



BEFORE YOU WATCH

1 SPEAKING Discuss the questions.

- 1 How many pairs of jeans do you have?
- 2 Where were your jeans made?
- 3 Which styles and colours do you like best? Why?

2 Put the adjectives describing jeans under the appropriate heading. Use a dictionary if necessary.

destroyed distressed immaculate
pristine second-hand vintage

New/Good condition	Old/Bad condition
	<i>destroyed</i>

WHILE YOU WATCH

3 Watch the video and answer the questions about distressed jeans.

- 1 Where are they made?
- 2 Why are they made?
- 3 How are they made?

4 Complete four extracts from the first part of the video (up to 02:01) with the adjectives from Exercise 2. Then watch again and check your answers.

- 1 The worldwide market for denim jeans is enormous, and one of the most popular styles is _____ jeans.
- 2 We're in India, we're just heading towards a denim factory that distresses denim and makes it look _____.
- 3 Do you find it slightly strange that you take something that is _____ and _____ and you totally destroy it?
- 4 Yes, mostly young people like garments with a more distressed look, more _____ look.

5 How does the presenter sum up the difference between young people's and old people's attitude to jeans?

6 Watch the rest of the video (02:01–03:16) again and put the stages of the distressing process in the correct order.

- a The grinding machine
- b More washing with stones and bleach
- c Adjusting the crinkles by hand
- d Using sand paper to produce white lines
- e It's finished!
- f More sanding to produce holes
- g It's over to the wet processing area

7 How does the presenter react to his jeans being distressed?

AFTER YOU WATCH

8 SPEAKING Discuss the questions.

- 1 Why do you think people pay more for distressed jeans than normal jeans?
- 2 Do you agree that 'destroying denim is all about pretending that you've been through something that you haven't'?

Have you bought any new clothes recently?



1 Which of the clothes in the box do you own? Compare with a partner.

a beanie boots a hoodie fun socks a necklace
a perfect-fitting blazer running shoes sandals
shorts sunglasses swimwear a trench coat
a waterproof jacket

2 **SPEAKING** Ask and answer the questions.

- 1 Have you got a piece of clothing that you wear with everything?
- 2 Have you been shopping recently? What did you get? Is there anything you've been planning to buy but haven't yet?
- 3 What is your favourite place to go shopping for clothes?
- 4 Do you spend a lot on clothes? Why?/Why not?

3 **4** Watch the beginning of the video (up to 0:48) and complete the text. What is Jason's problem?

I ¹ _____ one pair of jeans that I wear with everything. They're black, they're ² _____ and they're perfect for me. But they're so ³ _____ and tatty now, I need to find some new ones. I tried to go shopping the other day, but I just couldn't ⁴ _____ any that I liked.

4 **4** Watch the second part of the video (0:49–1:39) and write down what the people have bought recently.

Holly	
Noah	
Laura	
Kristina	
Peter	
Lauren	

5 **4** Watch the rest of the video (1:40–2:35) and answer the questions.

- 1 Why hasn't Holly bought a bag yet?
- 2 What kind of jacket does Noah need?
- 3 What does Laura want to buy?
- 4 Why does Kristina need new sunglasses?
- 5 What kind of running shoes does Peter want to buy?
- 6 How long has Lauren been looking for a blazer?

FOCUS ON LIFE SKILLS

Communication • Creativity • Teamwork

6 Work in groups of four or five and create a 30–60-second advert for a piece of clothing.

- Step 1:** Think of examples of clothing adverts you like or remember. Answer the following questions:
- Did the adverts make you laugh? Did they inspire emotions?
 - What do you particularly remember about these adverts?

TIP: Most successful adverts inspire positive emotions. Think what feelings you would like your viewers to have.

- Step 2:** Select a piece of clothing or an accessory you want to sell. Choose an item from Exercise 1 or use your own ideas.
- Give it a name.
 - Answer the following questions:
What is most important about the product?
What makes it different?
Why might people want to buy it?
Then think how you can show this in your advert.
 - Create a short story (script) for your ad. Think about the action (what happens), the location (setting) and the characters. You may take notes or draw pictures to help you.
 - Write the advert's slogan(s).

- Step 3:**
- Practise performing the advert.
 - Perform it to your class live OR record a video and show it to the class.