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ENGLISH FOR **Cultural** and **Creative Industries**

MP3



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ENGLISH FOR
Cultural and
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A photograph of a woman with blonde hair, seen from the side, walking past a Louis Vuitton store. She is wearing a dark grey dress and carrying a large brown leather shoulder bag. The store has a blue sign with the Louis Vuitton logo. The building is a multi-story classical structure with arched windows. The image is partially covered by a large olive green geometric shape on the right side.

Theme

1 DESIGNER FASHION

UNIT 1

Designer Brands

I. WARM-UP ACTIVITIES

1 Label the items of clothing with the words below.

blouse	coat	dress	gloves	high heels	pants
scarf	shirt	undershirt	skirt	sneakers	sweater

1.



2.



3.



4.



6.



5.



7.



8.



9.



10.



11.



12.





2 Work with a partner.

- Describe the clothes in the photographs.
- What do you think about people who wear these kinds of clothes?



3 Work with a partner.



- Describe the clothes you are wearing today.
- Does your outfit communicate anything about your personality?
- Do you ever wear designer brands or vintage clothes? Why (not)?

II. MAIN ARTICLE 01

What are you wearing today? High street, vintage, or designer brands?

Our choice of clothes sends a strong message to other people. Wearing clothes from high street stores says, “Hey, I’m just a regular kind of guy.” A vintage outfit suggests confidence and creativity. And according to a 2013 study by the University of Minnesota, women wear designer brands to show their high status and warn others to keep away from their men!

Designer brands—brands that are shown as a collection of clothes or accessories at one of the major fashion weeks in London, Paris, New York, or Milan—are certainly expensive. Only the very rich can afford these products, and they must often get on a waiting list to buy the most sought-after pieces. The iconic Birkin handbag by Hermès reportedly has a waiting list of more than six years! However, these days there are many ways for average people to get a taste of the designer lifestyle.

In recent years, some fashion designers have released a “diffusion line.” This is a line of clothes that stays true to the style of the high-end “parent” brand but sells for lower prices, for example, CK by Calvin Klein. Designer perfume, which can be purchased for less than \$100, has also proved popular; at the pinnacle of his fame in the 1990s, Calvin Klein sold 20 bottles a minute of his trademark fragrance, CK One, which can be worn



↑ high street



↑ pinnacle



↑ Armani's diffusion line, Armani Exchange (cc by Alohomoratum)

↑ vintage clothing

→ Karl Lagerfeld (1933–)
(cc by Christopher William Adach)



by both men and women.

In addition, there has been a series of successful **collaborations** between designers and high street stores. In 2004, when Chanel designer Karl Lagerfeld was asked to come up with a collection for H&M, it sold out within hours. (Stories even emerged of customers physically fighting over the best dresses, which were later resold on the Internet for many times their original price.) Buying vintage designer garments, either online or from a boutique that specializes in used clothes, is another option for shoppers on a tight budget.

But why are we so attracted to these designer brands? Can a sweater really make us feel and appear more powerful?

In fact, everyday items such as sweaters are not generally seen at fashion week shows. It is common for journalists to make fun of haute couture because it is rarely practical or commercial: Models often fall over on the runway because of dangerously high heels, or they are forced to wear garments that expose intimate areas of their bodies. Who wants to dress that way in the real world? Perhaps the University of Minnesota study is right, and it is not the clothes themselves that we desire but the respect of other people. In the modern world, wearing luxury brands is simply a way to communicate how wealthy and successful we are.

↓ garments



↑ H&M



↑ haute couture



↑ Chanel



↑ boutique



Reading Comprehension Questions

- ___ 1. What is the main subject of the passage?
 - a. The benefits of online shopping.
 - b. The dangers of being a model.
 - c. The popularity of designer brands.
 - d. The price of vintage garments.

- ___ 2. Who or what is “CK One”?
 - a. A famous designer.
 - b. A fashion magazine.
 - c. A boutique in Paris.
 - d. A type of perfume.

- ___ 3. What is the advantage of buying vintage designer clothes, according to the passage?
 - a. They cost less than new designer clothes.
 - b. They are more interesting than new designer clothes.
 - c. They are better quality than high street clothes.
 - d. They don’t sell out as quickly as high street clothes.

- ___ 4. What is the meaning of **collaborations** in the fifth paragraph?
 - a. Garments that are suitable for men and women.
 - b. Managers who do not treat their employees well.
 - c. Projects worked on by two or more people or groups.
 - d. Money that is made by a company in one year.

- ___ 5. How does the author get the reader’s attention at the start of the passage?
 - a. By asking a question.
 - b. By telling a joke.
 - c. By giving a definition.
 - d. By using a metaphor.



III. DIALOGUE 02

Scenario 1

- Jean:** Your bag is gorgeous! Is it new?
- Lola:** Thanks! Yes, it was a birthday present from my boyfriend.
- Jean:** Wow! It looks expensive. Is it a designer brand?
- Lola:** It's Prada. I've never owned a designer bag before, and to be honest, I'm terrified of losing it! You know how forgetful I am.
- Jean:** I don't think you'll lose this one! I'm so jealous. I could never afford something like that.
- Lola:** I never buy designer brands myself, but since it was a gift . . .
- Jean:** You lucky thing. I'm embarrassed by my bag now! I've had it for years.
- Lola:** Well, why don't you treat yourself to a new one? There's a new vintage boutique downtown.
- Jean:** Is there? I haven't heard about it. I love vintage stuff—this undershirt is from the 1970s, you know! It belonged to my mom.
- Lola:** It's amazing! I feel like going shopping now. Shall we check out this store together?



