

9

Fashion and trends

Reading

1 Read the article on page 77. Choose the correct option (a–c) to answer the questions.

- What is the main purpose of the article?
 - to promote buying and wearing jewellery, clothes and fashion accessories
 - to provide information about animal behaviour
 - to inform readers about trends in jewellery and clothing
- Where does the article most likely come from?
 - a science website
 - a textbook
 - a company brochure or magazine
- What do the stories about animal self-decoration do?
 - prove scientifically that following fashion trends is natural
 - get readers' attention and entertain them
 - demonstrate the ways in which human and animal behaviour are similar
- What is most likely the writer's job?
 - animal behaviour expert
 - science journalist
 - sales and marketing expert
- Which of the following is the best 'pull quote' for summarizing the article?
 - Earrings are one of the most popular items of jewellery around the world.
 - Self-decoration is the most natural thing in the world!
 - Why not be bold like Julie and start your own fashion trend?

4 Tick (✓) chimpanzees (C), decorator crabs (DC) or birds (B).

Which animal ...

- self-decorates as a way of hiding?
- started a behaviour that spread to other animals?
- self-decorates as a way of showing power or attracting a partner?

C	DC	B
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4 self-decorates in a way that seems the closest to what people do?

5 self-decorates in a way that is least similar to jewellery?

6 uses a variety of different things to self-decorate?

Grammar

Ellipsis and substitution

1 Choose the correct option to complete the sentences.

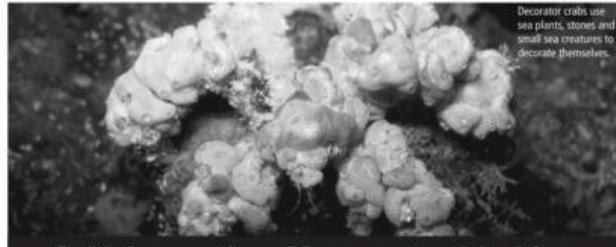
- I didn't buy any new clothes even though I wanted to / wanted.
- He doesn't usually wear trendy clothes, but occasionally he does wear / does.

3 I can't spend any more on clothes this month, but I can / can spend next month.

4 The leather jacket, which was / which from the 1980s, was iconic.

5 He wore a classic white shirt and wore smart / smart trousers.

6 I didn't think I'd ever buy flares, but I just / just did.



Decorator crabs use sea plants, stones and small sea creatures to decorate themselves.

Self-decoration: Never out of fashion

¹ We've all been there. You've been admiring that necklace, outfit or scarf in the department store window every time you walk past, but you're just not sure if it's for you. If you need a little push to walk through the door and try something on, consider this: 'people have been decorating themselves and their homes for at least 150,000 years. In fact, self-decoration isn't just a part of human nature – some animals do it too!'

² 'Earrings are one of the most popular items of jewellery around the world. We've worn ear decorations made from precious metals for thousands of years, so it seems they will never go out of style. And even chimpanzees know this! 'At a home for animal orphans in Zambia, Africa, scientists observed a young chimpanzee named Julie wearing a piece of grass in her ear. Amazingly, other chimps noticed and began doing the same thing. Julie had started a fashion trend! Why not be bold like Julie and start your own fashion trend?'

³ Earrings are only the beginning. ⁴'An elegant pin can dress up any shirt, jacket or scarf and with so many types of necklaces and bracelets to choose from, there's something for everyone. If you choose items like these to complete your wardrobe, you're following the lead of the decorator crab. These amazing creatures have tiny hairs all over their bodies that allow them to attach bits of ocean plant, small stones and even other, smaller sea creatures to achieve their perfect look. In the case of the crab, it's a matter of dressing up to blend in rather than to stand out, as their self-decoration, which helps them hide from predators, is a matter of survival. ⁵But in

a sense, when any of us dress up or wear special jewellery, we're doing it to achieve the best look for the environment we live in!'

