kilos, I guess.

We can use **about** and **roughly** to mean 'more or less' talking about height (= how tall someone is), weight (= how heavy is someone) or age. The suffix '**-ish**' can be used at the end of some adjectives to mean 'quite' and at the end of some numbers to mean 'more or less'.

She's got **longish** hair. He's **twentyish**. She's **roughly** 40.

9. Translate, paying attention to the words in bold.

1. She's a very **smart** and **elegant** woman, always **well-dressed**.
2. Her husband is quite the opposite, very **scruffy** and **untidy-looking**.
3. He's very good-looking, but his friend's rather **unattractive**.
4. First **impressions** are always important.
5. She's got straight hair and she's **thin-faced**.
6. Mary has got long, wavy hair and a **round face**.
7. Kate has got curly hair and is **dark-skinned**.
8. John is **bald** and has **freckles**.
9. Paul has got **receding** hair and a few **wrinkles**.
10. Fair and dark can be used for hair, **complexion** or skin.

10. Complete these sentences in a suitable way. (More than one answer may be possible.)

1. He's got very muscular.....
2. She's got blonde.....
3. He's got very pale.....
4. They've both got curly.....
5. I would say he was medium.....
6. Her brother has got very broad.....
7. Last time I saw him he had grown a beard and.....
8. Both men were very good-.....

11. Replace the underlined word with a more suitable or more polite word.

1. He told me he met a handsome girl in the disco last night.
2. She's beautiful but her younger sister is really quite ugly.
3. I think Peter is getting a bit fat, don't you?
4. I think she's hoping to meet a few beautiful men at the tennis club.
5. Paul is very thin.

12. You want to know about the following: someone's general appearance; their height; their weight. What do you need to ask? Complete these questions.

1. What?
2. How.....?
3. How much.....?

13. Make these sentences less exact. Do it in a different way each time.

1. She's 20. *She's 20, more or less.*
2. I'm 75 kilos.
3. She's 1 metre 70.
4. They're both 30.

14. Now answer these questions. Then ask your partner to answer them.

1. How tall are you?
2. How would you describe your build?
3. How much do you weigh?
4. What kind of hair have you got?
5. What colour is it?
6. Would you like it to be different? If so, what else would you like to change about your appearance?
7. Do you think you have any special features?
8. Are there any special features you would like to have?

Assessment tasks

1. Which of these words have a positive meaning?

plain	attractive	pretty	handsome	ugly
-------	------------	--------	----------	------

2. Match words from the left and right to form common phrases.

- | | |
|----------|-------------|
| 1 blonde | a skin |
| 2 medium | b hair |
| 3 broad | c build |
| 4 pale | d shoulders |

3. The people here would like to be the opposite of what they are. Complete the sentences.

1. 'I'm short and fat, but I'd really like to be.....and.....'
2. 'I've got curly hair, but I've always wanted.....hair.'
3. 'I've got dark hair, but I'd much prefer to have.....hair.'
4. 'I'm very pale but I would rather have.....skin.'
5. 'I've got a fat face, a big nose, and I'm losing my hair. Why can't I be....., like Brad Pitt?'

4. Find pairs of words in the box which have similar meanings. Put them into the correct columns below.

slim	ugly	plain	overweight	thin	fat
------	------	-------	------------	------	-----

Column 1

.....

Column 2 (more negative)

.....

5. Label the features this man has.

Label the features this man has.



6. Fill in the gaps in the dialogue.

A: What does he (1)..... (2).....?

B: Well, he's medium (3)....., with short, fair (4)....., and he always looks very smart.

A: How (5)..... is he, exactly?

B: Oh I don't know, but I'd say he's (6)..... one metre 75.

A: And how much does he (7).....?

B: I'd guess he's (8).....75 kilos.

7. Correct the mistakes.

1. Katya is fair hair and she wears glasses.
2. Clara's got a dark hair and she's very slim.
3. Amanda is middle-aged woman. She's got fair hairs and she's quite short.
4. Henry has a dark skin and a beard.
5. Melanie is young and pretty. She got pale skin and fair hair.
6. Alvaro's handsome. He's got dark-haired and quite tanned.

8. Answer these remarks with the opposite description.

Example: **A:** I thought you said he was the short, chubby one.

B: No, no, no, not at all, *he's the tall, thin-faced one.*

1. **A:** Was that his brother, the dark-skinned, wavy-haired one?
B: No, completely the opposite, his brother is ...
2. **A:** She's always quite well-dressed, so I've heard.
B: What! Who told you that? Every time I see her, she is ...
3. **A:** So Charlene's that rather plump, fair-haired woman, is she?
B: No, you're looking at the wrong one. Charlene's ...
4. **A:** So, tell us about the new boss; good looking?
B: No, I'm afraid not; rather ...

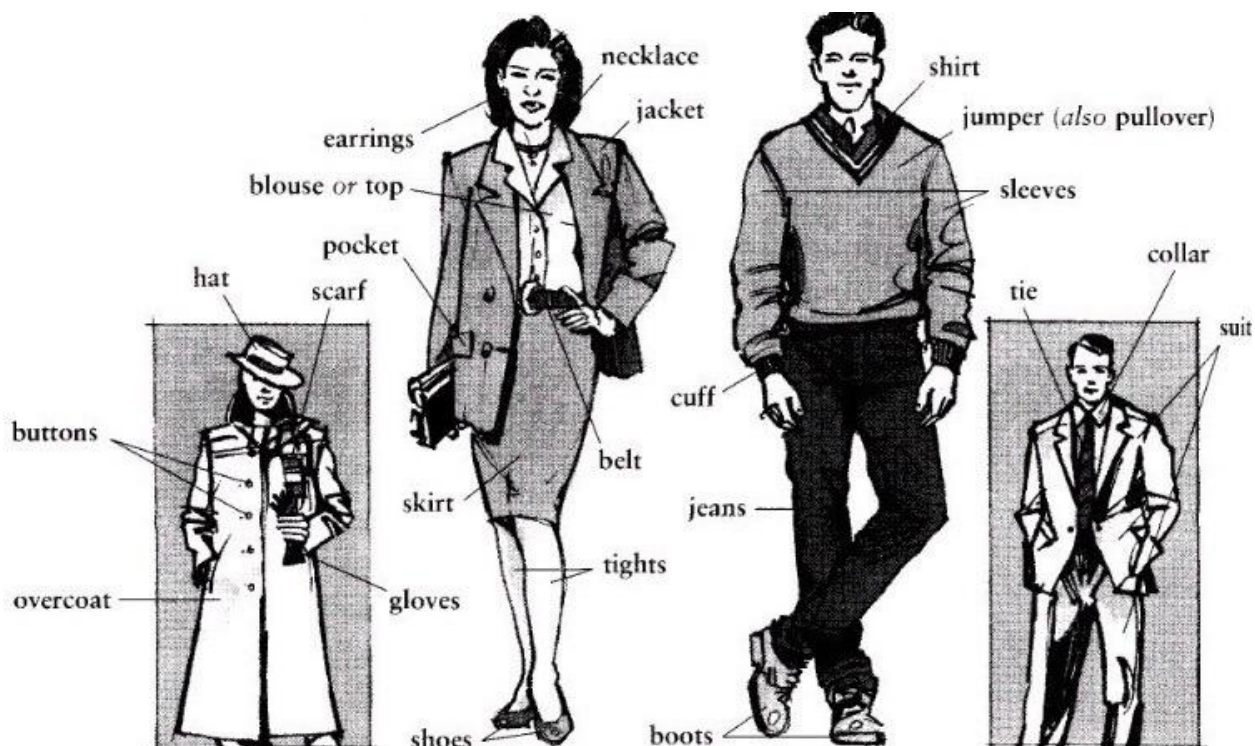
9. Write one sentence to describe each of these people, giving information about their hair and face, their height and build and general appearance.

- | | |
|--------------------|--|
| 1 you yourself | 3 a neighbor |
| 2 your best friend | 4 your ideal of a handsome man / a beautiful woman |

10. Now, in the same way, describe somebody very famous, give some extra clues about them, e.g. He's/She's a pop star. Can someone else guess who you are describing?

CLOTHES

1. Translate and learn the pieces of clothing.



Note: Some of these words are plural nouns, e.g. jeans and trousers.

2. Try to guess the meaning of the key words.

1) I got up at 7.30, had a shower, **got dressed**, and had breakfast. It was a cold morning so I **put on** my overcoat and left home about 8.20. When I got to work I **took off** my coat and **hung it up** behind the door. It was hot in the office, so I **took** my jacket **off** as well. During my lunch break I had a look round the shops. I saw a nice jacket in one shop and **tried it on**, but it didn't **fit** me - it was too small and they didn't have a bigger size.

Note: Notice the different word order with the verbs **put on**, **take off**, **hang up**, and **try on**.

- 2) The man is wearing a suit, but it doesn't fit him very well:
 the jacket is **too small**
 (= **not big enough**);
 the trousers are **too short**
 (= **not long enough**).



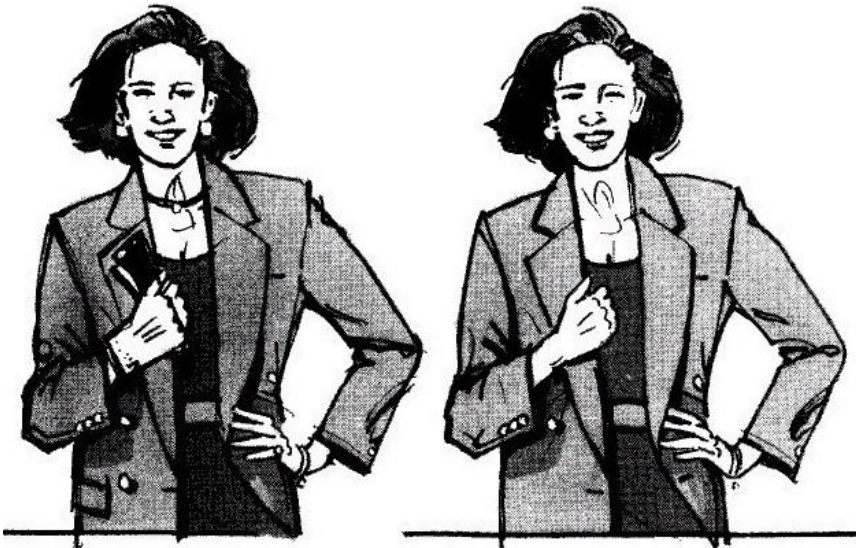
3. Finish this sentence with six different items of clothes.

I need a pair of

4. Find a logical order for these sentences.

1. He took off his trousers.
2. He paid for the suit.
3. He put his shoes back on.
4. He took off his shoes.
5. He tried on the suit.
6. He went back to the sales assistant
7. He went into the changing room.
8. He put his trousers on again.
9. He took it off.

5. What's missing? Write down anything that is missing in the second picture of the woman.



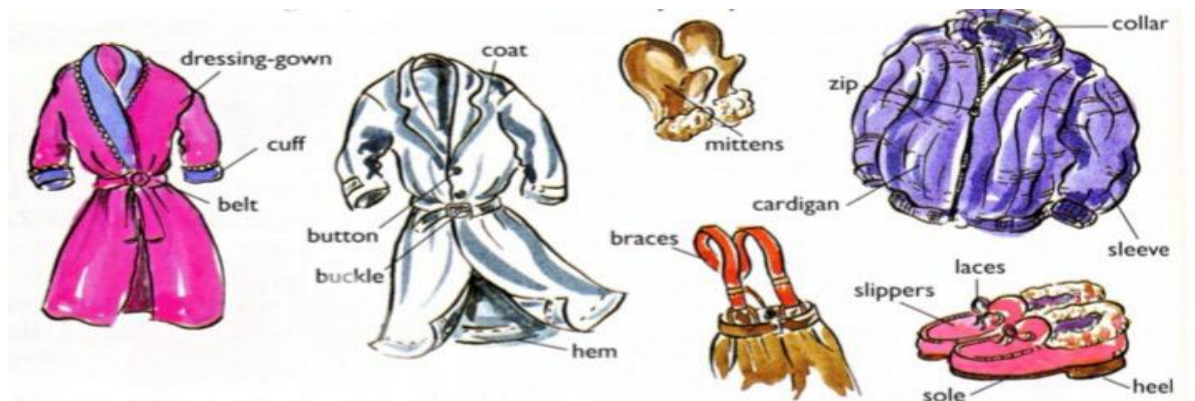
6. Fill the gaps with suitable words. (More than one answer may be possible in some cases.)

1. She decided to wear a and a instead of a dress.
2. I tried on a; the jacket was fine but the were too short.
3. It was hot in the office, so I took off my jacket and, and rolled up the sleeves of my
4. I wanted to buy the jacket but unfortunately the one I tried on wasn't big and they didn't have it in a bigger
5. I also wanted a new jumper, but unfortunately the medium size was big and the small size wasn't big

7. Write down:

1. five things usually worn by women only; and five things worn by men and women.
2. a list of clothes you like and don't like wearing.
3. five more items of clothing you have at home in your wardrobe / chest of drawers.

8. You probably already know most of the everyday words for clothes. Here are some items of clothing or parts of them which are perhaps less familiar.



9. Translate the sentences, paying attention to the words in bold.

1. Can I try on these grey shoes in **the window**?
2. I love **dressing up** for parties as I normally wear jeans.
3. The skirt is too **tight** and too short - it needs **letting out** and **letting down**.
4. The dress is too **loose** and too long - it needs **taking in** and **taking up**.
5. He **changed out** of his weekend clothes **into** his uniform.
6. Red usually doesn't **suit** people with ginger hair.
7. Her black bag **matches** her shoes.
8. Those shoes don't fit the boy any more. He's **grown out** of them.

10. Translate the adjectives for describing people's clothing.

- 1) How things fit: **baggy** **loose** **tight** **close-fitting**
- 2) Style: **long-sleeved** **sleeveless** **V-neck** **round-neck** **pleated**
- 3) How people look: **elegant** **smart** **scruffy** **chic** **trendy** **messy** **old-fashioned** **fashionable** **well-dressed** **badly-dressed**
- 4) Materials which clothes are often made of:

A **silk** shirt feels soft and light but also warm. **Cotton** shirts are cool but they need ironing. **Velvet** skirts are rich and warm for winter parties. Jeans are usually made of **denim**. Suede is a kind of **leather** but it isn't shiny. **Nylon**, **polyester** and **lycra** are artificial fibres. We get **wool** from sheep; **woollen** clothes keep you warm when it's cold.

