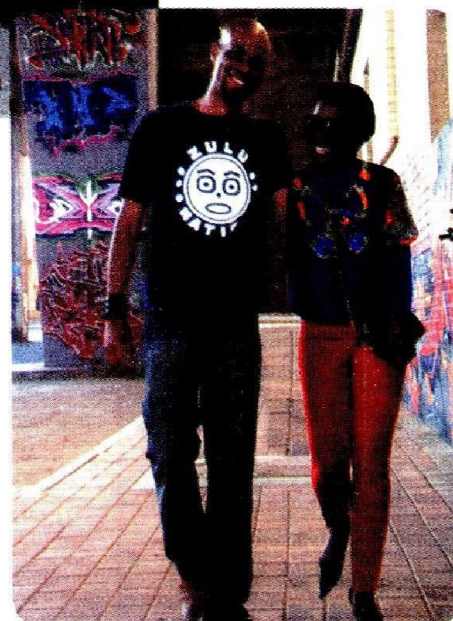
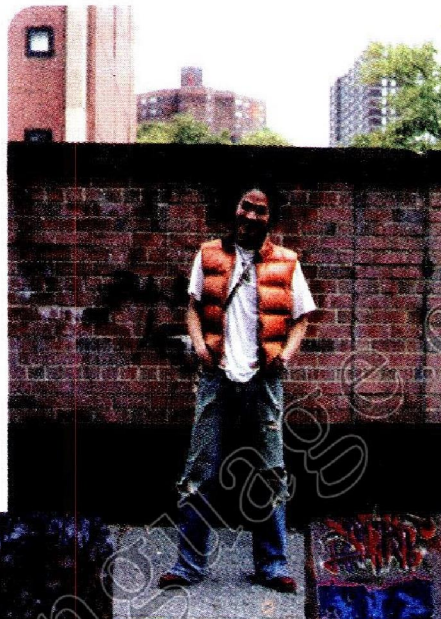


# Style

UNIT  
**2**



## Getting Ready

**Discuss the following questions with a partner.**

- 1 What do you understand by the words *style*, or *trend*? Name a person who you think is stylish.
- 2 Are you interested in style? Why, or why not?
- 3 Do you think style is different in different countries? If so, give some examples.

## UNIT 2

## CHAPTER 1 The Color of Style

### Before You Read

The Stylemakers

- A** Who do you think has the most influence on style trends? Rank the following from 1–6 (1 = most influential).

\_\_\_\_ designers  
\_\_\_\_ clothing brands  
\_\_\_\_ celebrities  
\_\_\_\_ textile manufacturers (companies who make the fabrics)  
\_\_\_\_ consumers  
\_\_\_\_ the media (e.g. magazines)

- B** Discuss your answers with a partner. Give reasons for how you ranked them.

### Reading Skill

Skimming for the Main Idea

Skimming is one way to look for the main ideas in a reading. When we skim, we read over parts of the text very quickly, and focus on the first and last paragraphs, and the first sentence of the other paragraphs. We don't need to read every word or look up words we don't understand; we just need to get a general idea of what something is about.

- A** Skim the passage on the next page quickly, then complete the following sentence.

This passage is mainly about \_\_\_\_.

- a** companies and organizations that predict future color trends for style
- b** what style is and the types of styles and colors that have been influential in recent decades
- c** how colors influence the way we feel and what clothes we choose to wear

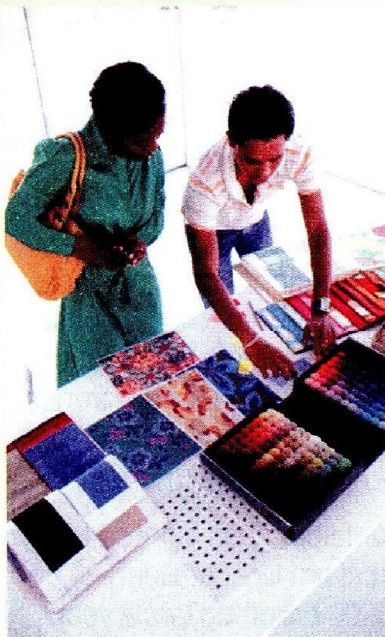
- B** Discuss your answer with a partner. Explain why you chose it, including any evidence you found when skimming the passage.

- C** Read the entire passage carefully. Then answer the questions on page 29.