⁴ 'Once you've found the perfect outfit, it's time to do whatever else it takes to feel great and show the world your own personal style. Bearded vultures, a type of bird with mostly white feathers, often rub their white heads and necks in soil that contains iron, giving their feathers a reddish-brown appearance. Experts say that older birds usually have a darker colour, so it may indicate their high status in the group. Or maybe it's just the bird equivalent of make-up or fake tan? Whatever the case, there's a lesson for us. 'If you want to feel good, do your best to look good.'

⁵ 'Don't stop at making yourself look fabulous, take your personal style to your home decoration as well. Satin bowerbirds understand this. These natural home decorators find all the blue objects they can and bring them back to make their nest attractive. These may be natural items such as parrot feathers or butterfly wings, or man-made objects such as pens, string or bits of blue paper. ⁶'So be like the satin bowerbird – choose your colours and turn your home into a personal fashion statement.'

⁶ 'The natural world gives us many examples of self- and home-decoration. If you're not sure about the best choices for your own personal adornment, next time you pass that department store, don't just look through the window. Go inside, try some things on and get some advice about how to look your best.'

⁷ 'Self-decoration is the most natural thing in the world!'

2 Cross out the words that can be left out.

- 1 We went to the market and we looked at second-hand clothes.
- 2 The dress that she's wearing is a classic.
- 3 I bought a jacket which had been designed by Yiqing Yin.
- 4 He didn't wear his new coat, but he wanted to wear it.
- 5 I never thought I'd see him wearing a bright green shirt, but I just did see him wearing one.
- 6 She tried the jacket on, but she didn't like it.

Pronunciation

Saying elided expressions with the correct stress

1 9.1 Listen and underline the stressed words in Speaker B's replies.

- 1 A: Would you like go shopping with me?
B: I'd love to!

3 Write the words that have been left out.

- A: ¹ _____ You getting rid of this weird hat?
- B: Yeah. ² _____ Don't know where it came from. ³ _____ Want it?
- A: Sure. ⁴ _____ You sure you don't want to keep it?
- B: ⁵ _____ Matter of fact, maybe I should. ⁶ _____ Might come in handy if I ever go to a fancy-dress party.

- 2 A: Do you think they have this shirt in my size?
B: I hope so.
- 3 A: I don't think this jacket looks very good on me.
B: I suppose not.
- 4 A: I couldn't possibly wear flares to a formal party.
B: Who would?

Vocabulary

Fashion

1 Match the words and expressions in bold (1–12) with the words and expressions that can replace them (a–l).

How should we dress for the office?

The unofficial ¹**dress code** for important business occasions will probably always be a relatively ²**formal** professional look: smart shoes, conservative dresses, suits and ties. Similarly, many customer-facing workers such as receptionists prefer a more ³**glamorous** look at work. And factory and warehouse workers have to wear clothes that are ⁴**practical**, not to mention safe, so there's little room for fashion. However, we're seeing more and more previously

⁵**unconventional** forms of dress for daily nine-to-five office jobs. One example is hipster style: using trends from the past to build a unique look. This could mean wearing smarter clothes such as slim-fit blazers and trousers, or clothes that look as though they've ⁶**seen better days** such as ⁷**scruffy** jeans with holes in them. In many offices these days we see workers with a ⁸**trendy** style alongside colleagues in more traditional ⁹**smart casual** clothing. While not everyone welcomes the trend, many feel that a less traditional ¹⁰**outfit** worn confidently can ¹¹**be as flattering** as more traditional clothes. What do you think? Should personal style be welcomed in the office or would you prefer to see more conservative office wear ¹²**back in fashion?**

a _____ currently fashionable
b _____ traditional and conventional
c _____ become worn out

g _____ guidance about what to wear
h _____ popular again
i _____ attractive and exciting

d _____ unusual and non-traditional
e _____ dirty or untidy
f _____ set of clothes

j _____ neat but relatively informal
k _____ suitable and sensible
l _____ make someone look as attractive

2 Match the questions (1–6) with the responses (a–f).

1 Is it back in fashion? _____

2 Is there a dress code for the office party? _____

3 Will they have a formal wedding? _____

4 Do you like my new outfit? _____

5 Is this jacket too scruffy for going out? _____

6 This old t-shirt has seen better days.
Don't you want to get rid of it? _____

b Yes. They want to look as glamorous as possible.

c Yes, people are definitely wearing it again.

d No, it's practical for wearing when I do messy jobs around the house.

e Yes! It's super flattering!

f Yes. The invitation said 'smart casual'.