5) Adjectives used to describe the patterns on materials

pin-striped spotted plain striped checked flowery tartan



11. Which of the words illustrated in ex.8 fit best in the following sentences?

1. I must get my black shoes repaired. Oneis broken and both the.....have holes in them.
2. Do up your.....or you'll fall over.
3. There's someone at the door. You'd better put your on before you open it.
4. Put your..... on - this floor is very cold.
5. I've eaten too much - I'll have to loosen my.....
6. I've almost finished making my dress for the party but I've still got to take up the.....and sew on some

12. Complete these sentences with any appropriate word. Use 'pair' where it is necessary.

1. Many women wear nighties in bed whereas most men and children wear.....
2. Blue..... are a kind of international uniform for young people.
3. It's too cold for.....Put your trousers on.
4. I need some new underwear. I'm going to buy three new.....today.
5. I've got a hole in my tights. I'll have to get a new
6. I've got a hole in my tights. I'll have to get some new

13. Write three items of clothing that collocate with these materials.

Example: velvet ribbon, skirt, jacket

1 silk 2 cotton 3 leather 4 woollen 5 suede 6 denim

14. Describe in detail what the people in the picture are wearing.



15. Put the right verb, match, suit or fit, into each of these sentences.

1. The blue dress..... her properly now she's lost some weight.
2. The blue of her dressthe blue of her eyes.
3. That blue dress.....the girl with the blonde hair.

16. Describe in as much detail as you can how (a) you and (b) someone else you can see are dressed.

Reading

17. Discuss.

1. What type of clothes do you like?
2. Do you wear different clothes at different times / places?
3. Do you ever have problems with clothes?

18. a) Read the text quickly and match the letters (1-3) to the answers (A-C).

b) Read the letters again and find the names of the writers.

has a boyfriend Sindy

- 1- travels in the winter _____
- 2- sometimes goes to dinner parties _____
- 3- works for a bank _____
- 4- loves casual clothes _____
- 5- doesn't feel comfortable on a plane _____

c) Find words in the text with opposite meanings.

hot cold

1 uncomfortable _____

3 put on _____

2 informal _____

4 tight _____

WHAT TO WEAR?

Alison Bering answers all your clothes questions.

1 Dear Alison

Can you give us some advice? We usually go to the Caribbean with our three young children in December. It's always really cold when we leave home, it's cool on the plane, but hot and sunny when we arrive - it's really difficult with children! So, what clothes can we all wear?

Mr and Mrs Jackson

2 Dear Alison

I work for an international bank and I wear a suit and tie all the time for work. I often travel for business and I am never comfortable on the plane in my formal clothes. Can you suggest anything?

Geoffrey W.

3 Dear Alison

I'm 22. I love casual clothes and I usually wear trainers, a T- shirt and jeans. I hardly ever wear skirts or shoes. And I hate dresses! We sometimes go to formal dinner parties and my boyfriend says I don't look smart. But I don't want to look middle-aged! So how can I wear casual clothes and be smart?

Sindy L.

A. Buy a 'suit carrier' - that's a special bag for suits. You can take it on the plane. Put some comfortable loose clothes in the bag (for example, cotton trousers and a light wool pullover). At the airport, go to the toilet, take off your suit and change into the loose clothing. When you arrive you can change back into your suit.

B. Casual clothes can be smart! Try black or white jeans, a nice white top and a smart jacket, but not trainers! Buy some smart shoes and a matching belt.

C. My answer is simple - layers! You and your children can put on extra clothes when you are cold, and take them off when you are hot! For example, you can wear a T- shirt, a cotton shirt or top, a light pullover and a coat. Put sunglasses, scarves and gloves in your bags.

19. Find these words in the text and match them to the meanings.

- | | |
|-------------------|--|
| 1 cotton | a when things go together |
| 2 wool | b one thing on top of another thing |
| 3 matching | c fabric made from a plant |
| 4 layers | d fabric made from animal hair |

20. Learn the dialogue.

A: Good morning. Can I help you?

B: I'm just looking, thanks.

A: No problem.

A: And you sir? Can I help you?

C: Yes, please. I'm looking for a jacket like this, but in black, not brown. Do you have one?

A: I'll just have a look. What size are you?

C: Medium.

A: Ah yes. You're in luck. This is the last one. Here you are.

C: That's great. Can I try it on?

A: Of course. The changing rooms are over there.

C: Mm. I really like it.

A: It suits you.

C: OK. I'll take it.

21. In pairs, ask and answer.

1. What do you usually wear...

- to work?
- at home?
- at the weekend?
- on holiday?

2. Where do you buy clothes? How often?

3. What's your favourite...

- clothes shop?
- type of clothes?

22. a) *Read the letters and the answer. Is the answer for A or B?*

b) *Complete gaps 1-10 with words and expressions from the box.*

don't	wear	put	can	uncomfortable	usually	smart
advice	light	Can you				

A Dear Alison

Can you give me some (1)____? I work in a bank. I (2)_____ a suit and a tie and smart shoes. The bank is near my house and I usually walk to work. In the summer it is very hot and I feel very (3) _____ in my formal clothes when I walk to the bank. What (4) _____ I do?

B Dear Alison

(5) _____ help me? I work in a sports centre and I usually wear trainers, shorts and a T- shirt. In the morning I (6)_____ help in the gym but in the afternoon I sometimes work in the office. My colleagues in the office say I (7) ____ look smart in my shorts and T- shirt! How can I wear comfortable clothes for the gym and look (8)____ in the office? What do you suggest?

Answer

Comfortable casual clothes can be smart. But don't wear a T- shirt and shorts in the office! Wear (9)_____ cotton trousers and smart trainers. Wear a T- shirt but get a smart cotton top and (10)_____ it on when you go into the office. You can take it off when you work in the gym.

23. *Write the questions for these answers.*

Where does Malcolm work?

In a bank.

1 _____

A suit and a tie and smart shoes.

2 _____

He walks.

3 _____

In a sport centre.

4 _____

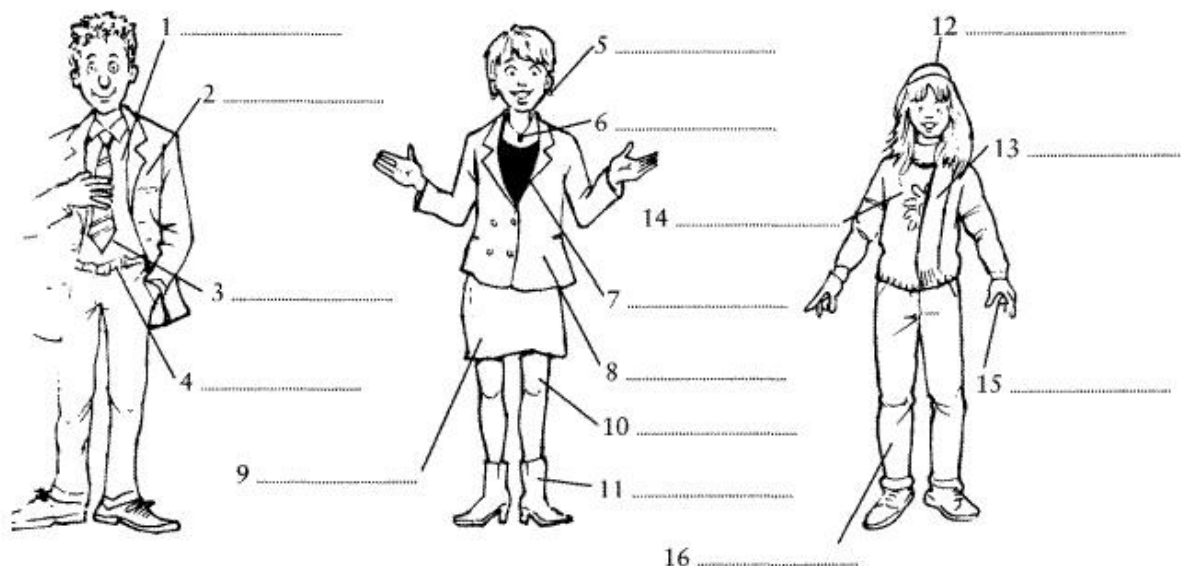
In the morning.

5 _____

She doesn't look smart.

Assessment tasks

1. Label what the people in the pictures are wearing.



2. Correct the mistakes in these sentences.

undressed

Example: When I got home last night, I got ~~dressed~~ and went straight to bed.

1. I put off my clothes and got into the shower.
2. I got dress, left the house and drove to the office.
3. I tried the coat on but it wasn't enough big.
4. The trousers were too much long so I didn't buy them.
5. He did up the buttons on his jacket and took it off.
6. The sleeves weren't long enough, so the jacket didn't size me very well.
7. The skirt is too short - it needs taking up.

3. Guess what is meant.

1. You wear it over clothes to keep you warm or dry.
2. This part of a shirt or jacket goes round the neck.
3. Where you put money in your trousers / jacket.
4. These are on the front of your shirt, jacket or coat, and you fasten them.
5. Women wear these on their legs.
6. The parts of a shirt or jumper that cover your arms.
7. Oh, no, it's the wrong.....It's too small.

4. Put the words in the correct order to make sentences.

1. the I try grey Can shoes in on window these?
2. on was a cold morning so I put my It overcoat
3. they shirts are but Cotton need cool ironing.
4. made are of Jeans usually denim.
5. feels A also shirt soft and but silk light warm.
6. fit The it very is wearing a, but doesn't him suit man well.
7. He clothes into out his his weekend of changed uniform.

5. Correct grammar mistakes in these sentences.

1. I love dressing up for parties as I normally wearing jeans.
2. Her black bag match her shoes.
3. Velvet skirt are rich and warm for winter parties.
4. I've almost finished make my dress for the party.
5. I need a new underwear.
6. Red usually doesn't suit people with ginger hairs.

6. Translate.

1. Она надела пальто и перчатки.
2. Он снял пальто и шляпу.
3. Она примерила юбку. Юбка сидела на ней хорошо.
4. Эта сумка не сочетается с твоей обувью.
5. Это платье тебе не идет.
6. Завяжи шнурки, а то упадешь.
7. Мне нужны новые колготки.
8. Пришей пуговицу.
9. Мужчина одет в костюм, который плохо на нем сидит.
10. Она любит наряжаться.
11. Шерстяная одежда греет в холода.
12. Шелк – мягкий на ощупь.
13. Платье нужно ушить и подогнуть.
14. Брюки слишком тугие – нужно выпустить.
15. Юбка слишком короткая – нужно удлинить.
16. Искусственные ткани не годятся для повседневной носки.
17. Эта цветочная расцветка слишком яркая.
18. Она выглядит очень элегантной в этом длинном однотонном платье без рукавов.
19. Он выглядит старомодно в этой пестрой рубашке.
20. Он переоделся из формы в обычную одежду.

Unit 3

Part 1

CLOTHES AND FASHION

LEARNING AIMS

- Can describe a procedure
- Can use adjectives in the correct order
- Can ask for advice, compliment, respond to compliments

Lead-in

Every year brings in new fashions and shades. If you care a lot about your clothes and how you look in them, you give the matter a creative thought and regular attention. To save time and trouble, some people buy ready-made clothes, others prefer to have them made to order.

What is the most reasonable approach to fashion in general? How should a teacher dress? Do you believe in the value of school uniform and the importance of neatness in appearance? These and other problems will be discussed in this Unit.

Reading and vocabulary

1. Read the following essay written by Katina Layne, a tenth-grade high school student from Sacramento, California.

a) Make a list of items of the school uniform mentioned by Katina.

b) What are the possible approaches to the problem of the school uniform?

THE UNIFORM BLUES

I attend a high school which requires that a certain uniform be worn. The outfit consists of a navy blue and white herring-bone skirt, a white shirt with a collar, either a navy or white sweater or school sweatshirt, navy or white socks to match and shoes. (We're all females here, as you may have guessed.) The point of the uniform, we are told, is to have everyone look the same, thus eliminating competition and the expense of buying popular brands of clothes. That's all well and good, but let's face it, uniforms are boring! After all, who wants to look like a clone of everyone else? Since we have no choice but to wear the uniforms, we students must rely on our resources to relieve us from the "uniform blues". One common approach students take to the

problem is simply to wear unauthorized articles of clothing and hope that no one notices. Popular “illegal” garments include collegiate sweatshirts, turtlenecks, jean jackets, coloured sweaters and longjohns (a real favourite in the winter). The challenge, of course, is to escape detection. For example, some students layer their illegal clothing, topping the look off with a uniform sweater. Others spend their time avoiding teachers, hiding in groups, slumping in their desks, and skulking - whatever it takes to remain inconspicuous. Surprisingly, this approach occasionally works, mainly because of the dilemma faced by teachers: how do you check five thousand items of clothing worn into your classroom each day and still have time to teach class?

Unfortunately, there’s a price to be paid for ignoring the rules. For one thing, students may find that their teachers tend to nag and lecture them. Worse yet, the offender runs the risk of having her clothes confiscated. I remember a time in the middle of January when about half of my science class wore longjohns and sweatpants to school under their skirts. The teacher was so upset that he made us go to the locker room to take them off; then he announced that the items would be put into the supply of clothing the school donates to charity! Worst of all, breaking the rules can backfire, resulting in an even stricter dress code. For instance, a couple of years ago we were permitted to wear any plain white or navy sweatshirt, but students started pushing too far by wearing other colores. The penalty was that for a long time we were restricted to wearing the school sweatshirt. You'd think we'd have been smart enough to foresee this possibility, but it's probably in our nature to “push things to the limit”.

A second approach to the uniform blues is the “proper” one - using authorized methods in a creative way. Most students choose this approach, either because they prefer it or because it’s just easier. Individual hair styles, make-up, shoes, jewellery, and school bags are just some of the areas we are allowed to be creative with. Sticking to the rules can be very beneficial at times, especially in obtaining extra privileges. For instance, we are now allowed to wear other sweatshirts on Fridays. Another good point about dressing «properly» is that it helps get teachers off your back.

You might think from what I’ve said here that I oppose the uniforms. Actually, I like them for their simplicity. They also save a lot of time and money. As for the boredom, hey, look on the bright side – if we didn’t have the uniforms to overcome, we might lose our «creative edge». In a strange way, we’d also probably end up looking like students everywhere else! (How’s that for a contradiction?)

(From «English»)

Notes on the Text

1. **outfit** - a set of clothing, e.g. summer/winter outfit
2. **to match** - to be equal, to correspond in colour, quantity, quality, etc.; to go well(with); e.g.

The carpets match the wall-paper.

These ribbons do not match your hat.

Compare:

to fit - to be of right measure, shape and size for (esp. of dress).

