OPTIMISE B1 UNIT 8

READING AND WRITING

A

Have you ever seen a fashion show on television and thought 'I wouldn't ever wear that!' Sometimes the clothes look like they are only for crazy people who want to look completely different from everyone else. In addition, a high fashion outfit will cost thousands of pounds, which means that there are very few people who can afford to buy them.

B

There are many reasons for these events. Firstly, many important buyers go to these shows to decide what clothes to sell in their shops in six months' time. Secondly, many journalists attend them and the publicity they create is often cheaper than adverts in magazines and on television. High street shops also pay attention to fashion shows to see what the trends for the year might be. Finally, although we might not ever buy an expensive outfit, we might buy something related to the brand such as sunglasses or perfumes.

C

A fashion show is usually part of a longer 'fashion week'. The idea of a fashion week began in Paris, when women would wear fashionable clothes in public places as a form of advertising. Later this became a social event. In 1903, a New York City shop had possibly the country's first fashion show to attract middle-class women into the store. In 1943, the first-ever fashion week took place in New York. Called 'New York Fashion Week' it wanted to get people's attention away from popular French fashion during the war. There are now many fashion weeks around the world but the four most famous are London, Milan, Paris and New York.

D

The unusual clothes that you see on the catwalk are not really meant to be worn but are often there to give the audience a taste of the designer's ideas or the trend they wish to create. This could be the colour, or combination of colours, the length, shape or volume of the clothes or the materials used. The main reason of course is to get attention! No one wants to see boring clothes at a fashion show!

E

After the shows, the original clothes are used to promote the designer's brand. They may be used by a famous celebrity, photographed for magazines or put in a store window. When the designers have finished with a dress, it might be given to the model who wore it as it fits them perfectly. Some special outfits might go into museums and others might be sold and the money given to charity. Very few catwalk outfits are sold to members of the public!

So the next time you see a fashion show on television, don't imagine yourself wearing the clothes but try to understand what concept the designer is trying to communicate or simply enjoy the show!

1 **Read the text and decide if each statement is true (T) or false (F).**

1 Not many people have enough money to pay for an outfit from a fashion show. T / F

2 The publicity created by fashion shows is often not as expensive as paying for TV and magazine adverts. T / F

3 The first New York fashion week took place in 1903. T / F

4 Catwalk clothes are unusual mainly because of the materials used. T / F

5 After a show the designer always gives the clothes to the model who wore them. T / F

__/5

2 **Read the text again. Match each paragraph (A–E) in the text to a heading (1–6) below. There is one extra heading you do not need.**

A _____ 1 Why do we have fashion shows?

B _____ 2 What happens to the clothes?

C _____ 3 Why are the clothes so strange?

D _____ 4 Benefits for the designers

E _____ 5 Unwearable fashion

6 History of the fashion week

__/5

Vocabulary

3 **Complete the sentences with the correct alternative.**

1 John lost so much weight that he had to buy a new **pocket / belt**.
2 Mary is buying a gold **bracelet / jewellery** for her aunt to go with her gold ring.
3 John pushed the **collar / sleeve** of his shirt up to look at his watch.
4 Terry wears **sandals / socks** in the summer because he doesn't like getting warm feet.
5 Did you know there is a **button / collar** missing on your shirt?
6 Shall we buy Mum a **jumper / handbag** for her birthday? She always carries the same one.
7 Martin wore a dark grey **glove / suit** at the job interview.
8 Can you help me? I've dropped one of my **earrings / pockets** and I can't find it.
9 I'm not cold because I have a **jumper / collar** on underneath my coat.

__/9

4 **Complete the sentences with the correct form of the words in brackets.**

1 Paul was _____ (**amaze**) when I told him how little my jacket had cost. He couldn't believe it!
2 Jake likes to take care of his _____ (**appear**) and people say he dresses quite well.
3 Would you like to meet the _____ (**design**)? She is standing over there.
4 My dad is interested in clothes but he's not very _____ (**trend**). He always wears sandals.
5 Did you know that Mary Quant, the _____ (**create**) of the mini-skirt, was born in London?

__/5

5 **Complete the sentences with the correct word from the box. You may use each word more than once.**

| off | on | out | up |

1 Why do you have a coat _____? It's really hot out today!
2 Where is the changing room? I'd like to try _____ this top, please.
3 You need a new pair of jeans, Sam. Yours are completely worn _____!
4 I'm looking forward to dressing _____ for the end-of-year party. I'll need to buy a suit though.
5 I wore my baseball cap in class and the teacher told me to take it _____.
6 Coming, Mum! I'm just putting _____ my belt! Don't go without me! I'll be late for school!

__/6

6 **Read the story sentences, then put the missing sentences A–E in the correct order in gaps 1–5.**

The Wrong Clothes

(1) _____ He had spent two hours getting ready. His superhero costume looked amazing.

(2) _____ His friend Mike opened it. Mike looked completely surprised. Then suddenly, he started laughing.

'Why are you dressed as a superhero?' Mike asked.

(3) _____

'No. I told you to dress up for the party. That means wearing nice clothes, not fancy dress.'

(4) _____ 'There is someone I want you to meet.'

Roger entered the house nervously but then he saw a girl dressed as Superwoman.

(5) _____ 'She made the same mistake!'

A 'Isn't it a fancy dress party?' Roger replied.
B He knocked at the door.
C 'This is Melanie,' said Mike.
D When Roger arrived at the party he was really excited.
E 'Come in anyway,' said Mike.

__/5

7 **Complete the sentences with the correct alternative.**

1 Each year Mary's school **is organised / organises** a show for the end of the year.

2 Students often act or sing and sometimes poems are **reading / read**.

3 Last year, the school **was decided / decided** to have a fashion show.

4 All the clothes **were designed / designed** by the students.

5 Tickets for the show **were sold / sold** by the students.

6 They **were given / gave** all the money to charity.

7 The event **was attended / attended** by over 200 people.

8 They **made / were made** over £3,000 for charity on the night.

9 Local journalists came to the show and **wrote / were written** several articles.

10 Two of the designers **have / have been** invited by a local company to make more clothes.

__/10