**Motivational Tip: Expect success!** As you begin this chapter, what do you expect to achieve? Do you expect to improve your reading fluency? Do you expect to increase your vocabulary? When you identify what you want to achieve and then work hard to achieve it, there is a greater chance of success. The challenge is to set a reasonable goal for yourself and expect success.

# The Color of Style

How do style trends begin? Some people assume style ideas come straight from designers or from large companies like LVMH (owner of luxury brands like Louis Vuitton). Others believe trends are born on the streets in the form of fashionable individuals. In fact, these designers and well-dressed people, whether they know it or not, are partly influenced by an association that is little-known outside the clothes industry—the Color Marketing Group (CMG).

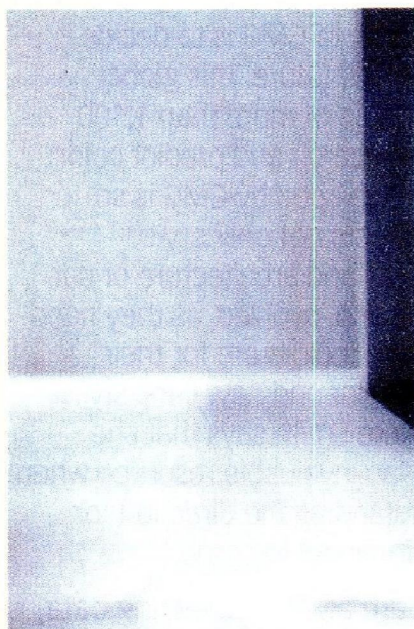


The sole responsibility of CMG is to decide the “hot” colors for the future. This global association is made up of more than 1,100 contributors who research and predict color trends. The **data** developed by CMG is so influential that it affects not only style. Industries like design and architecture or car manufacturers are also involved, as they need to know what the “in” colors are for their products, like wall paint and new cars. Stylist and color expert Kate Smith says that she thinks of CMG as “an invaluable resource when it comes to understanding the direction for design and color for years to come.”

CMG’s members are always collecting data, information, and samples that will help inform them about future trends. Participating

designers consider many aspects of culture when **surveying** color trends, such as movies, music, travel, politics, and the economy. Members of CMG then meet for conferences to **compile** their findings into a report that designers can use as a guide for future seasons’ style. These reports are used by textile manufacturers, where designers and artists create fabrics and materials that feature the predicted tones. Style designers then attend fabric **conventions** to consider the direction they will take with their designs in the upcoming seasons.

CMG is not the only group of its kind, however, and  
 35 other color analysts have come to different conclusions  
 about which colors will be popular in coming years.  
 In 2012, CMG declared *Boyz-N-Berry*, a bold purple,  
 to be its "Color of the Year." In contrast, CMG's main  
 competitor Pantone selected *Tangerine* as its  
 40 top color for 2012. A strong red-orange color, Tangerine  
 was chosen for its energy and strength at a time  
 when the economy was down, and many people  
 wanted to cheer up and feel more **optimistic**. "There's  
 the element of encouragement with orange," said  
 45 Leatrice Eiseman, executive director of the Pantone  
 Color Institute. "It's building on the ideas of courage and  
 action, that we want to move on to better things."

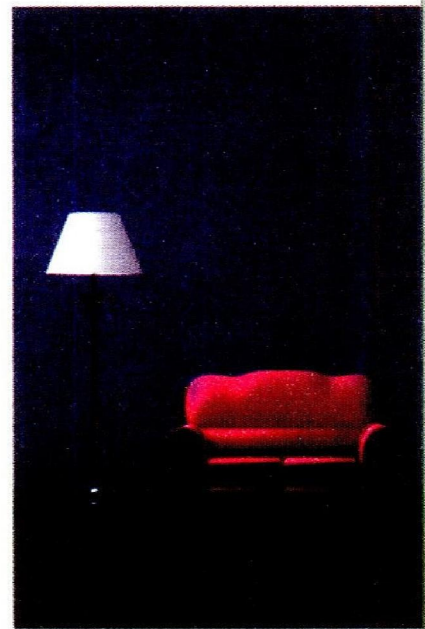


**Tangerine Tango on the runway**

Of course, color  
**forecasts** are not  
 always perfect. As  
 the great difference between Boyz-N-Berry  
 and Tangerine suggests, predicting color  
 and style trends may be more of an art than  
 a science. Designers may have advice and  
 direction from organizations that study color,  
 but they still need to use their own **intuition**  
 when deciding which advice to follow. In the  
 end, consumer purchases dictate the trends  
 that will **stick**, and it's hard to predict how  
 people will act two years in the future.