The dress does not fit her: it is a bit too loose in the waist and tight round the hips.

to become - to look well on

She has a kind of gift for clothes. Everything she wears becomes her without fail.

to suit - to satisfy, to meet the demands/requirements/interests of

A woman should wear the length that suits her own proportions, don't you think?

3. **brand** – named product made by one manufacturer; **brand name** – name applied to one product

4. **garment** – article of clothing

5. **longjohns** – long underpants

6. **to slump** – to sit / to lie clumsily

7. **to skulk** – to hide away because you are planning something wicked; прятаться за чужую спину

8. **inconspicuous** – not very noticeable

9. **strict** - a) severe, harsh; b) exact, precise (meaning); строгий, требовательный

Compare:

stern - harsh/strict (pitiless) - строгий, суровый, неумолимый, e.g.

A teacher should be strict, but not stern.

Vocabulary practice

2. Choose the right word.

a) wear, put on, take off, change into, dress

1. After a cold shower I... a pair of jeans and a sweater which is a very convenient outfit to ... at home. 2. "Oh, bother! I'm always mislaying things! Where's my hat?" "But you've already ...!" 3. These modern artificial textiles are very reliable. They don't shrink, don't fade, in a word, they may ... for years. 4. She ... her coat and silently tiptoed upstairs. 5. I would never ... this dress to the office. 6. She was ... in slacks, blouse and headscarf. 7. Bill...his shirt and examined the collar to see if it were clean enough to be worn again. 8 He'd... the same baggy suit with shiny trousers for a week at a time. 9. Janet... out of slacks ... a dress. 10. Roy ... with

exquisite care the next morning. He ... his most fashionable suit, a silk shirt, a pair of suede shoes.

b) fit, match, go with, become, suit

1. The jacket does not ... me. I should have some alterations made. 2. The old woman looked suspiciously at the trousered girls around her. She thought trousers did not... the occasion at all. 3. A dark woollen costume ... her like a glove. 4. What colour tie will you recommend ... my light grey shirt? 5. I don't think black shoes will ... with your brown coat. 6. Black is my favorite colour, they say it ... my fair complexion. 7. The dress is to my taste but the price doesn't ... me. 8. The sweater was high in the neck for warmth, with long sleeves. It ... perfectly. 9. I'm afraid this yellow hat doesn't ... your red coat. 10. Betty needed something warm to take with her and thought that a cardigan would ... her.

3. Give Russian equivalents for the following.

1. The point of the uniform is to have everyone look the same, thus eliminating competition and the expense of buying popular brands of clothes. 2. Who wants to look like a clone of everyone else? 3. Surprisingly, this approach occasionally works. 4. There's a price to be paid for ignoring the rules. 5. Breaking the rules can backfire, resulting in an even stricter dress code. 6. It's probably in our nature to "push things to the limit". 7. Individual hair styles, make-up, shoes, jewellery, and school bags are just some of the areas we are allowed to be creative with. 8. Another good point about dressing "properly" is that it helps get teachers off your back. 9. If we didn't have the uniforms to overcome, we might lose our "creative edge".

4. Give English equivalents for the following words and word combinations. Use them in sentences of your own.

Бумажный спортивный свитер без воротника; темно-синяя юбка; джинсовые куртки; форма, форменная одежда; белая блуза с воротником; раздевалка со шкафчиками для личных вещей; нарушитель; свитер с высоким воротником; исключить соревнование (в одежде); косметика; уникальные прически; неразрешенные предметы одежды

5. Look at the following words and say what they have in common. Are they all used in the same way?

beautiful, lovely, pretty, charming, attractive, good-looking, handsome

Which of these nouns do they combine with?

a woman, a man, a child, a dress, a present, a dog, a flower, weather, view, a landscape, a day, a voice, a picture, furniture

6. Supply the missing prepositions and adverbs where necessary.

1. Pupils usually rely ... their resources to relieve them the “uniform blues”.
2. A common approach pupils take ... the problem is simply to wear unauthorized articles ... clothing and hope that no one notices. 3. There’s always a price to be paid ... ignoring the rules. 4. Breaking the rules can result ... an even stricter dress code. 5. It is probably ... student’s nature to “push things to the limit”. 6. There is a certain dilemma faced ... teachers. 7. Many pupils like uniforms ... their simplicity.

7. Translate.

1. Этот цвет мне идёт, но сидит на мне это платье очень плохо. 2. Она искала шляпу в тон своему светло-коричневому пальто. 3. Мне кажется, тебе не идет этот цвет. 4. Покрой этого платья ей очень идет. 5. Жакет не очень хорошо сидит на тебе, он узок в плечах. 6. Какого цвета шарф ты мне посоветуешь купить, чтобы он гармонировал с моим темно-синим пальто? 7. Ей очень идут шляпы с большими полями. 8. Меня не устраивает цена этих туфель. 9. Я стараюсь, чтобы предметы моей одежды сочетались друг с другом.

Speaking

8. Now read the text carefully and answer the following questions. Begin when possible your answers with:

I believe...	The thing is...	As far as I know...
I think...	The fact is...	

1. What is Katina Layne? 2. What does the school she attends require? 3. What is the point of the uniform? 4. Why do many pupils oppose the uniforms? 5. What is their approach to the problem? 6. What do they do to escape detection? 7. Does this approach occasionally work? Why? 8. What is a price paid for ignoring the rules? 9. What is the “proper” approach to the uniforms? 10. Why do most pupils choose this approach? 11. What are the areas they are allowed to be creative with? 12. What is Katina’s attitude to the uniform?

9. Answer the questions.

1. Do you believe in the value of school uniform and the importance of neatness in appearance? 2. Do you agree that the school uniform creates a sense of belonging and helps raise the tone of the school and avoid competition in dress? 3. Should make-up or jewellery be worn in school? 4. How should a teacher dress? Do you think conspicuous clothes should be a taboo in class? Why? 5. Is the saying “Clothes do not make the man” true?

10. Imagine that you've just returned from a study tour to Great Britain where you visited several secondary schools. Speak of the problem of school uniform as English school leavers see it. The information about uniforms worn by the pupils of Broadwater County Secondary school, Famcombe, might be of some help to you.

Uniform

Items of school uniform have been chosen with an eye to cost, availability and utility.

Boys' Uniform

Winter and summer

- White or plain blue shirt
- Navy blue long-sleeved sweater with BROADWATER in gold
- Dark grey or black trousers
- Navy blue tie with gold stripe
- Black/grey/brown shoes
- White, grey or black socks

Girls' Uniform

Winter

- White or plain blue shirt
- Navy blue long-sleeved sweater with BROADWATER in gold
- Navy blue skirt
- Navy blue tie with gold stripe
- Black/brown/grey/navy blue shoes
- Flesh coloured/navy blue tights or white/blue socks

Summer (Optional)

- White or plain blue short sleeved blouse
- Navy blue cotton or linen skirt
- Black/brown/navy blue/white sandals

11. a) It is no easy matter to be up with the fashion, is it? Of course, ready-made clothes save us a lot of trouble, but unfortunately they aren't always to our liking and, what is more, not all of us have standard figures to wear them. In this case you'd better go to the tailor's or the dressmaker's.

b) Read about Mr Baker describing his visit to the tailor. What is the usual procedure of having a thing made to order?

At the Tailor's

This morning I've been to my tailor's to order a new suit: coat, waistcoat and trousers. I should have liked to order a new overcoat as well, as my old one is nearly worn out, but just now I can't afford it. I shall have to wait till next year for that. But I might get a raincoat later on.

My tailor always has an excellent stock of materials to choose from, and I think I've chosen what'll be the most suitable for my purpose. I've had my measurements taken and I'm going again in a fortnight's time for the first fitting. After I've tried the suit on, the tailor will probably find it necessary to make a few alterations, and he'll mark the places for pockets, buttons and buttonholes. Then he'll ask me to return later on for a final fitting, just to make sure that the suit fits really well. When the suit is ready, I'll pay for it and get a receipt.

My wife has also been buying some new clothes this week. She's bought herself a fur coat and a ready-made costume, that's to say, a coat and skirt. She's been trying to find a silk blouse to match, so far without success. But when she went to the milliner's, she did succeed in getting just the right hat, in the very latest fashion, or so she says. It would seem that the one she bought three weeks ago is already out of date.

12. Can you answer these questions?

1. What did Mr Baker order at the tailor's? 2. Was he eager to order a new overcoat as well? Why didn't he? 3. Was Mr Baker offered an excellent stock of materials to choose from? 4. What did the tailor do then? 5. What was the first fitting for? 6. How many fittings did Mr Baker usually have? 7. What was the second fitting for? 8. What had Mrs Baker bought that week? 9. Did she succeed in buying a silk blouse to match her new costume? 10. Was Mrs Baker particular about her clothes? What makes you think so?

13. Explain the meaning of the following words and word combinations. Use them in sentences of your own.

Example: a dressmaker - a person who makes women's clothes

a tailor; a two-piece suit; a three-piece suit; off the peg clothes; a reliable fabric; shrinkproof; waterproof; to alter a dress; to try on a summer frock; a cardigan; a jersey; a blazer

14. If you happen to buy an article of clothing which doesn't fit you, you should alter it. What alterations can you suggest if

the wind-cheater is long in the sleeves? the trousers are too baggy? the dress is too tight at the waist? the skirt is too short? the coat is broad in the shoulders? the shirt is too loose?

15. Give the most suitable Russian equivalents for the following.

a collar: turnover, stand up, round, tailored;

a skirt: flared, fully-lined, pleated;

a frock: tight-fitting, loose-fitting, sleeveless, low-cut;

a shirt: plain, coloured, striped, polyester, open-necked;

shoes: high-heeled, flat-heeled, patent leather, suede

16. Choose the right word.

clothes, dress, frock, garment, robe

1. In the corner there was a basket for dirty ... 2. Her new ... was made of red velvet. 3. Mr Yahi-Bahi was sitting in the chair, his strange...was covering him from his neck down. 4. Miss O'Hara appeared to be a pretty young lady in an extraordinary... 5. She did not want to take many things with her, only some light summer ... perhaps. 6. Your ... should always be well ironed.

17. Tell your classmates how you once had a dress/suit/coat/blouse, etc. made to order.

18. Describe your a) winter, b) summer outfit.

Speaking

19. Sometimes we walk into a shop and know exactly what we want. At other times, we can't make up our minds. We look at something; we check the price; we try it on; and still we can't decide. The list of phrases gives you all the language you need if you can't decide.

Shop assistant:

- May I help you?
- What can I do for you?
- Yes?
- Would you like some help?
- What would you like?
- Are you looking for something?
- Do you need help? You look lost.

Customer:

- I'm afraid I don't know.
- I'm afraid I can't decide.
- I'm afraid I can't make up my mind.
- I'll have to think about it.
- I'm really not sure.
- I think I'll leave it, thank you.

20. Work in pairs - one person is the shop assistant, the other is the customer. Work with the following list of purchases and the dialogue skeleton below.

a shirt, a pair of Levi cords, a dress, a tie, an anorak, a hat/a beret, a pair of sandals, a sweater, a pair of gloves, etc.

Assistant: Excuse me, can I help you?

Customer: I'm looking for a ...

Assistant: Size? Colour? Price?

Customer: (You can't decide.)

Assistant: Well, what about ...?

Customer: (You still can't decide.)

21. Work in pairs or in small groups. Discuss what one can buy

at the ready-made clothes department; at the haberdashery department; at the hosiery department; at the millinery department; at the footwear department; at the knitted goods department

22. Ask your classmate

if there are many department stores in his/her native town; if he/she is fond of shopping; if he/she likes to buy ready-made clothes; if he/she always tries a thing on before buying it; what size he/she takes in suits/dresses/shoes/gloves; what hats are to his/her taste; what trimmings are in fashion now; if it is sensible to buy a thing that doesn't fit you; what suits/dresses/trousers/skirts are in fashion now; what he/she wears when going to the theatre; what he/she wears when going skiing

23. Discuss with your partner the advantages and disadvantages of buying ready-made clothes.

24. You've come to the dressmaker's/tailor's to order a two-piece costume/suit. Choose the cloth, discuss the style, make an appointment for the first fitting.

25. Learn how to compliment and accept complimenting.

Neutral:

- What (a) nice / smart...!
- That's a very nice / smart ... (you are wearing).
- You look very nice / smart. ... suits you very well.

Informal:

- I like the ...!
- You look great/terrific/fantastic, etc.
- You're looking good! ... is great/terrific/fantastic/lovely, etc.
- What a/What super/smashing/terrific, etc. ...!

Formal:

- May I say how elegant /enchanting you look?
- If I may say so, ... is/are quite charming/enchanting

Responses:

- Oh, thank you.
- That's very kind of you to say that.
- Do you really think so?
- Thanks. I needed that.
- You've made my day!

26. Learn these examples by heart.

1. - Those are very nice-looking shoes you are wearing!
 - Do you really like them? Do you think they match my handbag?
 - Yes, they do. And they go very well with your hat, too. You have very good taste in clothes.
 - Thank you.
2. - Your dress is fantastic, Mary!
 - Oh, thank you. I bought it at that new shop that's just opened.
3. - May I say how elegant you look?
 - It's very kind of you to say that.

27. Work in pairs, paying and accepting compliments in turn. You may compliment on your partner's clothes, appearance, his/her personal qualities or abilities, or something they made.**28. Explain the meaning and give Russian equivalents to the following proverbs. Say under what circumstances you would use them in speech.**

1. Cut your coat according to your cloth.
2. When the pinch comes, you remember the old shoe.
3. Every man has a fool in his sleeve.
4. It's not the gay coat that makes a gentleman.
5. Near is my shirt, but nearer is my skin.
6. Every cloud has a silver lining.
7. Fine feathers make fine birds.

