


Vocabulary

	Extremely	Incredibly	It was extremely hot.
	Very	Really	It's really expensive.
	Quite	Pretty, rather, fairly	He is fairly tall.
	Not really		It's not really far.
	Not (.....) At all		It's not difficult at all .

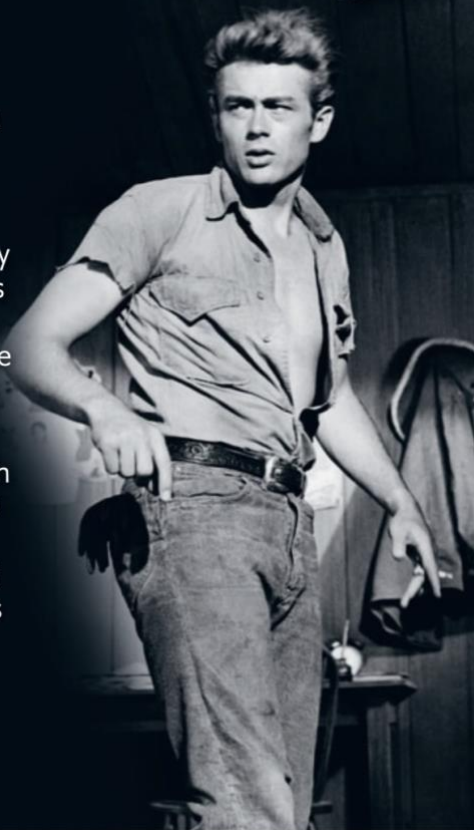
Reading 15.1

15.1 Reading

Denim jeans first became fashion clothing in 1955. When the trousers were worn by the actor James Dean in the movie *Rebel Without a Cause*, they suddenly became extremely popular. Before this time, jeans were not fashionable at all. Indeed, in the eyes of most people, they were not really "normal" clothing. Invented by Jacob Davis and Levi Strauss in 1873, jeans were designed as very hard-wearing and pretty cheap work trousers. In fact, in the early days, because they were worn by factory workers, people thought jeans were really basic and rather dull.

Since James Dean became the first person to look good in jeans well over half a century ago, the trousers have been incredibly successful. Sales of jeans are worth over \$10 billion a year in the United States – only a fairly small part of the world market. (Figures for total global sales of jeans are quite difficult to estimate.)

Why have jeans been so successful? And why have they lasted such a long time?



15.1 Follow-up

First, read the article in Reading 15.1. Then answer the questions below. Try to complete the task without looking back at the article.

- 1 When did denim jeans first become fashion clothing?
- 2 What was the title of the movie that made jeans famous?
- 3 When were jeans invented?
- 4 Before jeans became fashionable, what kind of people wore them?
- 5 Why were jeans popular with these people?
- 6 How much are sales of jeans worth each year in the USA?

Practice Exercise 1

Audio link: <https://www.inlingua.com/audios>

15.1 Listening (Track 55)



Part A You're going to hear Lila Manteno, a fashion designer, saying why she thinks jeans have been popular for so long. Listen and make notes below about the three reasons Lila gives using the key words from the interview.

- 1 styles
- 2 last
- 3 easy

Part B Complete the extracts from the interview with the words below.

baggy comfortable fashionable tight uncomfortable worn

- 1 "They can be really big and _____."
- 2 "They can be so _____ it takes you an hour to get them on."
- 3 "... that's allowed them to keep up with the times and stay _____."
- 4 "... after you've worn them for months, and they get pretty _____, ..."
- 5 "... not all fashion clothing's nice and _____ – a lot of it is very _____."



Practice Exercise 2

Replace each highlighted word with a different word, below, that means the same. Use each word below only once.

extremely fairly rather really really

- 1 I had a **very** relaxing weekend.
- 2 The exam was **incredibly** difficult.
- 3 I'm not **so** interested in biology.
- 4 It's **rather** cold this morning.
- 5 This menu is **pretty** expensive.

Practice Exercise 3

Alia and Joy are discussing a new designer collection. Will they be able to buy some clothes or check things out at Sarojini Nagar? Complete the conversation with some of the following words to find out!

Extremely	Incredibly	Very	Really	Quite
Pretty	Rather	Fairly	Not really	Not (...) at all

Alia: Hey Joy, did you see the new fashion collection by the young designer Ritik?

Joy: Yeah! I think it's (1) i_____ stylish. What about you?

Alia: I agree! The colors they used are (2) e_____ vibrant.

Joy: Sadly, the prices are (3) v_____ high, though. I don't think I can afford anything from there.

Alia: I know, right? It's (4) r_____ out of my budget, too.

Joy: But I found some (5) p_____ similar pieces at Sarojini Nagar. They're (6) q_____ affordable compared to the designer ones.

Alia: That's cool! Are they (7) f_____ good quality?

Joy: They're (8) f_____ decent. Not as luxurious, but (9) n_____.

Alia: I might check it out. I'm looking for a new jacket that's (10) e_____ warm for winter.

Joy: They have some (11) r_____ cozy ones. You should give it a try!

ANSWERS

Follow up 15.1

1. 1955
2. Rebel without a cause
3. 1873
4. Factory workers
5. Because they were very hard wearing and cheap
6. \$ 10 billion

Practice Exercise 1

Part A

1. Many possible styles, always look good
2. Durable
3. Easy to wear, comfortable

Part B

1. baggy
2. tight
3. fashionable
4. worn
5. comfortable, uncomfortable.

Practice Exercise 2

1. really
2. extremely
3. really
4. fairly
5. rather

Practice Exercise 3

1. Incredibly
2. extremely
3. very
4. really
5. pretty
6. quite
7. fairly
8. fairly
9. not bad at all
10. extremely
11. really