↑ designer brand



↑ vintage boutique

Scenario 2

03

- Andy:** And now let's talk about the latest collection by Davina Colby. She's really done something different this season, hasn't she?
- Ralph:** Yes, she has. This is a brand that is known for being traditional, but some of the pieces from Davina Colby's latest range are quite shocking. Look at this skirt, for example. It's made of leather, and it's really short, not to mention tight.
- Andy:** It certainly is tight! It's not the kind of thing we expect from this designer at all. Do you think the collection will be a success?
- Ralph:** I'm not sure. Davina Colby customers tend to be middle-aged and prefer more conservative clothes. On the other hand, perhaps she's taken a calculated risk—it could attract a new, younger customer. Some of these established brands need to adapt to survive.
- Andy:** You could be right. OK, let's move on to the new range of accessories from Paul Harrison . . .

→ leather skirt



↑ accessories ↑ conservative clothes



IV. CULTURAL NOTES



Note 1



↑ signature scent of the House of Chanel, Chanel No. 5
(cc by Arz)

Coco Chanel 04

Coco Chanel was one of the most celebrated fashion designers of the 20th century, and also one of the most controversial. She was a fantasist who told lies about her parents, a traveling salesman, and a laundry woman in order to make her simple childhood appear more glamorous. Even her name was invented! She was born Gabrielle Chanel, but as a young nightclub singer she took the new name of Coco.

At the start of the Second World War, Coco closed the Chanel fashion house. Many people believed that the conflict was simply an excuse to fire all her employees, who had been asking for better working conditions. Coco had a strong dislike of Jewish people and became romantically involved with a German officer during the war; she may even have worked as a spy for the Germans. She also funded an anti-foreigner newsletter called "Witness," which was written by another of her lovers, the illustrator Paul Iribe.

↑ Chanel advertisement

↓ *Coco Before Chanel* (2009). Several movies have been made about Coco Chanel.



← *Coco Chanel* (1883–1971)

← Paul Iribe (1883–1935)



Note 2

05

Brand Name Pronunciation



American

British

French



Calvin Klein
[ˈkælvən klaɪn]



Burberry
[ˈbɜːberi]

agnès b.

agnès b.
[ˈɑniɛs bɛ]

Christian Dior

Christian Dior
[ˈkrɪstʃən diˈoʊ]



ANNA SUI
[ˈænə,swi]

JIMMY CHOO

Jimmy Choo
[ˈdʒɪmi ˈtʃu]



Chanel
[ʃɑːnɛl]



Louis Vuitton
[ˈlui viˈton]





Italian



HERMÈS
[ɛməs]



GIORGIO ARMANI
[ˈdʒɔrdʒɔr,ɑ (lə),mɑni]

PRADA

Prada
[ˈprada]



Versace
[vɛ (lə) ˈsatʃi]

Chloé

Chloé
[kloe]



Gucci
[ˈguːtʃi]



Salvatore Ferragamo
[ˈsavadole,fɛləɡamɔ]



BVLGARI
[bʌlˈɡari]



V. EXERCISES

A Matching

Use the words and phrases below to complete the sentences. You may need to change the form of the words.

according to	boutique	come up with	due to	luxury
product	release	specialize in	true to	trademark

- There's a new bakery on the high street. It _____ French pastries.
- The flight cancellation was _____ bad weather.
- She's working as a sales assistant in a _____ on Second Street.
- Our best-selling _____ last year was this striped silk scarf.
- _____ the article, long skirts will be fashionable next season.
- I love your poem! I wish I could _____ something like that.
- The band _____ its first album in the 1990s.
- His _____ outfit was white pants, a white shirt, and red sneakers.
- Don't copy other people. Just be _____ yourself.
- The woman is very rich and lives a life of _____.

B Listening Practice 06

- What is the topic of the conversation?
 - Buying makeup.
 - Designer clothes.
 - An interesting book.
 - A fashion program.
- Which sentence best summarizes the woman's opinion?
 - Luxury brands are a waste of money.
 - High street clothes are unfashionable.
 - She doesn't have time to go shopping.
 - She thinks the man needs a makeover.
- Which sentence best summarizes the man's opinion?
 - He doesn't care if people think he's a nerd.
 - He doesn't think people should be judged on the basis of their clothes.
 - It's important to find your individual style.
 - It's worth paying more for quality items.
- What does the man say is the problem with the woman's outfit?
 - Her clothes don't match.
 - The colors are too bright.
 - Her blouse is old-fashioned.
 - She looks uncomfortable.

C Individual/Group Activities

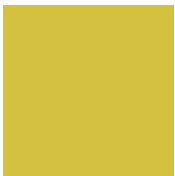
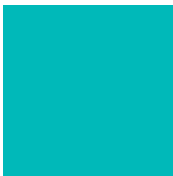








1. Work with a partner. Choose another student in your class. Don't tell your partner which student you chose! Describe the outfit that student is wearing today. Can your partner guess who you're describing?

Here are some sentences you can use:

* She/He is wearing a _____.

* The color is _____.

2. How many colors do you know? Please describe them as specific as you can.

				
mustard	turquoise	fuchsia	lime green	beige
				
maroon	lilac	navy blue	khaki	coral

3. Quickly sketch the outfits that you would wear:

- a. at home
- b. for an interview
- c. on a first date



↓ Milla Jovovich (1975–)

Discuss your sketches with a partner. Do these outfits communicate any messages?

4.
 - a. The actress and former model Milla Jovovich once said, "Modeling killed me." What do you think she meant?
 - b. Now have a mini-debate! **Student A** believes that modeling is a dream job; **student B** believes that it's a terrible job to have. Whose argument is most convincing?