Style blogger Peter Lappin has pointed to  
 some surveys that claim U.S. retailers  
 lose as much as \$200 billion dollars a year  
 because of sales forecast errors. This problem

65 could result from a number of factors: perhaps designers focused on the wrong  
 trends or there wasn't enough promotion of the trend. Maybe retailers made  
 bad decisions with regard to the trends and styles they were presented with.  
 As Lappin admits, "nobody knows for sure what's going to happen tomorrow,  
 whether it's in economics, politics, or style." But next time you notice an  
 70 abundance of a certain color on the streets, you'll know it's down to decisions  
 made years in advance by organizations like CMG.



**Boyz-N-Berry walls**

50

55

60

**A Choose the correct answers for the following questions.**

- 1 Which statement is true about color trend predictions?
  - a It is usually done by large companies like LVMH.
  - b It has a strong influence even outside style.
  - c The companies that specialize in it are very well-known.
- 2 CMG contributors collect color trend data by \_\_\_\_\_.
  - a observing different aspects of culture
  - b reading reports by bloggers
  - c attending fabric conventions
- 3 Tangerine was selected by Pantone because it is \_\_\_\_\_.
  - a vibrant and cheerful
  - b calm and relaxing
  - c deep and mysterious
- 4 Which does NOT prove that color forecasting is an art, not a science?
  - a The big color organizations selected very different colors for 2012.
  - b U.S. clothes retailers sometimes lose money due to forecast errors.
  - c Designers follow the advice they get from color organizations.
- 5 What is the main idea of the last paragraph?
  - a In the end it's all down to decisions made by retailers and designers.
  - b There are many reasons for why color or trend forecasts go wrong
  - c Color forecasters may not always get it right, but the results are clear when they do.

**B Read the following sentences. Check (✓) whether they are true (T) or false (F).**

	T	F
1 CMG is involved in many things outside of just predicting color trends.		
2 Design and architecture firms use CMG data.		
3 Textile manufacturers create a fashion report that members of CMG use for forecasting.		
4 Fabric conventions are attended by consumers to see the latest color and fashion trends.		
5 Boyz-N-Berry was Pantone's "Color of the Year" in 2012.		
6 Peter Lappin writes about fashion on the Internet.		

**C Discuss the following questions with a partner.**

- 1 Why do you think color is so important to fashion?
- 2 Do you believe that color influences one's mood or emotions? Give a few examples.

**Reading  
Comprehension**

Check Your Understanding



## Vocabulary Comprehension

### Odd Word Out

**A** Circle the word or phrase that does not belong in each group. The words in blue are from the passage.

- |               |            |             |             |
|---------------|------------|-------------|-------------|
| 1 information | facts      | lies        | data        |
| 2 analyze     | distribute | survey      | assess      |
| 3 stick       | remain     | stay        | depart      |
| 4 instinct    | intuition  | insight     | indecision  |
| 5 trade       | gather     | compile     | collect     |
| 6 match       | convention | competition | game        |
| 7 optimistic  | negative   | doubting    | pessimistic |
| 8 forecast    | predict    | remind      | anticipate  |

**B** Complete the following sentences with the words in blue from A. You might have to change the form of the word.

- 1 The weather \_\_\_\_\_ isn't very reliable in spring because the weather is so unpredictable then.
- 2 It's been hard staying \_\_\_\_\_ after searching for a job for so long with no success.
- 3 This disease is so rare that it has been difficult for scientists to collect enough \_\_\_\_\_ to really understand it.
- 4 We gave George a nickname, but it won't \_\_\_\_\_ unless everyone uses it.
- 5 We take our new products to display at a big industry \_\_\_\_\_ in Paris every year.
- 6 He does not like to take risks and will always \_\_\_\_\_ the situation carefully before acting.
- 7 She has great \_\_\_\_\_ when it comes to assessing people. She can tell from meeting a person once whether they are trustworthy or not.
- 8 I am \_\_\_\_\_ all my best stories and essays to put into my writing portfolio.

- A** Write the part of speech and a simple definition for the following words. Use your dictionary to help you. Then share your ideas with a partner.

Word	Part of Speech	Definition
dictate		
dictator		
diction		
dictionary		
contradict		
indicate		
predict		
verdict		

## Vocabulary Skill

The Root Word *dic/dict*

In this chapter you read the verb *dictate*, meaning to *tell* or *command*. This word is made by combining the root word *dict*, meaning to *say*, *tell*, or *speak*, with the verb suffix *-ate*. *Dict*, sometimes also written *dic*, is combined with other root words, prefixes, and suffixes to form many words in English.

