

Warm up

Find the "odd one out"

There may be more than one answer. Tell your partner **why**?

- | | 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 | colorful |

Reading, Listening and Vocabulary

I was born in the '70s, but a knowledge of fashion and **trends** really began for me in the '80s. In the early 1980s, unlike the rather **unisex** clothing of earlier decades, anything shiny that screamed “*girl*” seemed to be part of the focus of this **decade**. One of the most common **concepts** that started then, (for women) and is still in use today is the idea of a **well coordinated wardrobe**. Instead of having things that only go with one '**outfit**', the ability to have everything in your wardrobe **work with** everything else was one of the main themes that you would see in department stores and in catalogs. Men wore power suits as a result of the greater tendency for people to display their wealth. Brand names became increasingly important in this decade, making Ralph Lauren and Calvin Klein **household names**. **Pop culture** had a big impact on the fashion of this decade. During Like A Virgin era, Madonna was titled the "Material Girl" and many young girls around the world looked to her for fashion statements, and of course, this was the start of the aerobics **craze!** To be properly dressed, you would have to be covered in bright colored Lycra/spandex leotards, and expensive shoes. In the United Kingdom, **shell suits** became particularly popular. The popular movie *Flashdance* (1983) made ripped sweatshirts well-known in the general public. The television shows *Dallas* and, in particular, *Dynasty* also had a similar impact, especially in the area of the increasingly oversized **shoulder pads**. *Miami Vice* a TV series, whose leading men (such as Don Johnson) donned casual t-shirts underneath expensive suit jackets -- often in bright or pastel colors, accompanied by broad shoulders with padding, and a few days' growth of facial hair, dubbed "**designer stubble**", popularized a new look.

Fashion in the '90s was all about function. There was a lot of things going on in the world, and as such, having designer clothing and looking perfect all of the time seemed to fall by the wayside. There was still a huge exercise craze going on, so it became more acceptable to wear your exercise clothes out of the gym and onto the street. In the UK for example, wearing sports clothing gave rise to the **chav** subculture. This was also the decade of the **grunge** look, with a lot of ripped jeans, **flannel** and unwashed hair. It was a trend that probably didn't look like much, but it was important to the people who dressed that way. One thing that everyone should remember about fads and trends is that even if you don't like them, the person who is wearing them probably does.

Over the last few years, pop culture once again seems to have influenced the fashion world, with *Sex and the City*, bringing in high fashion once again, the hip hop industry bringing **bling** onto the market and Japanese **manga** influencing the clothes and hairstyles of young people all over the world. Fashion TV reality shows are **popping up** everywhere, with supermodels hosting shows like *America's Next Top Model*, or the fashion design show, *Project Runway*. Fashion whether you are into it or not, is seen as a statement of who we are, or who we want to be, and it surrounds us everyday. I have never really **kept up with** the latest fashion trends, in terms of clothing. I think men generally (except for the new **metrosexual** man), see clothing as practical, and women see clothing as more creative and fashionable. My concern is **fit** and comfort first, design second. What are your concerns?

The most commonly used Clothes Phrasal Verbs

Verb	Collocation	Example
break in	shoes	Do not anticipate the need to break in shoes. If shoes do not feel comfortable straight away then they simply do not fit.
cast on	stitches	For a jumper you would need to cast on enough stitches so that the front and back are equal.
come up		When you've got a big event coming up and want to make the right impression, choosing an outfit can prove a fashion headache.
doll up		She is all dolled up like Marilyn Monroe in her new white halter dress and bright red lipstick.
dress down		Some companies allow their employees to dress down on Fridays.
dress up		He didn't dress up for the occasion at all, wearing an orange baseball cap, baggy khakis, and an oversized black sweater.
fling on	jacket	She threw the book on the sofa, flung on her jacket, and was out of the house in under 30 seconds.
get on	dress	Amanda, I need your help getting the dress on .
grow into		It was a little big on him at first, but he soon grew into it and the more he wore it, the more he liked it.
have on		Do you usually remember what people have on at parties?
hold in	tummies	Look at her. She is trying to hold in her tummy for the photo.
iron out	creases	An iron used properly and rightly can iron out the creases in a shirt.
jazz up	scarf	You begin with only three stitches and can decide as you go how wide to make your shawl or scarf, and whether to keep it simple or jazz it up a bit with an eyelet border.
keep on	coat	We went inside, it was very cold outside. The studio itself was kind of cold as well so I kept my coat on .
mark down	dress	The dress was marked down more than 50 percent, from \$125 to just 55 bucks.
pick out	clothes	Does your mother still pick out your clothes for you?