Vocabulary

Green business trends

1 Choose the correct option to complete the sentences.

1 Refillable / Biodegradable bottles are good because when they are thrown away, they turn into substances that don't harm the environment.

2 Some critics of electric cars say that car batteries require too many natural resources / investors.

2 Complete the article about making businesses greener with these words and phrases.

biodegradable carbon emissions catching on competitive consumer demand energy companies fossil fuels investors natural resources refillable bottles switching to renewable energy upward trend

Making businesses greener

There's currently a global push in business to cut down on the use of limited 1 _____ such as fossil fuels while still meeting 2 _____ for goods and services and staying 3 _____ with other businesses in the marketplace. Here are some solutions that are 4 _____ in the effort to make businesses greener.

- Stopping the purchase of power from 5 _____ that produce coal-powered electricity and 6 _____ instead

3 Switching to renewable energy / Consumer demand is one way to reduce environmental impact.

4 More factories are capturing fossil fuels / carbon emissions in order to cut air pollution.

5 Catching on / The upward trend in green energy investment is encouraging.

6 For businesses to succeed in a crowded marketplace, they have to be competitive / energy companies.

- Selling foods in 7 _____ packaging
- Replacing vehicles that use 8 _____ with electric vehicles
- Reducing 9 _____ by using the most efficient lighting and heating systems
- Convincing 10 _____ to put the planet before profit and allowing the company to choose green solutions even when they're more expensive
- Encouraging consumers to use 11 _____ instead of single-use plastic ones
- Following the 12 _____ in allowing employees, where possible, to work from home more often, thus reducing commuting

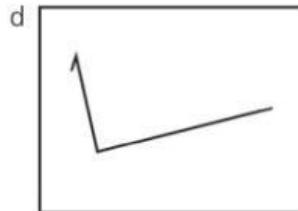
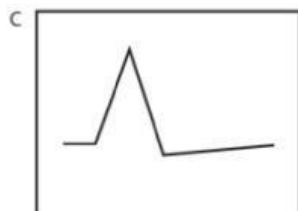
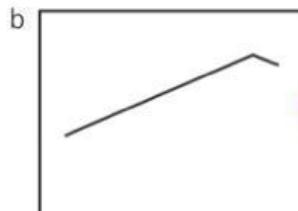
It's hoped that these changes will significantly reduce environmental impact.

2 Choose the correct option to complete the sentences.

- 1 We converted / revised the old garage into a flat.
- 2 The street was modified / transformed when it was closed to traffic and trees were planted. It looks completely different now.
- 3 It took me a while to alter / adapt to my new working environment.

3 Match the sentences (1–4) with the graphs they describe (a–d).

- 1 Notice the sharp fall followed by a steady rise.
- 2 There was a sharp increase followed by a sharp decrease.
- 3 We saw steady growth reaching a peak before a slight drop.
- 4 There was a slight increase and then no change.



Writing

1 Match the beginnings of three stories (1–3) with the photos on page 83 (a–d). There is one extra photo.

- 1 Thud. Thud. Thud. As a parent, you're used to kids making some noise, but the repetitive sound of something hitting the table over and over was driving me crazy. What could the kids possibly be doing this time? _____
- 2 Sometimes, a single video posted online can turn a social-media user into a celebrity almost overnight and turn a new dance into a global craze. _____
- 3 The video on Twitter showed a group of high school kids in Florida standing perfectly still, some of them looking as though they were frozen in the middle of an action such as checking a phone or waving at a friend. _____

2 Match the story beginnings in Exercise 1 (1–3) with the descriptions (a–c).

- a State something true that suggests the story that follows will illustrate this message. _____
- b Start the story at the end or somewhere in the middle, so that the reader wonders what happened beforehand. _____
- c Start with a description with details that make the reader want to know more about it. _____