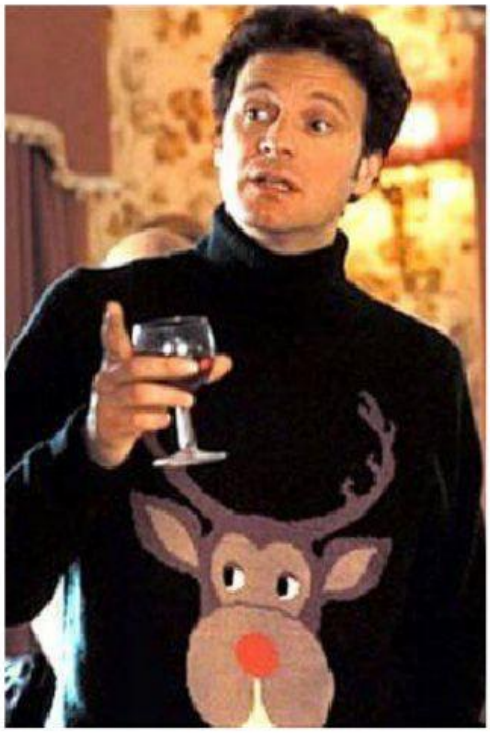
It All Started in the 50's

Ugly Christmas sweaters made their popular appearance in the 50's with **the mass commercialization** of Christmas. They were first known as "Jingle Bell Sweaters". The original ugly Christmas sweaters were never intended to be "ugly", they were actually pretty artistic and joyful.
The trend had **a modest presence** in the media until the 80's, when it became popular on TV.



80's and 90's: Popularization and Deprecation

The character that popularized**weird sweaters with strange patterns** was Cliff Huxtable from The Cosby Show.By the end of the decade, it was common for conductors of Christmas special shows to wear them.
During the nineties, the style **winded down**, but never died. **The turning point** was when the character Mark Darcy got shamed in the 2001 film *Bridget Jone's Diary* with **one of the most out-of-place designs** to be seen on screen. Designers were hand-knitting **one-of-a-kind** sweaters!

2000's: The Party Starts

It was in Vancouver that Chris Boyd and Jordan Birch launched the first Christmas Sweater Party. The idea soon spread all over Canada and the US, and later around the world. The parties turned into massive events, often in support of charity causes. By 2007 ugly Christmas sweater searches **started to soar** in Google and **the trend slowly trickled its way** back into the media.

Celebrities and Haute Couture Find it in 2010's

Early in the decade, various fashion designers released Christmas sweater collections based on the ugly ones. Soon, **retail stores picked up on the trend**, and nowadays you can buy them brand new instead of scavenging in thrift stores and inherited wardrobes.
Celebrities, TV stars, and even politicians **boarded the train** and turned it into a common Christmas sight.

Celebrate The National Ugly Christmas Sweater Day!

Social media has had a huge impact on this trend of course. Young people started buying **vintage knits** to see who got the ugliest one. The internet helped boost this fashion until **it got global**! So now we even have our national Ugly Christmas Sweater Day.
That's right! There is an official national day to wear your ugly sweater. Honor national Ugly Christmas Sweater Day on **December 21** by wearing something festive! Time to wear your holiday sweater **loud and proud.**

the mass commercialization	a) Spread around the world
a modest presence	b) Proudly and openly
weird sweaters with strange patterns	c) Insignificant appearing
winded down	d) Took advantage
The turning point	e) Inappropriate concept
out-of-place designs	f) Shops caught the tendency
one-of-a-kind	g) Started to disappear
started to soar	h) Popularization in order to make money
the trend slowly trickled its way	i) Began to go up
retail stores picked up on the trend	j) the style got through
boarded the train	k) Like no other/ exclusive
vintage knits	l) Landmark/ important moment
got global	m) Old-fashioned sweaters
loud and proud	n) Odd jumpers with crazy ornaments

1. Match the highlighted phrases with their explanations
2. Choose 7 expressions you'd like to learn and make up a short story
3. Work with the text and answer the questions

- When did ugly sweaters make their popular appearance and what was their first name?
- Was the style popular in the 90-s?
- Which film became a turning point in the idea of returning the design to public?
- Which country was responsible for spreading the idea in 2000s?
- What does the phrase boarded the train mean?
- When is the national Ugly Christmas Sweater Day celebrated?