Assessment tasks

1. Translate.

- | | |
|----------------------------|--------------------------------|
| 1. To become | 34. To be particular about ... |
| 2. To fit | 35. Tailored clothing |
| 3. To suit | 36. A wind-cheater |
| 4. To go with | 37. Woolen |
| 5. An item of clothing | 38. Plain |
| 6. A turtleneck | 39. Linen |
| 7. To match | 40. A reliable fabric |
| 8. Garment | 41. A summer frock |
| 9. An outfit | 42. A jersey |
| 10. Suede | 43. A blazer |
| 11. Open-necked | 44. Low-cut |
| 12. An article of clothing | 45. To try on |
| 13. To dress properly | 46. To make alterations |
| 14. To wear a uniform | 47. Buttons |
| 15. A sweatshirt | 48. A waistcoat |
| 16. Longjohns | 49. Slacks |
| 17. Sweatpants | 50. A fur coat |
| 18. A collar | 51. The milliner's |
| 19. Baggy | 52. Out of date |
| 20. Shiny | 53. Flared |
| 21. Striped | 54. Fully-lined |
| 22. High-heeled | 55. Pleated |
| 23. Flat-heeled | 56. Tight-fitting |
| 24. Patent leather | 57. Loose-fitting |
| 25. Haberdashery | 58. To order |
| 26. Hosiery | 59. At the tailor's |
| 27. Footwear | 60. Worn out |
| 28. Knitted goods | 61. The dressmaker's |
| 29. An anorak | 62. A fitting |
| 30. Cloth | 63. To take measurements |
| 31. Ready-made clothes | 64. Flesh coloured tights |
| 32. A two-piece suit | 65. To be up with the fashion |
| 33. To check the price | 66. Shrinkproof |

2. Translate.

1. Sometimes we walk into a shop and know exactly what we want. 2. Mr Baker was offered an excellent stock of materials to choose from. 3. Did she succeed in buying a silk blouse to match her new costume? 4. Do you believe in the value of school uniform and the importance of neatness in appearance? 5. Should make-up or jewelry be worn in school? 6. I think I've chosen the most suitable fabric for my purpose. 7. I'd like to order a new overcoat, as my old one is nearly worn out, but just now I can't afford it. 8. He has had his measurements taken and he is going again in 10 days for the first fitting. 9. The tailor asked me to return later for a final fitting, just to make sure that the suit fits really well. 10. She bought herself a fur coat and a ready-made costume, that's to say, a coat and skirt. 11. Every year brings in new fashions and shades. 12. To save time and trouble, some people buy ready-made clothes. 13. What is the most reasonable approach to fashion in general? 14. Our school uniform consists of a navy blue and white herring-bone skirt, a white shirt with a collar, either a navy or white sweater or school sweatshirt, navy or white socks to match and shoes. 15. Individual hair styles, make-up, shoes, jewellery, and school bags are just some of the areas we are allowed to be creative with. 16. The point of the uniform is to have everyone look the same, thus eliminating competition and the expense of buying popular brands of clothes. 17. The dress does not fit her: it is a bit too loose in the waist and tight round the hips. 18. Everything she wears becomes her without fail. 19. A woman should wear the length that suits her own proportions. 20. It is not sensible to buy a thing that doesn't fit you.

3. Translate.

1. Эта шелковая блузка не подходит к ее новому костюму. 2. Для чего первая примерка? 3. Когда последняя примерка? 4. Ты слишком разборчива в одежде. 5. Этот цвет сейчас в моде. 6. Этот фасон устарел. 7. Мой папа всегда заказывает костюм у портного. 8. Платье тебе узко в талии. 9. Эта юбка слишком длинная. Нужно ее укоротить. 10. Блузка слишком свободная. Нужно ушить. 11. Я ищу темное платье с длинными рукавами и глубоким вырезом. 12. Тебе не идут расклешенные юбки. 13. На работу следует носить однотонные сорочки и строгие галстуки. 14. Этот цвет тебе идет, но сидит платье на тебе плохо. 15. Мне нравится, когда предметы одежды сочетаются друг с другом. 16. Она искала шарф в тон своему темно-синему пальто. 17. Покрой этого платья ей очень идет. 18. Непросто всегда идти в ногу с модой. 19. Это платье не в моем вкусе. 20. Всегда следует примерять вещь перед покупкой.

Vocabulary**Reading clothing labels**

The law says that clothing you buy must carry certain labels. Clothing tags and labels come in many shapes and sizes. These labels tell you what brand name you're buying. They tell you what various items of clothing are made of. And they tell you how to care for these items. Following the instructions on care labels helps you get the most wear and satisfaction from the clothes you buy. Labels that tell you how to care for an item of clothing must be permanent. They are usually woven or printed labels. They will be found inside clothing. They are often sewn into seams.

1. Read the instructions on the labels below. Answer the questions about the labels. Use the letter with each label to answer the questions.

A. Do not dry-clean Hand wash only - drip-dry* Iron on reverse side with cool iron	B. Dry- clean Touch up with warm iron	C. Machine wash and dry Steam iron at medium setting	D. Hand wash Line-dry Steam iron at warm setting	E. Machine wash at cold setting - gentle cycle. Drip-dry. Iron on reverse side with cool iron	F. Machine wash and dry at warm setting. Iron while damp with warm iron	G. Machine wash warm Line-dry only Iron on reverse side with cool iron
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1. Which item of clothing must be dry-cleaned? 2. Which item should be hand washed only? 3. Which items require steam ironing? 4. Which item must not be dry-cleaned? 5. Which items must not be dried in a dryer? 6. Which items should be machine washed in warm water? 7. Which items should be ironed on the wrong side? 8. Which item should be ironed while damp?

2. Check your understanding of clothing labels. Read the following label. Then answer the questions about it.

Permanent Press. 60% Polyester. 40% Cotton. Machine wash in warm water with the like colours. No bleach. Tumble dry at medium setting.

1. The words "permanent press" on a garment mean ... 2. To wash with "like colours" means to ... 3. Can this garment be bleached? 4. Can this garment be dried in a clothes dryer? 5. Should this garment be washed in hot water?

Speaking

3. Read, translate and learn the dialogue.

A Good Sell

Bill: What do you think of my new pullover, Ted?

Ted: Well, it's very nice as far as I can see but put it on first, and then I'll tell you if it suits you.

Bill: I tried on about twenty. This one isn't what I wanted really.

Ted: Why did you buy it then?

Bill: The salesman sold it to me before I realized what had happened. He just never stopped talking and he told me some story about the latest fashion and the special **reductions**. Before I could say anything he'd wrapped it up and taken my money.

Ted: Well, it doesn't look too bad, but haven't you put it on inside out and back to front?

Bill: Really? Well, I can't **tell the back from the front** with these high-neck pullovers. I really wanted one with a V-neck.

Ted: It's a good thing it's got sleeves at the top or you'd put it on upside down as well. Still, I think it suits you quite well.

Bill: I went out to get a blue pullover with a V-neck, short sleeves and a pattern, and I came home with a brown one with a high neck, long sleeves and no pattern.

Ted: You must be too easy **to take in**. You've got to learn to **stand up to** these high-pressure salesmen. They'll sell you all sorts of things you don't want if you don't watch out.

Bill: Next time I'll send my wife. She'll probably sell something to the salesman.

4. Work in pairs and use these sentences in your own dialogues, making them personal.

What do you think of my new...?

This isn't what I wanted really.

The salesman sold it to me before I realized what happened.

I really wanted...

It doesn't look too bad.

5. You've come home with a pair of new shoes (boots/sandals, etc.). Improvise a conversation with your mother (father/sister/brother).

Prompts: for everyday wear/for special occasions, high-heeled/flat heeled, with pointed/square toes, leather/patent leather/suede/leather with a suede trimming, to pinch across the toes, to match/to go well with, to stretch with wearing

Grammar

6. Look at this:

Forms of the Infinitive

	Active	Passive
Simple	to write	to be written
Continuous	to be writing	-
Perfect	to have written	to have been written
Perfect Continuous	to have been writing	-

Note: **V + o + to-infinitive:** *want, ask, order, tell, teach, advise, allow, expect...*

I want you to go. She taught him to do it the right way.

V + o + bare infinitive: *let, make, see, watch, hear, feel, smell, notice...*

Please, let me go. She made me do it. I saw them talk angrily.

7. Translate.

1. He is expected to come back tonight. 2. She is said to have gone. 3. He is known to be preparing for the exams. 4. He seems to have been speaking for quite a while. 5. Do you happen to know his name? 6. He is sure to come. 7. Do you want me to come with you? 8. He doesn't want anybody to know. 9. I'd like you to be frank with me. 10. I want the work to be done. 11. See them dance. 12. What made him give up smoking? 13. He watched children play in the yard. 14. Nobody noticed him come in. 15. He ordered supper to be prepared. 16. I saw her go out. 17. I didn't hear you come in. 18. Let me carry your bag for you. 19. I've never heard Tom play the piano.

8. Translate.

1. Вы случайно не знаете этого человека? 2. Он, кажется, пишет новую книгу. 3. Я хочу, чтобы ты ушел. 4. Разрешите детям поиграть в парке. 5. Не заставляй меня надевать пальто, мне жарко. 6. Не позволяйте ей идти туда одной. 7. Мы знаем, что он хорошо говорит по-испански. 8. Я не ожидал, что ты приедешь так быстро.

9. Work in pairs. Ask your partner if he/she witnessed the following actions and let him/her answer. Use the bare infinitive after the verbs "hear", "see", "watch".

Example: **Classmate:** Mary complained about the faulty clock she bought last week.

You: Did you hear her complain?

1. John tried on another pair of shoes for summer wear. 2. The shop assistant explained to the customer how to get to the haberdashery department. 3. Helen bought a smart blouse trimmed with lace. 4. Mrs Brook reproached her husband for buying a raincoat which didn't fit him. 5. It took Allan an hour to pack up, as there were so many things and all seemed indispensable. 6. Florence trimmed her blouse with embroidery. 7. The dressmaker marked the places for pockets and buttonholes. 8. Ruth praised the stylish cardigan her sister had knitted.

10. Give your friend a piece of advice. Use the bare infinitive after "Why not...?" "You'd better..."

Example: **Classmate:** My black shoes are completely worn out.

You: You'd better have them heeled and soled.

(Why not have them heeled and soled?)

1. I'd like to buy a ready-made dress/suit for the New Year party. 2. When I came home and tried the dress on I discovered that I looked like a scarecrow in it. 3. Mother insists on my buying a demi coat. 4. As black is in fashion again I think I'll have a smart dress in black. 6. The coat is of superb quality, warm, comfortable and smart. 7. The shoes pinch a bit but I think they will stretch with wearing. 8. I can't do all the shopping by myself. 9. I'm afraid, I can't afford this iPhone. It's too expensive. 10. I've no idea what to do with the wool.

11. Work in pairs. Express your preference using the bare infinitive after "I'd rather..."

Example: **Classmate:** Would you like high- or flat-heeled shoes?

You: I'd rather get a pair of flat-heeled shoes.

They are more comfortable for every day wear.

1. Would you like your trousers flared or narrow? 2. Do you prefer to buy ready-made clothes or have them made to order? 3. Would you like your jacket with a zip-fastener or with buttons? 4. Would you like your summer frock/shirt made of polyester or cotton? 5. Would you like a sweater with or without a pattern? 6. Would you rather have a pullover with a high-neck or V-neck? 7. Would you rather get ankle boots or high boots? 8. Do you prefer to buy clothes in a shopping mall or in a boutique? 9. Would you rather wear clothes made of natural or synthetic fibres? 10. Do you prefer to dress in a flashy or in a modest way?

12. Role-play the interaction between a shop assistant and a customer. The shop assistant helps the customer choose a length of cloth for a dress / suit, etc. Use the bare infinitive to express advice, suggestion, choice, preference.

13. Fill in the missing prepositions and adverbs in the text below. Read the text.

You are lucky if you care a lot ...your clothes and how you look ... them or if you don't care at all. If you care a lot you give the matter creative thought and regular attention. You develop gradually a sixth sense which sometimes enables you to understand what the fashion experts are talking

It is equally good not to care at all. If you feel this way you can wear your leather motor cycling jacket ... your maxi evening gown, ankle socks and medium-heeled pumps, and feel perfectly happy ... the whole thing. If this is your area of serenity - enjoy, enjoy!

It is the in-between person who is ... trouble, the lady who cares only a bit, most ... the time and very much – once ... a while. It is for this troubled spirit that the following notes are included.

Indeed, fashion people inhabit a never-never land. And yet somehow, they keep it going. And they manage to keep many women ill ... ease about what they are doing and wearing. Their marvellous double talk even makes them buy clothes that make them feel more ill ... ease than ever.

For instance, they do this. They tell you this is the year ... the Lean Leggy Look. To prove it they show you a group ... short-jacketed, short-skirted plaided suits ... a group ... starving models who would look leggy wearing circus tents, for they are all six feet two and not a hip in the lot. So hopefully you try ... a new short-jacketed, short-skirted suit and you find that the suit turns you not lean leggy but short-squatty. The pockets have been masterfully placed to widen a girl where she least wants to be widened. Then the short jacket underlines your newly broadened base and the waist-line is skillfully designed to add a good three inches ... your own.

You see, the fashion experts won't face simple facts. They won't admit that those starved models are the only people who could look lean and leggy ... those fat-making suits.

14. a) Make up questions based on the above given text and let your classmates answer them. b) Work in pairs or in small groups. Discuss the modern style of women's/men's clothing.

15. Essay topics:

1. Fashion is hurting society.
2. Fashion Icon and Fashion Leader.
3. Pros and cons of fashion.

16. Presentation topics:

1. Fashion trends.
2. At your choice.

Assessment tasks

1. Ask your classmates (your partner).

What's the English for?	What's the Russian for?
1. модный галстук	1. to button a coat
2. фасон	2. an open-necked shirt
3. замшевая куртка	3. to pinch across the toes
4. женский костюм	4. a receipt
5. первая примерка	5. a wide-brimmed hat
6. шерстяной джемпер	6. leather gloves
7. застежка-молния	7. a polo neck sweater
8. переделать (платье)	8. walking shoes
9. плащ	9. the haberdashery department
10. переодеваться	10. pure wool
11. туфли на высоком каблуке	11. a tailored three-piece
12. хорошо сидеть	12. hard-wearing cotton
13. выходной костюм	13. single-breasted
14. шуба	14. for everyday wear
15. устареть, выйти из моды	15. a waistcoat
16. отдел головных уборов	16. a reliable fabric
17. юбка со складками	17. to trim with lace
18. шарф ручной вязки	18. loose-fitting
19. гармонировать, подходить	19. clothes off the peg
20. двубортный	20. shrinkproof

2. How many synonyms to the following do you know?

a dress; ready-made; close-fitting; without sleeves; to make looser; to take off a dress and put on another one; to match; trousers

3. Insert prepositions or adverbs where necessary.

1. May I try this dress ...? I don't think it fits me perfectly: it is too tight ...the hips. 2. I'm sorry but we have these dresses only ...blue. 3. This hat won't go... your coat and besides its colour is too bright... you. 4. What size do you take... gloves? 5. What colours are... fashion this season? 6. At last I've decided ... a light-blue dress without sleeves. 7. ... What price are these brown buttons? 8. I want to buy a grey handbag to match ... high boots. 9. When I come home I change ...a pair of jeans and a sweater. 10. ... the big window of Central Department Store we saw a marvelous display ... women's clothes ... everyday wear.

