

# 1.1 Dress for success

- Talk about style and fashion
- Give fashion advice

V clothes and fashion; metaphors

G nominal clauses

P linking and intrusive /r/

S listening for recommendations

## VOCABULARY

Clothes and fashion

A Work in pairs. Do the quiz.

B Go to the Vocabulary Hub on page 142.

## READING

A PREDICT Work in pairs. Read the title of the article. Look at pictures 1–3. How might what the people are wearing affect their behaviour?

B SCAN Read *Style speaks* and check your predictions from Exercise A.

## STYLE speaks

We've all heard the old adages ...  
*Dress for the job you want, not the job you have. Look good, feel good.*  
These clichés are rather worn out.  
How can the way we dress affect

our lives? But it seems there may be some truth in them after all. People do form first impressions based on what we're wearing. Not only that but maybe even part of our own self-worth is tied up in the clothing choices we make.

### Power dressing

Not convinced? Imagine turning up for an interview at a big city firm, in the jeans you've been wearing for the past three days and an old baggy t-shirt. Would you be successful in getting the job? Unlikely. Would you feel self-conscious about what you're wearing? Very likely. It seems that wearing smart clothes, such as a well-cut suit, could help you feel more confident. And when we're feeling confident we negotiate better, we respond better to questions and we put other people at ease.

### Breaking free

On the flip side, wearing fitted or tailored clothing is not what most of us would choose to wear when we are trying to be creative. Can you imagine writing the next great novel, or coming up with a great innovation, sat typing away in a £2000 designer suit? This is why many leading tech companies have an ultra-relaxed dress code and encourage casual clothing. Mark Zuckerberg isn't topping any best-dressed lists but his billions of dollars make up for it. Furthermore, many places of work have 'Casual Fridays' to encourage employees to let their hair down a bit and get creativity flowing.

### Uniform thinking

Wearing a uniform can make us feel part of something – provide us with a sense of belonging, but also one of duty. Many people argue that wearing school uniforms encourages us to work harder. Whilst this is not necessarily true, there is no doubt that when, for example, a firefighter puts on their helmet or a doctor a white coat it comes with a responsibility. So fundamentally, to dress the role is to start to live it.

## Glossary

adage (n) a well-known phrase that human ex





**C READ FOR DETAIL** Read the article again. Complete each statement with one to three words from the article.

- 1 People should wear bright colours when they're feeling low.
- 2 casual clothing could help people come up with new ideas.
- 3 People sometimes wear pseudo uniform clothing to fit in.
- 4 athleisure style may encourage people to make healthier choices.
- 5 People should wear smart clothes to feel more persuasive.
- 6 wearing uniforms may make people more careful at work.

**D SPEAK** Discuss in small groups.

- 1 What surprised you most about the blog post?
- 2 Do you think your own choice of clothes affects how you think and behave?

## Gym ready

It's not just work that clothing affects, but lifestyle as well. Professional and semi-professional athletes tend to stick rigidly to an 'athleisure' style. Their reasoning? They don't enjoy wearing formal clothes. And they want to be able to work out whenever they feel like it. And for many, having the clothes on reminds them to make healthier choices ... to choose the fruit salad over the fruit cake.

## Pack Mentality

Have we really evolved that much away from our primal, tribal instincts? Visit any city centre at lunchtime on a Saturday and your answer will be probably not. The packs of roving teenagers are dressed in a pseudo uniform of branded clothing, like Ray-Bans and Hype T-shirts. We unconsciously imitate the clothing of people we have regard for. A shared sense of style builds rapport and helps you to instantly feel part of a clique. Maybe it's self-preservation, or maybe it's a hope that you will be infused with the qualities you so admire.

## Lift your mood

That our mood impacts on what we choose to wear will not come as a surprise. How many of us think about it the other way round? What we wear could affect how we are feeling for the better or worse. One of the best cures for when you're feeling down is to wear that cosy, bright yellow jumper. More people than you might think are great believers in wearing bright colours to boost positivity. It seems simple, but why not give it a shot next time you're having a bad day?

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## GRAMMAR

### Nominal clauses

**A** Read the sentences. Is the underlined part of each sentence the subject or the object?

- 1 They don't enjoy wearing formal clothes.
- 2 Wearing a uniform can make us feel part of something.

**B** Work in pairs. Underline the nominal clauses in sentences 1–6 from the article. Use the information in the box to help you. The first two have been done for you.

### Nominal clauses

Nominal clauses are clauses that work like nouns. They are very common as objects, but they are also possible as the subject, after a preposition or the verb *be*, and in the following ways.

- a nominal *-ing* clause 2
- b nominal *that* clause 1
- c nominal question-clause 5
- d nominal *to* + infinitive 6
- e We often use a phrase like *the fact/idea that* or *the experience/problem of* to introduce a nominal clause and make it easier to understand. 4
- f *That* clauses and *to* + infinitive can sound unnatural as the subject. We can use *it* as an empty subject instead. 3

- 1 Luke is upset that he didn't pass.
- 2 Lisa doesn't enjoy watching horror films.
- 3 It wasn't surprising that Tara came in first place.
- 4 The fact that the team won the league shows how good the manager is.
- 5 Where you go to university is your choice.
- 6 To tell a lie about something so important was wrong.

**C WORK IT OUT** Match sentences 1–6 in Exercise B with the rules (a–f) in the box.

**D** Go to the Grammar Hub on page 122.

**E** Complete the sentences so they are true for you. Then discuss in pairs.

- 1 What I like doing most of all in the evenings ...
- 2 How a person is dressed ...
- 3 Spending a lot of money on ...

1. is learning how to cook and trying new receipts
2. usually tends to be important for me
3. food is my biggest problem

## SPEAKING

**DISCUSS** Work in groups. To what extent do you agree with the following statements? Give reasons for your answers.

- Wearing a uniform affects what grades you get at school.
- Buying expensive clothes is the best way to succeed in life.
- Spending lots of money on luxury goods makes people more generous.