- B** Complete the following sentences using the words from **A**. You might have to change the form of the word.

- 1 After ten years in power, the cruel \_\_\_\_\_ was finally overthrown.
- 2 At the end of the court trial, the jury announced its \_\_\_\_\_ and found the defendant guilty.
- 3 Can I borrow your \_\_\_\_\_ for a minute? I need to look up a word.
- 4 Financial experts \_\_\_\_\_ that the economy will improve in the second quarter of next year.
- 5 The fact that Sally never bothers to call Jacob back already \_\_\_\_\_ a lack of interest in him.
- 6 He's very argumentative and always feels the need to \_\_\_\_\_ everything I say.
- 7 She would make a great news presenter—she speaks clearly and has good \_\_\_\_\_.
- 8 I enjoy my freedom and don't like other people to \_\_\_\_\_ to me what I can or can't do.

## UNIT 2

## CHAPTER 2 Reality TV: Good or Bad for Style?

### Before You Read

Reality Television

#### A Answer the following questions.

- 1 What is reality TV? Which are your favorite reality TV shows?
- 2 Why is reality TV popular? What makes it so interesting or entertaining?
- 3 How could fashion design become the focus of a reality show?

#### B Discuss your answers with a partner.

### Reading Skill

Identifying Main and Supporting Ideas

Supporting ideas are used to explain or give more information about the main idea of the paragraph. They tend to follow the main idea, which usually appears in the first or second sentence of each paragraph. Different types of supporting ideas include examples, facts, statistics, reasons, etc.

#### A Skim paragraph 2 of the article on the next page, then read the following sentences. Identify whether each sentence is a main (M) or supporting idea (S).

- 1 \_\_\_\_ Fans follow each episode and even create blogs and write in online forums about the show.
- 2 \_\_\_\_ More and more students pursue studies in style and design, and these departments in universities are growing ever larger.
- 3 \_\_\_\_ style reality shows have become very popular among a wide audience.

#### B Now skim paragraphs 3, 4, and 5 of the article, then read the following sentences. Write the missing main or supporting idea for each paragraph.

##### Paragraph 3

Main idea: Style reality shows may lead people to think achieving success in the clothes industry is easy.

Supporting idea: \_\_\_\_\_

##### Paragraph 4

Main idea: Brands are cautious about working with style reality shows and their contestants.

Supporting idea: \_\_\_\_\_

##### Paragraph 5

Main idea: \_\_\_\_\_

Supporting idea: People like style legend Calvin Klein do not respect these reality TV shows.

#### C Read the entire passage carefully. Then answer the questions on page 35.

# Reality TV: Good or Bad for Style?

1

"That's fierce!"

Does that quote make you think of designer Christian Siriano? Siriano, who made the word "fierce" a well-known phrase, has become one of the most successful

- 5 stars of reality television since winning the style contest show *Project Runway* in 2008. However, he is one of very few designers to find real success after appearing on a reality show. With so few success stories to speak of, many people are wondering
- 10 if these shows are actually helping designers' careers. What's more, many fashion professionals question if the shows are a good thing for the industry.

2

Style reality shows have become very popular

- 15 among a wide audience. these programs have been running for several seasons, and fans follow each **episode** and even create fan blogs and write in online forums about
- 20 the show. Supporters of these shows say they see how professionals work, from sketching ideas to choosing fabric to fitting and accessorizing models. These shows are like a backstage pass to a runway show. Jennifer Minnitti, chairwoman of the
- 25 department of style at the Pratt Institute, agrees that such reality shows have stimulated interest in style. As a result of this increased popularity, more and more students **pursue** studies in style and design, and these departments in universities are growing ever larger.

- 30 While inspiring students is a good thing, Minnitti points out that some students might be **mised** by reality shows. "You get a lot of students who just want to participate in this program because they want to be on TV, or be a celebrity," says Minnitti. "This is a *tough* business." Minnitti's concern is that these shows make the clothing industry look **glamorous** without giving
- 35 a true picture of the amount of work involved. Style consultant Fern Mallis

3

agrees. She says that reality shows give people the idea that it can be easy to find success and create their own brand; both extremely rare and difficult things to do. While many contestants from these shows do find work in the industry—as designers for clothing brands, costume designers, etc.—most do not achieve the level of fame or prestige they are seeking.