4. Translate into English.

I. 1. Простите, где отдел готового платья? - На втором этаже напротив отдела головных уборов, - Спасибо. 2. Что бы вы хотели? - Покажите мне вот то светло-серое шерстяное платье. - Какой размер вы носите? - 46. Можно его примерить? - Конечно Примерочная направо. 3. Мне кажется, вам пойдет вот это платье с большим воротником и карманами. - Да, это мой стиль. Сидит прекрасно. 4. Как он выглядел вчера? - На нем был элегантный костюм из темной шерсти. Он был бледен и немного волновался. 5. Ты должен эти брюки переделать. Они плохо на тебе сидят.

II. 1. Чем я могу вам помочь? - Мне нужны туфли на высоком каблуке. - Какой размер вы носите? 2. Примерьте вот эти лаковые туфли. - Боюсь, что левая туфля мне немного жмет. - А вот эти? - У них слишком высокий каблук. 3. Может быть, вы примерите вот эти темно-вишневые кожаные туфли? - О, какой прекрасный цвет! Я думаю, они пойдут к моему вечернему платью. 4. У тебя сильно стоптались каблуки на сапожках. Надо сделать набойки. 5. Это не мой размер. Подберите мне, пожалуйста, босоножки на размер больше.

5. Talk it over with your classmates.

I. 1. Are you particular about your clothes? 2. What clothes do you prefer - ready-made or made to order? Why? 3. What articles of clothing are bought ready-made? 4. Where can you buy dresses, suits and coats? 5. And what about underwear, socks, tights, stockings? 6. What are our clothes made of? What textiles can you name? 7. What fabrics are called reliable? 8. Is knitwear popular nowadays? What knitted things can you name? 9. What do we call clothes we wear every day? In winter? In summer?

II. 1. Who makes clothes for women? men? 2. What are the advantages of having a thing made to order? 3. Does it give you a lot of trouble to have a thing made to order? 4. Why are you asked to come for the fitting twice? 5. What is done by the dressmaker/tailor by the first fitting? 6. What is the second fitting for?

III. 1. Why do people sometimes prefer clothes off the peg? 2. Do we always have to bother our heads about alterations if we buy ready-made things? 3. What alterations can be made to a dress that is too tight? loose? long? short? 4. Where can you have a dress/suit/coat, etc. altered? 5. Do you always try on a ready-made dress before buying it? 6. Have you ever bought anything that did not fit you? 7. Is it easy to alter an old fashioned dress? 8. What dresses/suits are in fashion now?

IV. 1. Are shoes an important item of our outfit? 2. What size do you take in shoes? 3. Have you ever had shoes that pinched? 4. Shoes usually stretch with wearing, don't they? 5. What shoes are most convenient for every day wear? 6. Do strong walking shoes go well with smart dress? 7. Are high boots in fashion now?

FASHION VICTIMS

LEARNING AIMS

- Can link ideas
- Can use adjectives in the correct order
- Can discuss clothes and fashion

Lead-in

1. Work with a partner. Which of these statements do you agree with? Discuss your ideas.

- Your clothes say a lot about your character.
- People who go shopping every week have no other hobbies or interests.
- People choose particular clothes styles so that they can fit into a new group of friends.
- Spending time and money on your appearance doesn't mean that you're vain.

Reading and vocabulary

2. Read the article.

Do you live to shop or shop to live?

1 I don't buy clothes very often and I don't think what people wear is very important. When I go shopping, I buy the clothes I need and that's all. I usually wear a pair of jeans, a T- shirt and some trainers, and a jumper or a jacket when it's cold. And I hate buying shoes - I've only got three pairs!

Libby, from England

2 Oh, I love clothes! I buy fashion magazines every week and watch programmes about clothes on TV. And I really love shoes - I've got more than fifty pairs at home! My friends and I talk about clothes a lot and we go shopping every Saturday afternoon. What do I want to buy today? Some new shoes, of course!

Yolanda, from Australia

3 I like looking good and I spend a lot of money on clothes every year, especially shirts and ties. I'm a lawyer so what I wear at work is important. I go shopping every month, and today I want to get some new trousers and a suit. Yes, what I wear is really important to me - and to my girlfriend!

Michael, from the USA

3. Match 1-6 to Yolanda, Michael or Libby.

- 1- goes shopping every weekend
- 2- buys clothes to look good at work
- 3- likes reading about clothes
- 4- doesn't spend very much on clothes
- 5- doesn't have many pairs of shoes
- 6- loves buying shoes

4. Work in groups. Discuss these questions.

- 1- Do you like shopping for clothes? Why? / Why not?
- 2- Which person from the article is similar to you? Why?
- 3- What's your favorite clothes shop? What do you usually buy there?

5. Work in a group. Think about clothes. Add as many words to each list as you can.

Pattern	Material	Style
stripy	silk	scruffy
plain		
floral		
patterned		
checked		
multicoloured		

6. Make lists of clothes you like and dislike. Use the words in Ex 5 to help you.

Likes

Plain coloured tops

Dislikes

Multicoloured nylon shirts

7. Work with a partner. Discuss which types of clothes you like and which you dislike. Use the words in Ex 5-6 to help you.

Example: I'm not keen on multicoloured nylon shirts. I prefer woollen and cotton clothes with plain colours. I suit green. I can't stand baggy jeans. They look scruffy and untidy. How about you?

8. Read the article about Romero Bryan.

HAY, SHE'S WEARING MY CLOTHES!

He was placed sixth in a list of under-21s most likely to become the richest people in Britain by 2020. Still in his teens, he has designed for some of the hottest stars in pop music. Who is he?

At home, joking with his sister **and** watching MTV dressed in black trousers and a T-shirt; Romero Bryan looks like a typical London teenager. He was doing his «A» levels when pop star Samantha Mumba made the front pages wearing one of his outrageous designs to the music industry's Brit Awards. It was this eye-catching dress, inspired by the way his 13-year-old sister Shamil wore a bath towel, which made his name. 'I only found out she'd worn it after my friends at school told me it was all over the front pages of the newspapers', he says.

Meanwhile, there's homework to be done. He is currently studying at the London School of Fashion. 'It feels as if I'm doing things backwards. As if I'm starting near the top and working my way down in order to bring myself up again'. So why bother? 'Everyone should have an education. It's great having natural talent, but **unless** you learn about the technical side, you can only go so far. Having a degree will show that I'm qualified to do what I'm doing'.

He wants to be treated like everyone else at college. **However**, it's unlikely that Bryan will be able to just blend in with the crowd with college staff handling his public relations, a trendy mobile phone voicemail message personally recorded by singer Kelis, and a diary full of photo shoots.

It's all a long way from his first attempt at shirt-making that began his career. 'The shirt came out twisted, with the arms too long and the seams inside-out. I didn't think I could wear it, but my mum said it was cool', recalls Bryan. **So** he kept it.

He was wearing the shirt at a club when he met pop duo Daphne and Celeste, who were impressed and put in an order. Bryan's cousin, Sabrina Washington, a member of Mis-Teeq, became another fan and, before long, he was juggling schoolwork with dressmaking at weekends.

'It was so overwhelming, so unexpected. I don't want to be a celebrity. I want to work for a fashion house when I graduate, but, even now, no-one wants to give me work experience because they already see me as a business. **But** I'm not - I'm just a boy. After all, I've still got lectures to go to'.

9. Without looking at the text again, say what these adjectives refer to.

Example: hottest - pop star

- | | | |
|----------------|-----------|----------------|
| 1 outrageous | 3 natural | 5 overwhelming |
| 2 eye-catching | 4 trendy | 6 unexpected |

10. Answer these questions.

1. Who does he design for?
2. What was the item of clothing that made him famous?
3. What is he studying at the moment?
4. According to Romero, what two things do you need to be a good designer?
5. What was the first item of clothing that he made?
6. Who were the first celebrities to wear his clothes?
7. For Romero, what's frustrating about being famous?

Language study: linking ideas

11. Look at these sentences from the text. Does 'but' add a new point or contrast two points?

They already see me as a business. **But** I'm not - I'm just a boy.

12. Look at these lists of linking words in the text. Add the words in the box to the lists.

also	although	as a result	because	if	in addition	though	too
------	----------	-------------	---------	----	-------------	--------	-----

- | | |
|---------------------------------|-------------------------------|
| 1 Contrast: <i>but, however</i> | 3 Cause and effect: <i>so</i> |
| 2 Condition: <i>unless</i> | 4 Addition: <i>and</i> |

13. Answer these questions about the words in the lists.

1. Which word is normally only used at the end of a sentence?
2. Which word can be used at the beginning, middle or end of a sentence?
3. Which words can't be used at the end of a sentence?

14. Join these pairs of sentences. Use the words in brackets.

1. Two famous pop stars liked his shirt. They asked him to make clothes for them. (so)
2. He is studying at the London School of Fashion. He wants to learn about the technical side of designing. (because)
3. He gets his degree. He won't be able to prove that he's a qualified designer. (unless)

15. Rewrite these sentences using the words in brackets.

1. He was working hard to pass his «A» level exams. He was making clothes in his free time. (also)
2. He is famous. He wants to be treated like the other students. (however)
3. He listened to his mum's advice. He wore his shirt and became famous. (as a result)

The order of adjectives

16. When there is more than one adjective before a noun, the adjectives should come in a certain order. What is the order of adjectives in the example?

(NOTE: It is unusual to have more than three adjectives before a noun.)

Opinion	Size	Colour +pattern	Origin	Material	Use	Noun
traditional		multicoloured	Scottish			kilt
elegant	long				evening	dress
expensive		blue		denim		jacket

17. Write the adjectives in the correct order.

1. a floral Chinese short dress
2. an silk Italian expensive scarf
3. a red and blue football nylon top
4. a plastic long blue and grey raincoat
5. a multicoloured trendy sports bag

18. Work with a partner. Sit back-to-back and describe what you can remember of your partner`s clothes.

Speaking

19. Complete these sentences with the following words.

designer fashionable flatter outfit shopaholic versatile

1. I spend all my money on clothes. I love shopping. I'm a
2. I prefer clothes which are made by people like Versace and Armani. I always choose clothes.
3. I think it's important to wear up-to-date clothes and be
4. When I go to parties I make sure that I wear my favourite
5. I can't stand spending time choosing which clothes to wear. My favourite clothes are fine for either formal or informal occasions. I buy clothes that are
6. I'm not vain, but I like clothes that make me look slimmer, or taller. It's important to choose clothes thatyou.

20. Work with a partner. Which of the statements in Ex 19 are true for you? Which are true for your partner?

21. Read the following interview.

Confessions of a shopaholic

Interviewer: So Claire, how often do you buy clothes?

Claire: Well as often as possible, actually. I'm a bit of a shopaholic. I don't spend nearly as much time or money on my hair. And I rarely wear make-up. But, to me, clothes are a really important part of my appearance. For that reason I do buy a lot of clothes, yeah.

I: If you had more money would you rather buy lots of new clothes or a few expensive ones?

C: Well, I'm not sure really, erm the cost of clothes is not really important to me. I like something, I buy it. I mean I've bought second-hand clothes, I've bought designer clothes. So I'm not sure about that.

I: How would you describe the way you dress - your style?

C: I wouldn't say I follow fashion. Erm, I think I'm quite individual. I like to find clothes that no one else will have. However, I also like to be comfortable. I rarely wear high heels and I hate being hot, so this affects what I wear.

I: Do you have a favourite outfit?

C: Well, I mean it changes from time to time. At the moment I've got a favourite pair of trousers that I seem to be wearing all the time, to everywhere, with everything. Erm, they're very versatile so I can wear them with trainers or high heels, different belts and tops. They can be smart or casual.

I: How aware are you of current fashion trends?

C: Not particularly. I mean, I don't watch fashion shows on TV and I don't read fashion magazines. So really my only exposure to fashion is when ...when I'm shopping or in the street when I see someone else wearing something. I think that fashion is quite hard to avoid. You're often not aware that you are aware.

I: Is there anything that you wouldn't wear?

C: Erm, I try not to wear anything that doesn't flatter me. I very rarely wear short skirts because I hate my legs. I also never wear anything too revealing as that's just not my style.

I: Whose sense of fashion or style do you most admire?

C: I really admire Cameron Diaz. I think everybody does. She's always very confident in the way she dresses and I think that's the most important thing. That's what fashion's about - having your own self-confidence.

I: And what about for a man? What clothes do you like for a man?

C: Well, I think it comes down to what I don't like men wearing. So it's things like white socks, sandals and trousers that are too short. I don't like short-sleeved shirts with jeans as all the guys wear them and they just all look the same. I like a

man to look good, but not as if he has tried really hard. That's not too much to ask for, is it?

22. Are these statements true or false?

1. She pays more attention to clothes than make-up.
2. She mainly buys expensive designer clothes.
3. She loves high heels.
4. Her favourite outfit at the moment is a pair of trousers.
5. She gets her ideas from fashion magazines.
6. She loves the fashion for short skirts.
7. She thinks fashion is really about being self-confident.
8. She likes men to wear short-sleeved shirts and jeans.

23. Complete the interviewer's questions.

1. How _____ buy clothes?
2. If you had more money, would you rather buy lots of new clothes or _____ ?
3. How would you _____ you dress?
4. Do you have _____ ?
5. How _____ fashion trends?
6. Is there anything that _____ ?
7. Whose _____ do you most admire ?
8. What clothes _____ ?

24. Work with a partner. Ask and answer the questions in Ex 23. Do you have similar fashion habits and tastes?

25. Work with a partner. How vain are you?

1. Student **A** complete part 1 of the magazine survey. Student **B** complete part 2.
2. Ask each other questions from your part. Make a note of the answers.
3. Compare your answers. If your answers are mainly 'a' you aren't at all vain. If your answers are mainly 'b' you are quite vain but this is normal. If your answers are mainly 'c' you are too vain!

How vain are you?

Part I

1 How much time do you spend on your appearance in the morning?

- a 10-20 min
- b 21-45 min
- c Over 45 min

2 How often do you buy new clothes?

- a Once every 6 months
- b Once a month
- c Once a week

3 If someone gives you a compliment, how do you react?

- a I wonder what they want from me
- b I feel flattered but I don't believe that they mean it
- c I usually believe that they mean what they say

4 Do you have photographs of yourself in your bedroom?

- a No
- b Yes, but only with my friends and family
- c Yes, including ones of just me that I like

5 Have you ever been on a sunbed?

- a No, never
- b Yes, a few times
- c Yes, many times

Part II

1 Have you ever considered plastic surgery?

- a No, never
- b Yes, but only anti-ageing treatments when I get older
- c Yes, I am considering it at the moment

2 When you are going on holiday, do you plan your outfit beforehand?

- a No, I just throw everything in a suitcase
- b No, but I try to pick my favourite items
- c Yes, I always plan exactly what will go with each item

3 How often do you get your hair cut?

- a Never – I cut it myself
- b Once every 2 or 3 months
- c Every 6 weeks

4 How often do you buy fashion magazines?

- a Never. They are a waste of money
- b Sometimes. But I like ones that are not just fashion
- c Often. I buy lots of different ones.

