

READING

- 1 Look at the title of the article and the photos. What do you think the article is about? Read the text quickly and check your ideas. Ignore the spaces.

From hobby TO JOB



Twins Chet and Betts DeHart have achieved what many young people only dream of – they've made it in the fashion world. When they were just 15, they created the streetwear brand Lucid FC, which now sells worldwide.

As kids, the boys loved trainers. ¹ _____ Slowly, they **built up** a collection. Betts, the twin with the business brain, knew all about the trainers he wore, how many were sold and where they were being produced. ² _____ He set up a YouTube channel, Sole Brothers, where he **reviewed** trainers in the twins' collection.

While they were still at school, the twins decided to make their own trainers. They sold their collection to raise money for their **brand**, communicated with **manufacturers** overseas and finally released a shoe. Unfortunately, it didn't sell well. ³ _____ The result of these conversations led to the production of a shoe decorated with a logo, which looked good and became popular.

After a couple of years, the boys decided to rename their brand Lucid FC and **launch** their first collection, which included items of clothing. While they were studying the fashion business at college, they looked for manufacturers who could make their products. ⁴ _____ The next challenge was to find stores to sell their products. The twins were shopping at the fashionable VFiles clothing shop when they were offered jobs and their manager later decided to stock the brand.

Celebrities were soon wearing it, too. One of their first customers, Rihanna, was wearing a Lucid FC jacket and cap at a basketball match in 2015 when someone took a photo of her. ⁵ _____ Today, the business continues to grow and the brothers have great plans for the future.

Five sentences have been removed from the text. For each question, choose the correct answer. There are three extra sentences which you do not need to use.

- A The boys refused to give up, however, and continued to talk to possible producers.
- B It was immediately successful.
- C They spent the money they earned in their part-time jobs on really good ones.
- D Thanks to its publication, people noticed the brand.
- E It wasn't the most attractive design that the twins produced.
- F Meanwhile, Chet was the creative twin.
- G He was pleased with the progress they were making.
- H This wasn't easy, but they eventually found two.

Match the highlighted words in the article to the meanings.

make a product or products available for the first time

gave an opinion about something

a type of product made by a particular company

increased, developed

companies which produce products in large numbers