

FASHION

Vocabulary: Find the "odd one out"

There may be more than one answer. Give your reasons.

| | A | B | C |
|----|-------------|---------------|----------------|
| 1. | a cat walk | a promenade | a platform |
| | | | |
| 2. | to consume | to market | to advertise |
| | | | |
| 3. | to endorse | to condone | to promote |
| | | | |
| 4. | a new look | a new design | a new image |
| | | | |
| 5. | fashionable | in vogue | popular |
| | | | |
| 6. | offensive | controversial | shocking |
| | | | |
| 7. | a trend | a connection | an association |
| | | | |
| 8. | glossy | artificial | colourful |

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Text for dictation:

Fashion forms a key part of many of our important industries, especially those involving design, such as cars, computer printers and clothing. In the world of machines, changes in design often accompany technical improvements.

However, *new design* in clothing is more commonly motivated by fashion. Differences in the climate from season to season and the tendency to equate each new year with **a new look** provide textiles companies with frequent opportunities to renew their sales.

These *marketing* opportunities are often realised by associating products with people. *Fashion models* are highly paid to provide *appropriate images* of good health, comfortable life-styles, success and beauty.

Fashion is usually regarded as *fun* and provides the focus of many *popular magazines*. However, controversy occurs in some instances. The image provided by the fashion model may shock, it may fail to have any connection with the product itself or it may *endorse a product* such as a fur coat which some people find offensive.

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Discussion questions: ask and answer

1. Have you ever bought something because it was fashionable? If so, what?
2. Does the fashion industry exist mainly to persuade people to spend money on things they do not really need?
3. Is fashion selfish in a world where many people have not got what they need?
4. Do you think fashion models should be used to sell products such as cars?
5. Some fashion models refuse to advertise products involving animal cruelty such as cosmetics and fur coats. Would you buy such products?
6. Would you like to be a fashion model if you were offered the opportunity?

7. Is your country famous for any fashion products? Which ones? How are they marketed?

8. Which countries have the best and worst fashions in clothes?

9. Which products advertised on TV in Britain/USA/Australia and in your country represent (a) women's fashion (b) men's fashion ?

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Dialogue: **read aloud in pairs**

A: *In my opinion, fashion is a complete waste of time, money and resources.*

B: *I disagree entirely. The world would be a very boring place without change.*

A: Fashion doesn't only involve change. It's a very dishonest form of marketing based on artificial images which never translate into reality.

B: *But everyone understands that the images are there to capture attention.*

People find them fun. *Haven't you ever looked through a fashion magazine?*

A: Only at the dentist's.