5 How many times do you look at yourself in the mirror every day?

- a 3 times or less
- b 4-10 times
- c More than 10 times

Assessment tasks

1. Topics for an essay:

1. What is fashion?
2. Is fashion important?
3. To be in fashion.

2. Presentation topics:

1. History of fashion.
2. At your choice.

3. Translate.

1. Как часто ты покупаешь одежду?
2. Она не тратит много денег на прическу.
3. Она редко носит макияж.
4. Для меня одежда - важная часть внешности.
5. По этой причине я покупаю много одежды.
6. Стоимость одежды не важна для нее.
7. Если мне нравится что-то, я покупаю это.
8. Она не смотрит модные шоу и не покупает журналы мод.
9. Я очень редко ношу короткие юбки.
10. Чьим чувством моды и стиля вы восхищаетесь?
11. Я восхищаюсь Камерон Диаз, думаю, как и все.
12. Какая одежда вам нравится на мужчинах?
13. Я не люблю рубашки с коротким рукавом и джинсы, так как их носят все парни и выглядят одинаково.
14. Клер всегда выбирает модную одежду, не так ли?
15. Она предпочитает дизайнерскую одежду.
16. Как часто ты стрижешься?
17. Когда тебе говорят комплименты, как ты реагируешь?
18. Говорю спасибо, но не верю, что они говорят всерьез.
19. Сколько раз в день ты смотришься в зеркало?
20. Когда ты собираешься на вечеринку, ты планируешь наряд заранее?

4. Put questions to the following sentences.

1. She pays more attention to clothes than make-up.
2. She mainly buys expensive designer clothes.
3. Girls love high heels.
4. Her favourite outfit at the moment is a pair of trousers.
5. She gets her ideas from fashion magazines.
6. She loves the fashion for short skirts.

7. She thinks fashion is really about being self-confident.
8. She likes men to wear short-sleeved shirts and jeans.
9. It's important to wear up-to-date clothes.
10. Women like clothes that make them look slimmer.

5. Look at the lists. Find the words which are in the incorrect list and rewrite them in the correct list.

Opinion/style	Colour/pattern	Material
baggy black silk smart tight	checked nylon casual patterned woollen	cotton plain stripy scruffy leather

6. Complete the text about models with the linking words in the box.

And	as a result	because	however	so	though	unless
-----	-------------	---------	---------	----	--------	--------

Most models have only a short career (1)_____they have to look young all the time. (2)_____, some models such as Claudia Schiffer and Naomi Campbell have been able to work for many years. This is fairly unusual, (3)_____.

In the 1980s, the designer Versace, and eventually other designers, began to pay some models like Campbell and Schiffer large sums of money to model his clothes, (4)_____ these models became known as 'supermodels'. It's said that one of them, Linda Evangelista, refused to get out of bed in the morning (5)_____ she was paid at least \$10,000! (6)_____, towards the end of the 1990s many designers began to think that supermodels were too expensive. (7)_____ they employed cheaper ones, and found that their fashion shows were still successful.

Is the era of the supermodel over?

7. Describe the clothes you are wearing now and those of a friend you saw today.

1. I'm wearing _____
2. My friend was wearing _____

FASHION DESIGN

LEARNING AIMS

- Can use specialized vocabulary
- Can describe the job of a designer
- Can write a summary

Lead-in

- What is your main interest: Costume and Textiles, or Fashion design?
- What careers do these pathways lead to?

Reading and vocabulary

1. Translate and learn the following words.

Aesthetics, accessories, latitudes, clothing, garment, market, consumer, range, combinations, patterns, conventional, occasions, specifically, haute couture, bespoke tailoring, mass market, casual, every-day wear, freelance designer, directly, manufacturers, self-employed, apparel, muslin, via, precise, painstaking, accuracy, operational outfit, concept, technicality, according, predominantly, ready-to-wear, quantities, customers, kitsch, high-waisted trousers, bridal.

2. Translate and learn the following verbs.

To anticipate, to require, to influence, to attempt, to satisfy, to desire, to consider, to design, to bear, to establish, to sketch, to drape, to depend, to figure out, to split up, to guarantee.

3. Match the expressions in column A with their equivalents in column B

A	B
1. bespoke tailoring	a) брюки с завышенной талией
2. apparel manufacturer	b) визуальное представление
3. designing a garment	c) традиционные стили
4. pattern maker	d) модельер
5. visual conception	e) производитель одежды
6. high-waisted trousers	f) модная концепция (идея)
7. conventional styles	g) эскизирование
8. fashion concept	h) драпировать ткань
9. drape fabric	i) индивидуальный пошив
10. sketching process	j) проектирование одежды

4. Read and translate.

FASHION DESIGN

Fashion design is the art of the application of design and aesthetics or natural beauty to clothing and accessories. Fashion design is influenced by cultural and social latitudes, and has varied over time and place. Fashion designers work in a number of ways in designing clothing and accessories. Some work alone or as part of a team. They attempt to satisfy consumer desire for aesthetically designed clothing; and, because of the time required to bring a garment onto the market, must at times anticipate changing consumer tastes.

Fashion designers attempt to design clothes which are functional as well as aesthetically pleasing. They must consider who is likely to wear a garment and the situations in which it will be worn. They have a wide range and combinations of materials to work with and a wide range of colors, patterns and styles to choose from. Though most clothing worn for everyday wear falls within a narrow range of conventional styles, unusual garments are usually sought for special occasions, such as evening wear or party dresses. Some clothes are made specifically for an individual, as in the case of *haute couture* or *bespoke tailoring*.

Today, most clothing is designed for the *mass market*, especially casual and every-day wear. Fashion designers can work in a number of many ways. Fashion designers may work full-time for one fashion as 'in-house designers' which owns the designs. They may work alone or as part of a team. Freelance designers work for themselves, selling their designs to fashion houses, directly to shops, or to clothing manufacturers. The garments bear the buyer's label. Some fashion designers set up their own labels, under which their designs are marketed. Some fashion designers are self-employed and design for individual clients. Other high-fashion designers cater to specialty stores or high-fashion department stores. These designers create original garments, as well as those that follow established fashion trends. Most fashion designers, however, work for apparel manufacturers, creating designs of men's, women's, and children's fashions for the mass market. Large designer brands which have a 'name' as their brand such as Abercrombie & Fitch, Justice, or Juicy are likely to be designed by a team of individual designers under the direction of a designer director.

Designing a garment. Fashion designers work in different ways. Some sketch their ideas on paper, while others drape fabric on a dress form. When a designer is completely satisfied with the fit of the toile (or muslin), he or she will consult a professional pattern maker who then makes the finished, working version of the pattern out of card or via a computerized system. The pattern maker's job is very precise and painstaking. The fit of the finished garment depends on their accuracy.

Finally, a sample garment is made up and tested on a model to make sure it is an operational outfit. Myriam Chalek, owner and founder of Creative Business House explains that most of the time fashion designers only have a fashion concept; the technicality and construction is not thought through during the visual conception and sketching process. Hence, the fashion designer needs to meet with a pattern maker and sample maker to figure out if the sketch on paper can be brought to life according to its vision.

Types of fashion. The garments produced by clothing manufacturers fall into three main categories, although these may be split up into additional, more specific categories:

1. *Haute couture.* Until the 1950s, fashion clothing was predominately designed and manufactured on a made-to-measure or haute couture basis (French for high-sewing), with each garment being created for a specific client. A couture garment is made to order for an individual customer, and is usually made from high quality, expensive fabric, sewn with extreme attention to detail and finish, often using time-consuming, hand-executed techniques. Look and fit take priority over the cost of materials and the time it takes to make.

2. *Ready-to-wear (pret-a-porter).* Ready-to-wear clothes are a cross between haute couture and mass market. They are not made for individual customers, but great care is taken in the choice and cut of the fabric. Clothes are made in small quantities to guarantee exclusivity, so they are rather expensive. Ready-to-wear collections are usually presented by fashion houses each season during a period known as Fashion Week. This takes place on a city-wide basis and occurs twice a year. The main seasons of Fashion Week include, spring/summer, fall/winter, resort, swim and bridal.

3. *Mass market.* Currently the fashion industry relies more on mass market sales. The mass market caters for a wide range of customers, producing ready set by the famous names in fashion. They often wait around a season to make sure a style is going to catch on before producing their own versions of the original look. In order to save money and time, they use cheaper fabrics and simpler production techniques which can easily be done by machine. The end product can therefore be sold much more cheaply.

There is a type of design called "kitsch" design originated from the German word "kitschig" meaning "ugly" or "not aesthetically pleasing." Kitsch can also refer to "wearing or displaying something that is therefore no longer in fashion." Often, high-waisted trousers, associated with the 1980s, are considered a "kitsch" fashion statement.

(From <http://en.wikipedia.org>)

5. Answer the questions.

1. What is the function of fashion designers?
2. What kind of garments can you name 'haute couture'?
3. What type of collections are presented each season during a period known as Fashion Week?
4. How does Myriam Chalek explain the designing process?

6. Complete the sentences, using the following words: fashion, haute couture, mass market, season, garment.

1. Casual and every-day wear is designed for ...
2. A ... garment is made specifically for the wearer's measurements and body stance.
3. They must consider who is likely to wear a ... and the situations in which it will be worn.
4. Some ... designers are self-employed and design for individual clients.
5. Ready-to-wear collections are usually presented by fashion houses each ... during a period known as Fashion Week.

7. Match the words and their definitions.

A	B
1) a fashion designer	a) predicts what colours, styles and shapes will be popular («on-trend») before the garments are on sale in stores.
2) a technical designer	b) designs fabric weaves and prints for clothes and furnishings.
3) a textile designer	c) works with the design team and the factories overseas to ensure correct garment construction, appropriate fabric choices and a good fit.
4) a fashion forecaster	d) conceives garment combinations of line, proportion, color, and texture.
5) a seamstress	e) sews ready to wear or mass produced clothing by hand or with a sewing machine, either in a garment shop or as a sewing machine operator in a factory.

Assessment tasks

1. Write a summary of the text “Fashion design”. Remember that a summary has an introduction, a body, and a conclusion.

Writing tips

- *Use your own words.*
- *Significantly condense the original text.*
- *Provide accurate representations of the main points of the text.*
- *Avoid personal opinion. A summary should **only** highlight the main points of the original text.*

2. Read, translate and entitle the text.

London has long been the capital of the UK fashion industry and has a wide range of foreign designs which have integrated with modern British styles. Typical British design is smart but innovative yet recently has become more and more unconventional, fusing traditional styles with modern techniques. Vintage styles play an important role in the British fashion and styling industry. Stylists regularly 'mix and match' the old with the new, which gives British style that unique, bohemian aesthetic that many of the other fashion capitals try to imitate. Irish fashion (both design and styling) is also heavily influenced by fashion trends from Britain. Famous British brands and designers include Burberry, Alexander McQueen, Mulberry, Stella McCartney and Vivienne Westwood.

(From <http://en.wikipedia.org>)

3. Translate.

1. Первым в истории кутюрье традиционно считается модельер, создатель Синдиката Высокой моды Чарльз Фредерик Уорт.
2. С точки зрения искусства мода близка к концептуальному искусству, поскольку она заключается в сочетании различных элементов (прическа, материал одежды, фасон, колор, аксессуары), создающих образ.
3. Мода – это форма безобразия, настолько невыносимого, что мы вынуждены изменять ее каждые полгода. (О. Уайльд).
4. Одежда производится в небольших количествах, чтобы гарантировать эксклюзивность, так что они довольно дорогие.
5. На сегодняшний день наибольшая часть одежды рассчитана на массовый рынок, в особенности для удобной и повседневной носки.

4. Read the text “The Textiles, Fashion and Costume pathway” from Additional reading section and speak shortly on each area in terms of studying and future careers.

TESTS ON CLOTHES AND FASHION

Test 1

Put each of the following words in its place in the passage below.

when	had	have	either	how
among/for	is	as	only	or
be	than	who	look	up

Why is it that _____(1) you look around the streets all the young people seem to _____(2) wearing the same clothes? Why does every single one of them appear to have _____(3) their hair cut – or not cut - at the same hairdresser's? Just watch a few music videos and you will begin to understand _____(4) it all works. Popular music seems to _____(5) become some the most important means of self-definition _____(6) young people. Whether they prefer heavy metal, grunge _____(7) pop, the musicians they see on TV soon become their role models. They not _____(8) want to hear the sound, they want to become the sound as well, and the most obvious way to do this is to copy the musician's style. The result is long, straggly hair which _____(9) shaved at the sides, multiple earrings, baggy shirts and trousers and trainers as big _____(10) shoe boxes. Comfort is not essential _____(11). Big shoes may be easier to slip out of _____(12) to actually walk in, but if you want to keep _____(13) with the trends, you wear them anyway. Peer pressure is another influence. To most young people, dressing to _____(14) like their friends seems to be the surest way to be accepted. Unfortunately, the first victim of "fashion victimisation" is individuality. While style should ideally be a way of showing people _____(15) you really are, following the trends means that you end up being - or seeming to be - exactly like everyone else.

Test 2

Choose the most suitable word or phrase given for each blank.

- How long does it take you to _____ in the morning?
a) get dressed b) dress up c) dress yourself
- You can't go to the interview _____ jeans and an old jacket!
a) dressed with b) dressed in c) dressed up
- Just a minute! I must have a shower and _____ before we go out.
a) change b) exchange c) take off

4. You'd better_____ your coat before you go out into the cold.
a) wear b) dress in c) put on
- 5._____ that blue dress to see if it suits you.
a) try on b) test c) probe
6. I can't go out in this shirt. I've_____all day.
a) dressed in it b) had it on c) got dressed in it
7. The doctor asked me to __my shirt.
a) put off b) take off c) put out
8. We got John a new_____ for his job interview.
a) dress b) costume c) suit
9. How much would you expect to pay for a pair of men's_____?
a) socks b) stockings c) tights
10. They won't let you into the restaurant without a_____.
a) cravat b) tie c) collar
11. These are the _____I work in.
a) clothing b) clothes c) cloth
12. Your collar looks very tight. Why don't you_____ your tie?
a) loose b) lose c) loosen
13. Ticket inspectors usually wear a blue suit and a_____.
a) peaked cap b) helmet c) cap
14. It was so early in the morning that she answered the door in a_____.
a) dressing gown b) robe c) dress
15. How much_____ in the window?
a) is that trouser b) are those trousers c) are those pantaloons

Test 3

Put each of the following verbs in its place in the passage below.

may have been	goes becomes	reflect frightened	wear says	means shock
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Every fashion_____ (1) through three stages. At first it is different; it_____ (2) be new and exciting, shocking or surprising. Then it_____ (3) popular, and the original idea is imitated. Finally it becomes boring and out of date as a new fashion starts.

