

SNEAKERHEADS

1. Read and listen to the sentences with words from the student conversation. Guess the meaning of the words in bold then match them to their definitions.

- a. The **market** for sportswear, such as sneakers and exercise clothing, is very strong this year. More people are buying sportswear than last year.
- b. There is a limited **supply** of these sneakers. Because of this, most people will have to wait months before they can buy them.
- c. As more people keep fit, there is greater **demand** for sports clothing.
- d. A white t-shirt is a **classic** example of clothing that always seems to be in style.
- e. The **dominant** view among experts is that the business will be successful. However, a few experts believe that it will fail.
- f. The strong sales of sneakers this year **demonstrate** their continuing popularity.
- g. The company **releases** new styles every year, but the exact dates are always a surprise.
- h. The **primary** customers for sportswear are people who play sports. However, other people buy these clothes as fashion accessories.
- i. There was a **profile** of the company president in the newspaper. It had information about her background and her business philosophy.
- j. The high quality and low price of these sneakers explain their **widespread** popularity. Everyone seems to be wearing them.

1. dominant (adj) the most important; having the greatest influence
2. market (n) all the business related to a particular product
3. supply (n) the amount of something that is available
4. classic (adj) typical
5. widespread (adj) happening or existing in many places
6. release (v) makes available to the public
7. need (n) need
8. primary (adj) first; main
9. profile (n) description of a person's life and work
10. demonstrate (v) show

2. Read the statements below then listen to the conversation. Tick the two statements that best summarize what will students will include in the conversation.

In their presentation, the students will include

- an explanation of supply and demand in the market.
- a profile of the companies in the market.
- a prediction about the future of the market.
- a description of the secondary market.
- an explanation of how to buy and sell high-end sneakers.

3. Listen to segment 1 of the student conversation. As you listen, complete the notes.

THE HIGH-END SNEAKER MARKET		
	PRIMARY MARKET	SECONDARY MARKET
Value of the market	\$42 billion 1 per year	3 per year
How and where the market operates	People wait at stores for 2 to buy new styles.	Sneakerheads buy most of these shoes 4 and pay up to 5 the original price.