



It Doesn't Fit

1

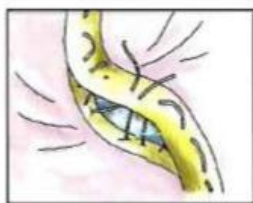
A Label the pictures, using the words in the box.



B What's wrong in each picture below? Use one word or expression from each box to complete the sentences.

Hem stitching button zipper

come off come down come undone broken



C Brainstorm! What would you wear on each of these occasions: Your graduation ceremony? Your grandparents' wedding anniversary? Going to the movies? A job interview? A picnic? Discuss with a partner.

2

A Listen. What are the people complaining about? Number the items 1-4.



B Listen again. What's wrong with each item? Write the complaint.

Complaint
1.
2.
3.
4.

3

A Vanessa and Kathy are shopping. Listen to their conversation and fill in the missing words. Is each statement a fact or an opinion? Check (✓) the correct column.

	Fact	Opinion
1. The _____ looks great on Vanessa		
2. _____ don't look right on Vanessa.		
3. Vanessa couldn't wear _____ to her brother's wedding.		
4. Vanessa would be happy in _____ and a _____.		

B Listen again and check your answers.
What are Vanessa and Kathy going to do now?

4

A Listen to the rest of Vanessa and Kathy's conversation and answer the questions.

- What is Vanessa trying to do? _____
- What's wrong with the dress? _____
- What's the salesperson going to do? _____

B Listen again and check your answers. Discuss with a partner: What do you think the manager will say?

5

A Look at the example sentence, and listen to the way the two /t/ sounds merge to make one slightly longer sound.

Example. Why do you want to return it?

B Look at the following sentences, and circle where you predict that two consonant sounds will merge. Listen and check your answers.

- | | |
|------------------------------------|---|
| 1. I never really liked disco. | 4. That's Steve over there. Next to his sister. |
| 2. I bought two ties last Tuesday. | 5. I need Don to give me some money. |
| 3. Did you buy a new watch? | 6. Have you seen Neil's new black cap? |

C Listen again. Now, practice saying the sentences with a partner.

6

A Listen to the statements. Is each statement a compliment or a criticism? Check the correct column.

	Compliment	Criticism	Responses	
1.			Thanks, it's new.	On no, it's ugly.
2.			Thanks a lot.	You don't like it?
3.			Be quiet.	You're right. I'll change them.
4.			Oh, I'll get another one.	Yeah, I think so too.
5.			You don't like it?	It's beautiful, isn't it?
6.			Yeah, I got them yesterday.	Thanks, very much.

B Listen again and circle the best response.

7

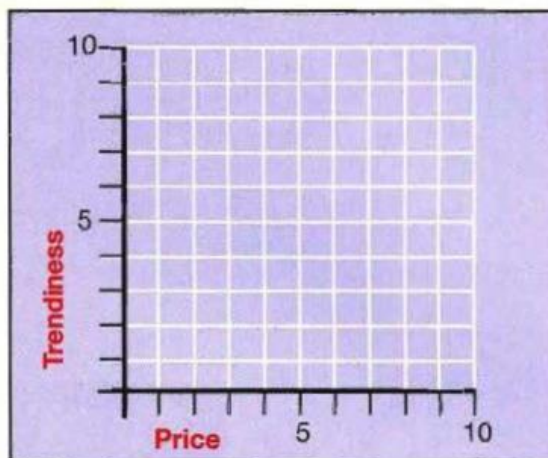
Listen and circle the answers that are right for you.

- | | | |
|----------------------------|-------------------------|-------------------------------|
| 1. Yes, definitely. | I guess so. | No, it's not important to me. |
| 2. I sure am. | I'm not bad. | No, I'm kind of scruffy. |
| 3. I love it. | Sometimes. | No, not at all. |
| 4. Yeah, too much. | A fair amount. | No, hardly anything. |
| 5. I only buy brand names. | It depends on the item. | No, they don't mean anything |

YOUR TURN!

Talking about clothes and fashion

- What do you think?
It **looks great!**
It **fits perfectly!**
It **doesn't look right on you.**
It **doesn't really suit you.**
- That **dress** looks great on you.
Thanks.
- Can I help you, sir?
Yeah, I wonder if I could exchange these, please?
- Sure, what's the problem?
They're **too tight.**
The **hem's come down.**
A **button's come off.**
The **stitching is coming undone.**
They're **the wrong size.**



Try this . . .

With a partner, make a list of six brand names you know. Write the names on the graph, according to how expensive and trendy they are. Show your graph to another pair and discuss your choices.

In Focus: What's in a name?

When Louis Vuitton, the luxury handbag maker, opened a new store in Tokyo in 2002, people queued for hours to get in, and the store sold \$1 million worth of handbags on the first day. Why is this brand so successful? The success of Louis Vuitton depends on a number of factors. The company uses a luxury pricing strategy, using high markups, limited availability, and few markdowns to keep the image exclusive. The company president says "no" to after-Christmas sales: "They would devalue the brand." Also Louis Vuitton only sells its products through its own stores (284 worldwide in 2002), enabling the company to keep control of image and quality at every stage. The company's strategy is a successful one—in the 150 years since the Louis Vuitton company started as a leather goods manufacturer in Paris, it has grown to be the largest worldwide seller of fashion and leather goods. Do you own any brand name products? Why do you think certain brand names are so successful?

I like brand name products because they're good quality, not just because they're fashionable.



People buy brand name items because they want to follow the crowd.



People today are so worried about image. That's why brand names are so popular.

