

7 VIDEO LISTENING



- a Watch an interview about the Hiut jeans company. What do you think is the unique selling point (USP) of their jeans?
- b Watch the interview again. Then make notes under the following categories.

Description of jeans
1 Material: <i>denim</i>
2 Style:
3 Celebrity wearer:
History of company
4 When David and Clare started it and why:
5 Who they employ:
6 How many pairs of jeans they produce per week:
7 How they try to make their jeans environmentally friendly:

- c Would you like to have a pair of Hiut jeans? Would you be prepared to join the no-wash club? Why (not)?