

Are logos in or out?

Fashion has always been a way to express your individuality. In fact, the more original your look, the more respect you get from the fashion world. You may be setting a trend, as some supermodels do, or simply be admired as a fashionable individual. But it's hard for most of us to be original with our clothes. A follower of fashion knows that being individual may mean getting it wrong. Fortunately, help is at hand, as some brands are so 'in' that you can gain fashion respect just by wearing their clothes.

But how does anybody know what you're wearing? Easy! 1) ..... You cannot avoid seeing the Nike 'tick' on the side of trainers, for example. You can be safe in the knowledge that everyone can see you are wearing the right labels.

"The question is: who decides what's 'in' and what's 'out'?"

However, things may be about to change. A recent survey among 15–24-year-olds showed that designer labels are losing their appeal. Nearly forty per cent of the young people quizzed said that brand names had no place on clothes, trainers or accessories. 2) ..... One of them said that young people no longer want to be stereotyped. She said, 'Up to now brands have been trying to sell young people a lifestyle.' 3) ..... She said, 'Yes, but young people don't want to be labelled by their clothing. It's not about what you wear or how you look; it's about being yourself.' So are logos falling out of fashion?

It is definitely the trend nowadays for young people to buy products made just for them. 4) ..... Nike also has a website that lets customers personalise trainers they order online. However, a spokesperson at Nike said that, although Nike products no longer have the firm's name written on them, the famous 'tick' is here to stay.

A designer for Diesel agreed that today's young customers are increasingly sophisticated and now want to be seen as fashionable individuals rather than fashion victims. 5) .....This meant that if you wore a pair then it was a status symbol. Now the more mass-market designer labels are realising that customers no longer want to do their advertising for them.

Logos may be becoming more difficult to spot, but there is no sign that this is making goods any cheaper. 6) .....Those who were keen to get an exclusive must-have did so because it meant they could show off to their friends.

Nevertheless, despite the fact that young people say they want to be seen as individuals, some of them are worried that they are not wearing the right logo. Researchers asked teachers whether this pressure had affected students at school. 7) ..... However, one teacher says it is an ongoing issue and that, as the 'in' brand changes regularly, it can be expensive to keep up with the trend. The question is: who decides what's 'in' and what's 'out'?■



LIVEWORKSHEETS

5 **Read the article and choose the sentence (A–H) that best fits each gap (1–7). There is one extra sentence which you do not need to use.**

A These include things like handbags by designer Anya Hindmarch, which you can decorate with a favourite picture.

B A buyer who works for a major department store said that this might be because price is not important to some people.

C I spoke to people involved in this research and asked them to explain why young people felt like this.

D Now people expect others to recognise who has designed their clothes or accessories without the tell-tale logo.

E Some said this might have been true in the past but nowadays it was more trendy among teenagers to be individual.

F The designers, keen not to miss an advertising opportunity, make sure their clothes display their logo so that it cannot be missed.

G She said that once everyone wanted a logo on their jeans to show off how much they had spent.

H So I asked her if young people still bought products based on what they represented.

6 **Find words in the article that match these meanings.**

1 tell or show people what you think or feel (para 1)

2 a quality that makes someone different from everyone else (para 1)

3 admiration for someone, especially for their personal qualities (para 1)

4 asked someone a lot of questions (para 3)

5 the way that someone lives, including what they own (para 3)

6 notice someone or something (para 6)

7 continuing to happen (para 7)

8 a subject or problem that people discuss (para 7)

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