

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: denim |
| 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)?