

Levi's says baggier "balloon" jeans are in

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Fashion is ephemeral. This is particularly so for jeans. The latest trend in jeans is the baggy look. Many fashionistas are attributing this switch to looser-fitting jeans to coronavirus. Many of us have put on weight during the pandemic. As a result, we can no longer slide into our skinny jeans, which have been all the rage for the past few years. Chip Bergh, the CEO of top jeans maker Levi Strauss & Co., spoke about the latest trend in baggier jeans. He said: "Cycles do come and go, and I think the pandemic definitely played a contributing role in consumers looking for a more comfortable, more relaxing denim." He added: "This is not the first time we've seen this [baggy look] resonating with consumers."

Mr Bergh predicted that the new fashion in jeans could last for a decade, and that skinny jeans are out and "balloon jeans" are in. He said: "Some people have said that this is going to create a new denim cycle, and we think that that could very well be true. The last real denim cycle was driven by skinny jeans. That cycle lasted about 10 years." He added: "I don't think skinny jeans are ever going to go away completely, but clearly, right now we are seeing a very strong demand for these looser fits, both the men's side of the business, as well as the women's side." Levi's CFO Harmit Singh agreed. He said: "Some time in 2020, we came up with the balloon jeans, and we have seen people becoming a lot more casual."

Sources: yahoo.com / cnbc.com / dailymail.co.uk

Writing

Jeans are the most important item of clothing in our wardrobes. Discuss.

Chat

Talk about these words from the article.

fashion / jeans / fashionistas / baggy / weight / all the rage / cycles / pandemic / Levi's / decade / balloon / denim / skinny / demand / 10 years / business / casual

True / False

- a) The article says that fashions in jeans are not so ephemeral. T / F
- b) The article says many people lost weight during the pandemic. T / F
- c) Skinny jeans have caused people to get into a rage. T / F
- d) Levi's said it is not the first time people have liked the baggy look. T / F
- e) The Levi's said the new trend in baggy jeans would only last a few years. T / F
- f) Women are taking to the baggier jeans, but men aren't. T / F
- g) A Levi's executive said Levi's came up with the balloon jeans in 2020. T / F
- h) The executive said people are becoming more casual. T / F

Synonym Match

(The words in **bold** are from the news article.)

- | | |
|------------------------|----------------|
| 1. ephemeral | a. concurred |
| 2. trend | b. customers |
| 3. attributing | c. popular |
| 4. all the rage | d. forecast |
| 5. consumers | e. short-lived |
| 6. predicted | f. obviously |
| 7. driven | g. laid-back |
| 8. clearly | h. crediting |
| 9. agreed | i. prompted |
| 10. casual | j. fashion |

Discussion – Student A

- a) What do you think of jeans?
- b) Why are jeans so popular?
- c) How important are jeans to you?
- d) What do you think of fashion?
- e) What do things come in and go out of fashion?
- f) How important is it to be fashionable?
- g) What do you know about the history of jeans?
- h) Are baggy or skinny jeans better?

Phrase Match

- | | |
|--|------------------------------|
| 1. Fashion is | a. for a decade |
| 2. Many of us have put | b. contributing role |
| 3. skinny jeans, have been all | c. lot more casual |
| 4. the pandemic definitely played a | d. ephemeral |
| 5. we've seen this baggy look resonating | e. up with the balloon jeans |
| 6. jeans could last | f. the rage |
| 7. that could very | g. demand |
| 8. we are seeing a very strong | h. with consumers |
| 9. Some time in 2020, we came | i. well be true |
| 10. we have seen people becoming a | j. on weight |

Discussion – Student B

- What do you think of jeans?
- Why are jeans so popular?
- How important are jeans to you?
- What do you think of fashion?
- Why do things come in and go out of fashion?
- How important is it to be fashionable?
- What do you know about the history of jeans?
- Are baggy or skinny jeans better?

Spelling

- Fashion is haepmrele
- Many sashnaisofit are attributing this switch
- put on weight during the mnaipecd
- lsycec do come and go
- ilnedyieft played a contributing role
- stornnaieg with consumers
- Mr Bergh pceirdedt that
- could last for a ecdaed
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- go away clylmteeop
- the men's side of the ebnsuis
- becoming a lot more aacusl

Answers – Synonym Match

1. e	2. j	3. h	4. c	5. b
6. d	7. i	8. f	9. a	10. g

Role Play

Role A – Jeans

You think jeans are the most important items of clothing. Tell the others three reasons why. Tell them what is wrong with their things. Also, tell the others which is the least important of these (and why): T-shirts, gloves or socks.

Role B – T-shirts

You think T-shirts are the most important items of clothing. Tell the others three reasons why. Tell them what is wrong with their things. Also, tell the others which is the least important of these (and why): jeans, gloves or socks.

Role C – Gloves

You think gloves are the most important items of clothing. Tell the others three reasons why. Tell them what is wrong with their things. Also, tell the others which is the least important of these (and why): T-shirts, jeans or socks.

Role D – Socks

You think socks are the most important items of clothing. Tell the others three reasons why. Tell them what is wrong with their things. Also, tell the others which is the least important of these (and why): T-shirts, gloves or jeans.

Speaking – Clothes

Rank these with your partner. Put the most important clothes at the top. Change partners often and share your rankings.

- | | |
|-----------|------------|
| • Jeans | • Hoodies |
| • Socks | • T-shirts |
| • Hats | • Gloves |
| • Jackets | • Shirts |

Answers – True False

a	F	b	F	c	F	d	T	e	F	f	F	g	T	h	T
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Answers to Phrase Match and Spelling are in the text.