Being fashionable_____ (4) something about you. It_____ (5) that you are up to date in other ways. Some changes in clothes_____ (6) practical, and_____ (7) the different way that we live. But fashion is about having fun, and being up to date. Today fashion is a big industry.

When fashions_____ (8), it is usually more than clothes that are changing. In the 1920s people were shocked when women cut their hair short and wore short skirts. People were shocked when women started to_____ (9) trousers to work in the early 1970s.

Later in the 1970s many young people shocked and_____ (10) the older generation. Their jeans were torn, they wore several earrings, put chains on their jackets, and had spiky, coloured hair. They were seen rude and aggressive, so for many people the clothes meant "here is an ugly, rude person". They were punks.

Test 4

Put each of the following words in its place in the passage below.

admire	attractive	desire	height	modern
permanent	popular	slim	traditional	weight

Fashion, or clothing style, is always changing. Fashion is never_____ (1). Long skirts, short skirts, pants for women, make-up for men - these are some of the fashions that come in and out of style. A style that is_____ (2) one year is out of style the next.

In many countries today, people wear_____ (3) fashions most of the time. They sometimes wear their_____ (4) clothing on special days such as holidays. For example, in Japan, people often wear kimonos, or long silk dresses, on New Year's Day. Yet fashion is more than clothing. If you look at fashion magazines, you see many tall,_____ (5) models. These models show that_____ (6) and_____ (7) are an important part of fashion. Many people_____ (8) fashion models and wish that they could look more like them, As long as people have the_____ (9) to be beautiful, there will be fashion. There will always be people who follow the latest styles because they want to look their best and be more_____ (10). These people think that their appearance is very important. They will spend much of their time and money trying to look like the ideal man or woman.

Test 5

Put each of the following words or phrases in its place in the passage below.

slavishly	trends	slaves to fashion	individualists
fashion houses	dictate	the latest fashion	
haute couture	trendy	ornaments	

Fashion in clothes

Most people like to think they are _____(1) and simply wear whatever they like. Few people will admit to being _____(2). However we are not just talking of the expensive _____(3) of the Paris and- Milan _____(4), which not many people can afford anyway. We are talking of fashions and _____(5) in everyday clothes. We say that we wear jeans and sweaters because they are cheap and practical, but isn't it true that our jeans and sweaters tend to be the same as everyone else wears? Doesn't that mean that we like to be _____(6)? Of course the big chain stores, to some extent, _____(7) what we wear, but they always offer a choice and people do, on the whole, like to wear _____(8), which extends beyond clothes to make-up, _____(9) (men wear earrings too, nowadays) and hair styles. It is easy to declare that we do not _____(10) follow the dictates of fashion, but aren't we all conformists in the heart?

Test 6

Put the adjectives in brackets into the correct form.

Fashion through the ages

In the middle of the 18th century, some of the (1) (fashionable) rich young men in Britain copied the (2) (late) Italian fashions. They wore extravagant clothes, lots of make-up to look pale, and high wigs that were powdered and tied with ribbons.

In Europe at the end of the 18th century, women's dresses began to get (3) (wide) and their hair began to get (4) (long). The (5) (wide) dresses measured nearly two metres, making it difficult to those around and sit down. To make themselves (6) (pretty), some women had enormous hairstyles. These were often decorated with flowers, feathers and even fruit!

After the First World War, the clothes of the swinging 1920s shocked many people. Fashions for women became (7) (relaxed) and (8) (free) than before. Their hair became much (9) (short) and dresses were not as (10) (long) and (11) (wide) as

before. Their clothes became (12) (bright) and (13) (little) formal, to match the new music and dances like the Charleston.

Punk fashions were as (14) (aggressive) as punk music, which arrived in the 1970s. Punks chose the (15) (little) conventional hairstyles possible. They cut their hair in strange ways and often dyed it bright colours. They usually wore large boots, torn jeans and painted leather jackets.

Test 7

Put in the articles where necessary.

About fashion

At _____(1) beginning of _____(2) century, very young girls and boys all wore dresses, and had _____(3) long, sometimes curly, hair. _____(4) big change started in _____(5) late 1950s when teenagers adopted _____(6) blue jeans and T-shirts. _____(7) whole range of _____(8) clothes was made for _____(9) young people in _____(10) 1960s and after. _____(11) fashion became colourful and exciting, changed fast, and was designed for _____(12) young people. In _____(13) early 1990s many adults copied _____(14) bright tracksuits and trainers their children wore.

Men's clothes have changed _____(15) lot. In _____(16) 16th century, gentlemen's clothes were brightly coloured, and _____(17) cloth was patterned, and embroidered. In the 17th century _____(18) wealthy man had silver buckles on his shoes and _____(19) lace at _____(20) end of his sleeves. He could be fashionable because he was rich. However, not every fashion started with _____(21) wealthy. Trousers were worn by _____(22) working men in the 18th century, but, by _____(23) beginning of _____(24) 19th century, they were also worn by _____(25) fashionable men.

Test 8

Put in the articles where necessary.

For most _____(1) British people, _____(2) fashion is not very important. _____(3) British don't think about it very much. Even _____(4) richest and most important people often wear _____(5) old and untidy clothes. Only _____(6) very few can afford _____(7) clothes by Jean Muir, or _____(8) Emanuels. _____(9) most people go down to their nearest shopping street and buy something from a "chain" store. _____(10) most popular of these stores,

with_____(11) shop in_____(12) every town in_____(13) country, is_____(14) Marks and Spencer. Twenty per cent of all_____(15) clothes_____(16) British buy from_____(17) "M and S". And_____(18) quarter of_____(19) nation's underwear carries_____(20) well-known Marks and Spencer "St Michael" label.

Test 9

Put the verbs in brackets into the correct present tense (active or passive) or infinitive.

Street styles

Many people, especially young people, (1) (take) no notice of the clothes the designers produce. They wear things which (2) (express) their ideas and feelings about life. If a boy (3) (have) very short, almost shaven hair, people expect him (4) (have) rightwing politics, But boys with very long hair (5) (be) thought to have left-wing politics. A boy who (6)(wear) a leather jacket covered in bits of metal will probably ride a motorbike. A girl who (7) (wear) Laura Ashley dresses will probably have middleclass ideas.

Some young people, of course, have fun with all the latest "street styles". They (8) (cut) their hair into strange shapes, wear lots of cheap jewellery, or paint their lips blue. These "street styles" (9) (come and go). But a lot of young people try (10) (look) as clean and tidy as possible. Clothes with a sporty look (11) (be) popular. They make people (12) (look) healthy and energetic.

Street styles (13) (not create) by the big fashion designers. In fact, the fashion designers often use ideas from street fashions when their own designs (14) (make). But some leaders of British fashion have enough ideas of their own. One of them is Jean Muir, whose designs let her (15) (be) one of the best designers.

Test 10

Put each of the following words in its place in the passage below.

just	recently	still	yet	already
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Fashion superstar

Heads turn and he looks round to see what is happening. Naomi Campbell has_____(1) come into the office. She is dressed casually, wearing jeans and a T-shirt, but there is something special about her. Wherever Naomi goes she is_____(2)

the centre of attention. She is one of a small group of international fashion stars, who are today's "mega-models". They get around the world, make more than \$10,000 a show, and are as famous as Hollywood actors and rock superstars.

Naomi has _____(3) been on the front cover of the most important fashion magazines like Vogue and she has _____(4) become the most successful black model since Iman in the early 1980s. But she knows that the working life of a top model is not Long enough _____(5). As well as modelling, Naomi has _____(6) started a career in music, singing with the group Vanilla Ice, She also knows many people in the world of cinema, including ex-boyfriend Robert de Niro. However, she has not done any acting _____(7).

Naomi has certainly come a long way since an agent saw her looking at a shop window in London, when she was _____(8) fifteen. But she _____(9) remembers where she comes from, and she _____(10) has not forgotten how hard her mother worked for her education after her father had disappeared when she was a baby. There are plenty of parties and fun in her life and Naomi likes the glamour of the world of fashion. But she also hopes one day to marry and have a family. And she wants to find a man who loves her for the right reasons, not someone who is in love with her image.

Test 11

Put each of the following words in its place in the passage below.

just	recently	still	yet	already
------	----------	-------	-----	---------

It's early on Monday morning at a top male modelling office in London. Karl has _____(1) arrived and is _____(2) a bit sleepy. He is tall, blond and looks brown, because he has been on holiday in Ibiza _____(3).

At twenty-four Karl is young for a male model, but he has _____(4) appeared in several important magazines, though he has not been on TV _____(5). Although it is difficult for many models to find work at the moment, Karl has been very busy _____(6) and his future looks bright.

He _____(7) keeps in contact with his friends and family in his native Sweden, and _____(8) goes back there as often as he can. He has not got any plans to marry _____(9), though he has _____(10) met an Italian girl who he is very much in love with. "She's great!" Kari says, suddenly showing interest.

ADDITIONAL READING

Text 1

Street styles

Once upon a time, fashion was only for the rich. Paris was the centre of the fashion world, and everyone else tried to copy the top French designers. But now, fashion is a much more international matter. London, like other big European cities, has a large number of its own talented and hard-working young designers.

In any case, many people, especially young people, take no notice of the clothes the designers produce. They wear things which express their ideas and feelings about life. They use fashion like a kind of uniform. Take hairstyles, for example. If a boy has very short, almost shaven hair, people expect him to have right wing politics. But boys with very long hair are thought to have left wing politics. A boy who wears a leather jacket covered in bits of metal will probably ride a motorbike. A girl who wears Laura Ashley dresses will probably have middle-class ideas.

Some young people, of course, have fun with all the latest "street styles". They cut their hair into strange shapes, wear lots of cheap jewelry, cut off their trouser legs to make them shorter, or paint their lips blue. These "street styles" come and go. But a lot of young people try to look as clean and tidy as possible. When you're looking for a job, you want to show possible employers that you'll be a good worker. Clothes with a sporty look are popular. They make people look healthy and energetic.

Street styles are not created by the big fashion designers. In fact, the fashion designers often use ideas from street fashions when they make their own designs. But some leaders of British fashion have quite enough ideas of their own. One of these is Jean Muir, whose beautiful, classic clothes have made her known as Britain's first and best designer.

For most British people, fashion is not very important. The British don't think about it very much. Even the richest and most important people often wear old and untidy clothes. Only a very few can afford clothes by Jean Muir, or the Emanuels. Most people go down to their nearest shopping street and buy something from a "chain" store. The most popular of these stores, with a shop in every town in the country, is Marks and Spencer. Twenty per cent of all the clothes the British buy come from "M and S". And a quarter of the nation's underwear carries the well-known Marks and Spencer "St Michael" label.

(From "Faces of Britain")

Text 2

Elizabeth and David Emanuel: couturiers

They were twenty-eight when it happened — the chance that every dress designer dreams of. The Princess of Wales, still "Lady Diana", asked them to make her wedding dress. David and Elizabeth Emanuel were famous.

Born in ordinary families, the Emanuels had had to work their way to the top. David, son of a Welsh steelworker, learned to fight and win in a family of nine brothers and one sister. He met Elizabeth, daughter of an English mother and American father, at Harrow College of Art. The two young students liked each other at once, and they liked each other's work. They started to work together, and they liked the work they did together. Of course, they fell in love.

The next step for the young married couple was the Royal College of Art. The fashion show at the end of the M.A. course is a big chance for young designers. The Emanuels were lucky. Bianca Jagger, ex-wife of Rolling Stone Mick Jagger, saw their work and they made a dress for her. When she wore it in New York, the newspapers said it was made by Dior.

It was not long before the news went round. A new world of romance was being born in the small building the couple had rented in fashionable Mayfair. The Duchess of Kent came looking for a fairy-tale evening dress. Actress Susan Hampshire wanted something extra-special that people would notice and remember. The Emanuels were becoming well-known.

It wasn't always easy. People took their designs home to study, then had them copied more cheaply. Even the richest people sometimes didn't pay their bills. The Emanuels had to learn from their mistakes. But then came the royal wedding. For weeks they worked in secret, hiding their designs from the cameras of the many curious newspaper men. But when at last they stood in St Paul's Cathedral and watched the Princess walk down the aisle to marry her Prince, they knew they had reached the top.

David and Elizabeth make wonderful clothes, but jeans and T-shirts are good enough for them to wear. And after their six or seven day working week, there's no time to spend at parties with the jet-set. It's more fun to stay at home and play with Oliver and Eloise, their two young children. What makes this ordinary young couple so special? As David says, "All we have is a love of romance, colour and delicate detail - and, we hope, a touch of magic too..."

(From "Faces of Britain")

Text 3

The Textiles, Fashion and Costume pathway

(Leeds Arts University, GB)

The Textiles, Fashion and Costume pathway **encompasses** students who are interested in textiles, fashion and costume.

What ties these three areas together is the **design and manipulation of fabric**, from textile designers who create and **enhance fabrics**, to fashion and costume designers who **manipulate** them **into garments**.

After a month in the pathway, students specialise in either textiles, fashion or costume. To enable students **to make an informed decision**, the initial projects are diagnostic, **encouraging** exploration of colour, pattern, form and structure, using both two-dimensional and three-dimensional approaches. **Life drawing** and colour theory are both **embedded within** this period.

Throughout the year teaching takes the form of tutorials in students' studio spaces, group critiques and a range of practical workshops. Students are encouraged **to approach** their projects **from a problem-solving perspective**, whether that be an aesthetic, conceptual or technical problem.

A **vibrant** studio culture encourages students to share and discuss ideas, to debate issues and support each other throughout the year. With the three areas **intermingled** within the studio, the students develop an understanding not just of their own area but how it fits into the wider context of textiles, fashion and costume.

TEXTILES

Textile design is about the colour, texture, pattern, detail, embellishment, surface, structure, construction and tactility of materials and fibres, developed in both two- and three-dimensions. Construction of fabrics may involve knit, weave, lace, macramé, felt and other constructed textile processes. These fabrics may then be developed through printing, dyeing, stitching, embellishing and other surface treatments.