4 45 The management at clothing brands also seem **cautious** about working with the shows and their former contestants. Brands such as H&M, Macy's, and Saks Fifth Avenue have sponsored TV shows and have offered representatives from their companies as judges. But very few brands have been willing to put their name alongside that of a reality show contestant. This, you might argue, says a lot about the amount of faith companies have in the winners of TV programs. Brand managers know that **collaborating** with a designer or a celebrity can add a new look to their products, make the brand more appealing to consumers, and sell a lot of clothes. But putting out a new clothing line is risky, as it takes a lot of money to produce and promote. This is why brands prefer to work with established designers, like Marc Jacobs, or celebrities, such as Simpson, who can draw their fans to the brand.

5 60 Major brands have shown that so far they don't believe in the power of reality show contestants. Clothing legend Calvin Klein is among those in the industry who openly do not respect reality shows, and his comments might explain why brand managers **hesitate** to work with unknown designers. "To really have success and to really make it you need staying power. That's not an accident. These designers work at it all the time, they never stop," says Klein. "A TV show about style? That's a **momentary** thing."



Asian-American designer Jason Wu had a successful partnership with Target department store.

**A Choose the correct answers for the following questions.**

- 1 The purpose of this article is to \_\_\_\_\_.
  - a introduce people to reality shows and its contestants
  - b give advice on how to achieve success in the clothing industry
  - c discuss if clothing reality shows are beneficial to the industry
- 2 What does the sentence *These shows are like a backstage pass to a runway show* (line 23–24) mean?
  - a The viewer can see what goes on behind the scenes of a show.
  - b The viewer is able to watch runway shows without having to be there.
  - c The viewer can pause or rewind the show to view details of the clothes.
- 3 Which statement is NOT true about clothing reality show contestants?
  - a Many of them leave the clothing industry.
  - b Very few of them end up like Christian Siriano.
  - c Many join these shows so they can appear on TV and be famous.
- 4 Which brand has probably not worked with a style reality show?
  - a H&M
  - b Saks Fifth Avenue
  - c Calvin Klein
- 5 What does Calvin Klein mean by the phrase “staying power” in line 66?
  - a Designers need to stay in one company for some time.
  - b Designers need to have the determination to succeed.
  - c Designers need to stay away from reality TV shows.

**B The writer describes both positive and negative aspects of fashion reality shows. List at least two pros and two cons in the table below.**

Pros	Cons
	<i>Not many contestants on the shows become successful afterward.</i>

**C Discuss the following questions with a partner.**

- 1 Why do you think people find clothing reality TV shows so inspiring?
- 2 Do you know of any style collaborations between brands and personalities? Are they successful? Why, or why not?

## Reading Comprehension

Check Your Understanding



## Critical Thinking

## Vocabulary Comprehension

Words in Context

**A** Choose the best answer. The words in **blue** are from the passage.

- 1 Many people are **misled** by what he says because he tells \_\_\_\_\_.  
a the truth                      b lies
- 2 **Collaboration** enables people to work \_\_\_\_\_.  
a together                      b independently
- 3 The pain is **momentary**; it'll \_\_\_\_\_.  
a be over soon                      b just get worse
- 4 Someone who is very **cautious** doesn't like to \_\_\_\_\_.  
a relax                      b take risks
- 5 If you **hesitate**, that dress you like might \_\_\_\_\_.  
a sell out                      b be restocked
- 6 A TV show with **episodes** has many \_\_\_\_\_.  
a parts                      b languages
- 7 Something that is **glamorous** is usually \_\_\_\_\_.  
a boring                      b exciting
- 8 I decided to **pursue** photography as a career because \_\_\_\_\_.  
a I find it interesting                      b it took too much of my time

**B** Answer the following questions, then discuss your answers with a partner. The words in **blue** are from the passage.

- 1 What do you think is the ideal length of a TV show **episode**?
- 2 Can you name any **collaborations** between famous musicians?
- 3 Can you name any occupations that are considered **glamorous**?
- 4 Do you think it's good to be **cautious**? Why, or why not?
- 5 What does the saying "He who **hesitates** is lost" mean?
- 6 Why do you think people say fame is **momentary**?
- 7 What kind of career would you like to **pursue** in the future?
- 8 Can you give an example of a **misleading** advertisement? How did it mislead you?

**Motivational Tip: Are you a risk taker?** Mistakes are a natural part of the learning process. Are you afraid of making a mistake? Don't be! Think of ways in this unit that you can take a safe risk. Your classroom is the safest place in the world to study English and to make mistakes. If you take a risk and make a mistake, it's okay. What can you learn from making mistakes that will help you improve your reading?

