

PERSONALISATION IN FASHION

Have you noticed? These days everyone is personalising their clothes and accessories! Everywhere you look you can see jackets with initials like JSJ on the **pockets**, or a handbag with Kat or NK on the side. It's become a bit of a fashion **trend**. We asked you what you think about it!

VICKY FROM MANCHESTER

Well, it's not really a new trend, is it? My mum's got a bracelet with her and Dad's names on it. Dad gave it to her on her 19th birthday. But, I agree – it's getting quite popular now. I've seen a lot of people wearing necklaces with their names on them. I've also seen people with their initials on their clothes.

My best friend loves personalisation and she's got a denim jacket with her initials on the back in big, **shiny** letters! I think it's called monogramming. She's even got a pair of pyjamas with her initials on the pocket at the front. Her mum has just bought her a **designer** bag and her name's on the inside of that, too. You can't even see it so what's the point?

I don't like the idea of personalisation very much. Why do people want their name on everything like that? Does it make them more **confident**? Did you know that a famous fizzy drinks company sold bottles with different names on them? People bought them just because of the names! How silly is that? But I imagine it's good **advertising**, isn't it?

SANDY FROM HULL

I completely **disagree** with Vicky! I think it's cool. I love fashion, but I don't want my things to be the same as everyone else's. I want them to be a bit different. I think by personalising things like bags and shoes you make them a bit special, special to you. And it's not only your initials or your name. You can pay for words or phrases that are special to you. OK, it costs more, but it's worth it!

I also think it's cool for presents. I bought a present for my sister's birthday. It was a bag of her favourite chocolates – but each chocolate had her name on it! She loved them! And she sent me a video clip at Christmas. It was a group of Santas. They were running and jumping round a classroom to a famous Christmas song. But each Santa had the head of someone in our family. It was so funny! And I've got one of the fizzy drinks bottles with Sandy on it. I love it!

I. Read the text again. Complete the sentences with no more than three words from the text.

- 1) Vicky doesn't think the trend is _____.
- 2) Her mum's bracelet was a present for her _____.
- 3) Vicky's mate has her name inside _____.
- 4) People bought the fizzy drinks because _____.
- 5) Vicky's opinion about personalisation is that it _____.
- 6) Sandy likes personalising things because she wants her things to _____.
- 7) She gave her sister a bag of _____ for her birthday.

8) The Santas in the video were in _____.

II. WHICH PERSON VICKY (V), SANDY (S) OR BOTH (B) MENTION THESE THINGS.

- | | |
|---------------------------|---------------------|
| 1) fizzy drinks _____ | 2) shoes _____ |
| 3) something to eat _____ | 4) a friend _____ |
| 5) jewellery _____ | 6) family _____ |
| 7) price _____ | 8) a birthday _____ |

III. MATCH THE UNDERLINED WORDS FROM THE TEXT WITH THESE DEFINITIONS.

- 1) made by a special company _____
- 2) you put things in this – in your jacket, trousers etc. _____
- 3) very bright _____
- 4) popular fashion at the moment _____
- 5) don't agree _____
- 6) companies do this to make us buy things _____
- 7) feel that you can do something _____