What is Textiles?

Contemporary textiles is a vast area of practice and can be approached in a number of ways. Processes used include: weaving, felting, knitting, crocheting, embellishing fabric or paper with print, embroidery or manipulating it by crumpling, pleating, cutting, tearing, burning and a multitude of other techniques. These approaches can exist in various contexts such as:

Surface Design - decorative designs for a wide range of surfaces such as: printed textiles for fashion and interiors, ceramic and glass-ware, wallpaper and wrapping, decorative floor coverings.

Constructed Textiles - the design and production of woven, knitted, or non-woven textiles for fashion, interiors, industry etc.

Mixed Media Textiles - working with a variety of processes, materials and products to produce textiles for a range of outcomes such as: one-off craft pieces, textiles for fashion and interiors etc.

Applied Textiles - one-off textile craft products or work intended for a gallery context.

What courses could you study at degree level?

Applied Textiles, Constructed Textiles (Weave & Knit), Embroidery, Fashion Fabrics and Accessories, Mixed-Media Textiles, Surface Design (Printed & Embellished), Textile Design, Textiles for Fashion, Textiles for Interiors.

What careers could studying Textiles lead to?

There is a huge range of careers that textiles graduates are equipped to pursue, such as designers, designer makers, trend analysts, researchers, buyers, stylists, illustrators. These careers could involve working in-house for a design company, freelancing or setting up your own business as an artist or designer.

What interests should you have to work in Textiles?

You can learn the techniques of stitch, knit, print and dye but you must have an enthusiasm for some or all of the following: pattern, texture, tactility, colour, material, surface, fibre and format (image and composition).

FASHION

Fashion design is about the shape, form, structure and construction of a garment develop, enhance or exaggerate the silhouette. Material qualities, such as the pattern, colour, texture and tactility all play their part.

What is Fashion?

Fashion design, in simple terms, is the design and construction of clothing and accessories. A variety of factors influence fashion design including forecasted trends and cultural and social factors of the time. The designer must develop an understanding of three-dimensional form and how it relates to the body. Skills include pattern cutting, photography, styling, illustration, corsetry and tailoring. There are various specialisms within the fashion industry, which are detailed below in the 'careers' section.

What courses could you study at degree level?

Accessories Design (Millinery, Footwear, Leather goods), Bespoke Tailoring, Clothing Design & Technology, Fashion Contour, Fashion Design, Fashion Knitwear, Fashion Technology.

What careers could studying Fashion lead to?

Fashion designer or maker of: Womenswear, Menswear, Knitwear, Lingerie, Childrenswear, Accessories, Footwear; Fashion Marketing; Styling; Promotion; Buying; Sourcing or Merchandising; Garment Technologist; Pattern Cutter; Colour Analyst; Trend Forecaster.

Graduates from fashion courses also work in all levels of the international fashion industry, as designers, stylists, consultants, freelancers, journalists, illustrators, retailers, buyers, merchandisers and other fashion business-related roles.

What interests should you have to work in Fashion?

You can learn the techniques of pattern cutting, fashion illustration etc, but you must come to this area with a strong passion for the subject. You will have an interest in contemporary and historical clothing, an eye for shape, form, silhouette and materials, in addition to some of the concerns listed in relation to the textiles discipline. An ability or preparedness to think and work three-dimensionally on and around the body is essential.

COSTUME

Costume is about performance, character, the audience and the environment in which the costume is situated. Narrative, literature, history, music and dance may all play a part. Costumes are seen on television, in films, at the theatre and in street performances like carnivals. Costume design involves exploration of both fashion and textiles concerns, including shape, form, structure, construction, colour, texture, detail and tactility.

What is Costume?

Every garment worn in theatrical productions, films and television programmes is a costume. Before the actor speaks or moves the costume has already spoken for him, conveying information about the character. Costumes are often set among props and furniture, sound and light, as part of a visual representation of an invented world. Skills include costume design, illustration, historical pattern cutting and construction, tailoring, corsetry and frames, millinery, surface and textile decoration and print and dye.

What courses could you study at degree level?

Costume Construction, Costume Design, Costume for Performance, Costume Interpretation, Theatre Design.

What careers could studying Costume lead to?

Costume designer/maker for television, film, theatre, performance or dance productions, costume props maker, costume supervisor, wardrobe mistress, costume consultants, buyers.

What interests should you have to work in Costume?

You can learn all the necessary skills, such as illustration, character analysis, garment construction, but the one main thing you must possess is a passion for television, film, theatre and other live performance. You will also be interested in character, narrative, literature, music, dance. You will be interested in historical and contemporary clothing, and have a preparedness to work with form, colour, texture and space.

<https://www.leeds-art.ac.uk>

Text 4

Fashion – the World Over

Today, dedicated followers of fashion look to cities such as New York City, London, Paris and Milan for their inspiration and to buy the latest trends. The fashion scene changes with every season and in many countries, this means that there are four collections – one each for spring, summer, autumn and winter. The concept of fashion trends developed in the 14th century in Europe, but what about fashion in the rest of the world?

Early Western travellers going to the East noted that fashion and styles changed slowly in countries such as Persia, India, China and Japan. However, this was not always the case as there was also evidence uncovered during the dynasty of Ming China of rapidly changing fashions in Chinese clothing. History shows us that changes in costume often took place at times of economic or social change, which occurred in ancient Rome and the medieval Arabian Peninsula. Then a long period without major changes would follow.

At this time, most weaving, embroidery, cutting and stitching was hand-crafted by skilled craftsmen and seamstresses. Many textiles originated in countries such as China, where exquisite silks were produced and Turkey with its rich history of embroidery and clothing styles influenced by Central Asia and the Far East. Until the mid-nineteenth century, in Europe and America most clothing was therefore custommade by skilled dressmakers and tailors. This meant that following fashion trends was clearly an expensive past-time.

In the twentieth century, mechanised production of textiles and the introduction of the sewing machine dramatically changed the way fashionable garments were produced. It led the development of haute couture and, much later, affordable branded clothing which was the offshoot of haute couture. Mass production meant that clothing became much cheaper and more widely available, yet at the same time was easily adapted to meet the designers' demands. As economies

grew and people became more affluent, more people could afford to buy designer clothing across the world.

To sum up, fashion is closely interlinked with the history of the world. Periods of rapid change and movement of people influenced the textiles and styles that people chose to wear. Nowadays, people are still extremely conscious about the way they dress for various occasions. Adolescents and young adults feel very strongly about the brands they wear, whether it is for college, partying or sportswear. Their parents feel the same about their own designer labels. There are designer or boutique brands all over the world. In many Asian countries, local designers can charge a small fortune for exclusive bridal wear, wedding attire and other formal wear.

www.trinitycollege.com

Text 5

Our Favorite Things: 10 Fashion Must-Haves for 2020

2020 is just around the corner. Here are the hottest items for every holiday gift list.

We are still solidly stuck in winter... for now. But spring is just around the corner, and many 2020 fashion favorites are already cropping up on shelves. Here are some of the predictions for the hottest fashion trends in 2020, and where shoppers can find them this holiday season.

Big Collars are Back

...And not just any big collars... disco-style collars. We're talking about the flashy, poke-someone's-eye-out collars of decades past. Contrasting collars are particularly hot, especially on jackets. This loose fit, dropped shoulder trench coat with exactly the pointed collar everyone is looking for. The Jacquemus cotton coat can be found here.

Bold, Bright Colors

Bright, eye-popping colors go in and out of style as the seasons change... but designers say that this spring, bold colors are IN. From neon-pink sweaters to orange skirts, bright colors not only give consumers hope during the long winter ahead, but they make them easier to spot on the street as well... or on the beach. Is it too early to think about swimwear? Never. Snag this bright orange suit by Stella McCartney before someone else does.

Crochet All Day

Crochet is a century-old hobby... until it's a hot fashion trend. From dresses to suits to eveningwear, open crochet is definitely updated and in style. Not only does it look cool, but crocheted clothing has its own sustainable edge. Crocheting is a slow, handmade technique that represents the antithesis of fast fashion. Marc Jacobs gets it.

The Redux Grunge Crochet Cotton Cardigan reminds us of doilies... in the best possible way.

Short Shorts

This next trend is pretty much the opposite of the age-old slow art of crochet... You guessed it! Hot pants. Super short shorts are back on the scene. Going full-on Daisy Duke may be a bit much for some consumers... so if they'd rather, they can go the classy Chanel route with an accompaniment of black tights. The Derek Lam 10 Crosby shorts are giving shoppers a jump-start on this trend. Find them here.

On the Fringe

Buyers can channel their inner Beatle with a 2020 must-have: fringe. Fringe can be added to literally any piece, from crop tops to lightweight jackets to... dare we say it... intimate wear. Here's a woven fringe sweater from LOEWE that consumers won't have to wait until spring to wear.

Ruff-Ruff-Ruffles

While we're on the topic of hem embellishments, we can't leave out ruffles! Big, bold ruffles debuted (again) on dresses during London's fashion week, and the effect was stunningly... pretty. ALEXACHUNG is cashing in on this trend with a multi-tiered ruffled skirt that is leaving no ruffle left behind.

Ombre

Did Ombre ever even leave the scene? Well, if it did (however briefly), it's back! A simple, subtle gradient color shift is definitely in, especially when we're talking about those bold, bright oranges and pinks. LI-NING takes ombre seriously with this purple hoodie, perfect for snuggling this winter.

Rose to the Occasion

To say that floral prints would be in this spring wouldn't be specific enough... we're looking specifically at rose prints. A number of designers debuted rose-printed dresses that are sure to put a spring in the step of many on the streets as winter thaws. This Prada dress is exactly the kind of rosy we're talking about.

Is it a Coat... or a Dress?

It's both. And it's AWESOME. The new coat dress is the perfect addition to everyone's wardrobe because of its event versatility. Buyers no longer have to match a coat to a dress... they'll have two in one! The coat dress style was popular on this season's runways, and buyers are likely to see a lot more of these gems next year. M.M.LaFleur's Suzanne dress is one way buyers can take hold of this style NOW.

Sparkle and shine

There was one undeniable trend on the runways that is going to hit 2020 by sequin-studded storm: all of the sparkle and shine you can find. From eye-catching shiny fabrics to added glitter and gloss, shiny is the new black. Saint Laurent dove all the way into this trend with their Metallic Skinny Jeans.

The Spring fashion shows of this year gave us all a peek into the top styles of 2020, but shoppers can find some of those on-trend pieces during their shopping trips this holiday season.

But some brands are fighting the season and trend-based fashion traditions, and working to create timeless pieces that are in style all year round. Other consumers are looking into Wardrobe Recycling, or even learning about how and why they should wash clothing less often. Time will tell whether timeless pieces will win out over the long tradition of fashion seasons.

<https://www.fibre2fashion.com/>

Text 6

6 Top Denim Trends Millennials Are Chasing

Doubtlessly! Denim has always been our favorite. From jeans to jackets – we all love to flaunt denim. Denim is one of the timeless fashions. And they aren't going anywhere.

Fashion lovers are investing more in denim than ever. Brands are focusing on making the perfect pair of jeans to meet the demands and needs of their conscious consumers. New denim trends are more fashionable, wearable, and flattering. Both brands and consumers are chasing denim – The Forever Classic!

With the below-mentioned trends – the rise of denim is getting higher, higher, and higher.

High Rise:

High-waist jeans is no more a gone fashion trend. Yes. You caught me right. High-rise jeans are back in fashion with more comfort than they were in the '80s.

High-waist jeans are versatile and youthful. Pair it up with tucked-in tops or pulling off crop tops. They give a more professional look, elongated legs, versatile and simple effortless look.

Slit Jeans:

The slit jeans have been making the fashion world more exciting. The slit-trends have caught on almost all the styles – slim jeans, vintage-fit jeans, and wide-legged jeans. These jeans have a side-slit or front-slit – an exaggerated open slit along the side hem. Slit jeans add a subtle flare to our current denim. Don't be afraid to flaunt your little leg this fall — style up slit jeans with sneakers or heels.

Distressed Jeans:

The trendiest jeans of today's time – distressed or ripped jeans. Millennials are embracing distressed jeans in almost all the styles – vintage distressed, lightly distressed, and shredded. Although distressed jeans can't be worn anywhere, yet millennials are finding it perfect for casual outing and parties.

Pick up distressed jeans that suit your style and wear it with sneakers, boots, and blazers. Distressed jeans and blazers combination works best with t-shirts and dress shirts.

Embroidered Jeans:

Women designers are always adding a feminine spin on denim classics. Embroidered jeans are one of those favorite feminine trends. Today's generation is chasing fancy embroideries on all types of jeans – Slim, Straight, vintage, and bootcut.

Give a little color to denim with amazing embroidery to enhance the style statement. Bring out the creativity with marvelous style by pairing embroidered jeans with plain tees, tops, t-shirts, shirts, and boots.

Bootcut Jeans:

The popular style of the '90s is back! Bootcut jeans are slim through the hip and thigh with a bootcut leg opening. The classic mid waist jeans are perfect to wear in any season and on any occasion.

Millennials are chasing boot cuts for many different styles. They are styling it up with plain tees, white tops, tartan blazer with stripe t-shirt, shirts with printed scarfs, and fabulous boots.

Cuffed Jeans:

Clean and crisp cuffed jeans can offer a classic look. Lengthy jeans don't need to shorten any more. Cuff it up properly to get an extraordinary look and avoid a trip to the tailor. The beauty of cuffed jeans is that they are statement-making enough on their own.

For a classic look, style a blazer and a button-down shirt with wide-cuff jeans. And don't forget to wear heels or boots. Cuffed jeans frame the shoes so perfectly.

Upshot:

Denim has always been a must-have pair for every wardrobe – regardless of gender. These denim jeans are ruling the fashion industry across the globe. Embrace these jeans trends to come up with your statement style – for all seasons and occasions.

Denim fashion is forever, and these styles are millennials' favorite.

<https://www.fibre2fashion.com/industry-article/>

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Учебное издание

Автор-составитель
Мингазова Фарида Касимовна

English for Fashion Students

Учебно-методическое пособие

Отпечатано в авторской редакции
с оригинал-макета заказчика

Подписано в печать 00.00.00. Формат 60x84 1/16.

Печать офсетная. Усл. печ. л. 00. Уч.-изд. л. 00

Тираж 00 экз. Заказ № 0000.

Издательский центр «Удмуртский университет»
426034, г. Ижевск, ул. Университетская, д.1, корп. 4