- A** Read the following paragraph. Discuss with a partner what the words in bold mean.

Mr. Allen,

I'm writing to complain about the services provided by Fiesta Tours for Woodville High's recent field trip to Mexico. While the children found it an educational experience, it was let down by serious **mismanagement** on your company's part.

For one thing, the hotel was **misinformed** of our arrival time, so we had to wait until 6 PM to check in. We then discovered that our coach driver could not understand English, which led to many problems. For example, in a **misguided** attempt to find us a good place to eat, he drove us to the next town without realizing that we had already made dining arrangements. When we got to the correct restaurant, there was another **misunderstanding**. The restaurant had the **misconception** that, because we were from the U.S., we did not want any spices in our food. Even though the food was tasteless, the children ate it because they were so hungry. Finally, it appears you **miscalculated** the bill for your services—we rented the tour bus for five days, not six. The name of our school is also **misspelled** on the invoice.

Regards,

Ms. Harris

## Vocabulary Skill

The Prefix *mis-*

In this chapter, you learned the word ***misled***. This word is formed by adding the prefix *mis-* to the verb *led* or *lead*. The prefix *mis-* has a negative meaning and can mean *wrong* or *ill*, or it can simply be used to make the word an antonym (e.g., ***mistrust***). It can be added to various parts of speech.

- B** Complete the following sentences using the *mis-* words in bold from **A**. You might have to change the form of the word.

- 1 I \_\_\_\_\_ the amount of money I'd need on vacation, so I had to borrow from my friend.
- 2 He tries to help out as much as he can, although some of his efforts are somewhat \_\_\_\_\_.
- 3 People have this \_\_\_\_\_ that penguins are only found in icy regions, when in fact some breeds of penguins prefer warm climates.
- 4 The word *weird* is very commonly \_\_\_\_\_.
- 5 She was \_\_\_\_\_ about where to meet and ended up in a completely different place.
- 6 The instructions are clearly written so as to avoid any \_\_\_\_\_.
- 7 The project was severely \_\_\_\_\_ and had to be abandoned.

- C** Choose three *mis-* words and come up with a sentence for each of them.

## Real Life Skill

### Understanding Clothing Sizes

Countries all over the world have different ways of measuring clothing and shoe sizes. If you plan to visit another country, or are interested in shopping online for yourself or others, becoming familiar with some international clothing sizes can help you to make the right choices.

**A** Study the charts below. Which measurements are commonly used in your country?

Women's Dresses/Blouses/Sweaters				
	U.S.	U.K.	Europe	Japan
XS	4	8	36	5
S	6	10	38-40	7
M	8	12	42-44	9
L	10	14	46-48	11
XL	12	16	50+	13

Men's Shirt Collar			
U.S./U.K.	Europe	Japan	
14	36	36	
14.5	37	37	
15	38	38	
15.5	39	39	
16	40	40	
16.5	41	42	

Women's Shoes			
U.S.	U.K.	Europe	Japan
4	3	36	21.5
5	4	37	22.5
6	5	38	23.5
7	6	39	24.5
8	7	40	25.5

Men's Shoes			
U.S.	U.K.	Europe	Japan
7	6	40	24.5
8	7	41	25.5
9	8	42	26.5
10	9	43	27.5
11	10	44	28.5

**B** Refer to the charts in **A** to help the following people choose clothes in the right sizes.

- Kentaro is shopping for clothes in London. He is a Japanese shirt size 37 and shoe size 25.5.  
Shirt: \_\_\_\_\_ Shoes: \_\_\_\_\_
- Birgit is in New York buying presents for her sister who is a European blouse size 42 and shoe size 40.  
Blouse: \_\_\_\_\_ Shoes: \_\_\_\_\_
- Simon has just moved to Tokyo and needs to buy work clothes. He is a U.K. shirt size 15.5 and shoe size 9.  
Shirt: \_\_\_\_\_ Shoes: \_\_\_\_\_
- Anna is shopping on a French website. She is a U.S. dress size 12 and shoe size 7.  
Dress: \_\_\_\_\_ Shoes: \_\_\_\_\_

## What do you think?

- People say style tends to go in circles, meaning trends that used to be popular will become popular again in the future. Do you agree? Give some examples of trends that have returned.
- Do you think achieving success in the clothing industry requires more talent or hard work? What skills would you need to succeed?
- Have you heard of the phrase *being a slave to fashion*? What do you think it means?