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**Level 6 – 12th April, 2021**

## Levi's says baggier 'balloon' jeans are in

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<https://breakingnewsenglish.com/2104/210412-levis-jeans.html>

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**Please try Levels 4 and 5 (they are easier).**

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# THE ARTICLE

From <https://breakingnewsenglish.com/2104/210412-levis-jeans.html>

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: <https://finance.yahoo.com/news/levis-balloon-jeans-emerge-as-the-post-pandemic-hot-style-170424046.html>  
<https://www.cnbc.com/2021/04/08/skinny-jeans-are-out-wide-leg-denim-in-vogue-levis-ceo-chip-bergh.html>  
<https://www.dailymail.co.uk/femail/article-9454551/Levis-CEO-confirms-millennial-loved-skinny-jeans-baggy-denim-in.html>

# WARM-UPS

**1. FASHION:** Students walk around the class and talk to other students about fashion. Change partners often and share your findings.

**2. CHAT:** In pairs / groups, talk about these topics or words from the article. What will the article say about them? What can you say about these words and your life?

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

Have a chat about the topics you liked. Change topics and partners frequently.

**3. JEANS:** Students A **strongly** believe we should be able to wear jeans to school and at work; Students B **strongly** believe the opposite. Change partners again and talk about your conversations.

**4. TRENDS:** What are the latest trends regarding these things? What do you think of them? Complete this table with your partner(s). Change partners often and share what you wrote.

	Trends	Thoughts
Fashion		
Restaurants		
Music		
Games		
Shopping		
Internet		

**5. DENIM:** Spend one minute writing down all of the different words you associate with the word "denim". Share your words with your partner(s) and talk about them. Together, put the words into different categories.

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

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

# VOCABULARY MATCHING

## Paragraph 1

- |                 |  |
|-----------------|--|
| 1. ephemeral    | a. (of clothing) loose and hanging in folds.                         |
| 2. trend        | b. Lasting for a very short time.                                    |
| 3. baggy        | c. An enthusiastic follower of fashion.                              |
| 4. fashionista  | d. Regarding something as being caused by someone or something.      |
| 5. attributing  | e. A general direction in which something is developing or changing. |
| 6. all the rage | f. (of an idea or action) meet with someone's agreement.             |
| 7. resonating   | g. Very popular, trendy and fashionable.                             |

## Paragraph 2

- |                  |  |
|------------------|--|
| 8. predicted     | h. A period of ten years.  |
| 9. decade        | i. The particular way in which something, especially an item of clothing, goes around or into something. |
| 10. driven       | j. Said or estimated that (a specified thing) will happen in the future.                                 |
| 11. skinny       | k. Motivated or determined by a specified factor or feeling.   |
| 12. fit          | l. Thought of something new.   |
| 13. came up with | m. Very thin.  |
| 14. casual       | n. Without formality of style or manner, particularly with clothing.                                     |

# BEFORE READING / LISTENING

From <https://breakingnewsenglish.com/2104/210412-levis-jeans.html>

**1. TRUE / FALSE:** Read the headline. Guess if a-h below are true (T) or false (F).

- 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**

## 2. SYNONYM MATCH:

Match the following synonyms. The words in **bold** are from the news article.

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

**3. PHRASE MATCH:** (Sometimes more than one choice is possible.)

- |  |                              |
|--|------------------------------|
| 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                 |

# GAP FILL

From <https://breakingnewsenglish.com/2104/210412-levis-jeans.html>

Fashion is ephemeral. This is (1) \_\_\_\_\_ so for jeans. The latest trend in jeans is the baggy look. Many fashionistas are (2) \_\_\_\_\_ this switch to looser-fitting jeans to coronavirus. Many of us have put on weight during the (3) \_\_\_\_\_. As a result, we can no longer (4) \_\_\_\_\_ into our skinny jeans, which have been all the (5) \_\_\_\_\_ for the past few years. Chip Bergh, the CEO of top jeans maker Levi Strauss & Co., spoke about the latest (6) \_\_\_\_\_ in baggier jeans. He said: "Cycles do come and go, and I think the pandemic definitely played a contributing (7) \_\_\_\_\_ in consumers looking for a more comfortable, more relaxing denim." He added: "This is not the first time we've seen this [baggy look] (8) \_\_\_\_\_ with consumers."

*attributing*  
*rage*  
*role*  
*pandemic*  
*particularly*  
*trend*  
*resonating*  
*slide*

Mr Bergh predicted that the new fashion in jeans could (9) \_\_\_\_\_ 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 (10) \_\_\_\_\_ a new denim cycle, and we think that that could very (11) \_\_\_\_\_ be true. The last real denim cycle was (12) \_\_\_\_\_ 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 (13) \_\_\_\_\_, right now we are seeing a very strong demand for these looser (14) \_\_\_\_\_, both the men's side of the business, as well as the women's side." Levi's CFO Harmit Singh (15) \_\_\_\_\_. He said: "Some time in 2020, we came up with the balloon jeans, and we have seen people becoming a lot more (16) \_\_\_\_\_."

*driven*  
*create*  
*fits*  
*last*  
*clearly*  
*casual*  
*well*  
*agreed*

# LISTENING – Guess the answers. Listen to check.

From <https://breakingnewsenglish.com/2104/210412-levis-jeans.html>

- 1) Fashion is ephemeral. This is particularly \_\_\_\_\_
  - a. such for jeans
  - b. sew for jeans
  - c. sewn for jeans
  - d. so for jeans
- 2) slide into our skinny jeans, which have been \_\_\_\_\_
  - a. all enrage
  - b. all a rage
  - c. all then rage
  - d. all the rage
- 3) Chip Bergh, the CEO of top jeans maker Levi Strauss & Co., spoke about \_\_\_\_\_
  - a. the latest trendy
  - b. the late test trend
  - c. the latest trend
  - d. the lay test trend
- 4) Cycles do come and go, and I think the pandemic definitely played \_\_\_\_\_
  - a. a contribute in role
  - b. a contribute thing role
  - c. a contributing role
  - d. a con tribute tin role
- 5) the first time we've seen this baggy look resonating \_\_\_\_\_
  - a. with consumer
  - b. with consumers
  - c. with con assumers
  - d. with con assumes
- 6) Mr Bergh predicted that the new fashion in jeans could last \_\_\_\_\_
  - a. four a decade
  - b. for a decade
  - c. form a decade
  - d. fore a decade
- 7) and that skinny jeans are out and "balloon \_\_\_\_\_
  - a. jeans" are in
  - b. jeans" are in
  - c. jeans" are in
  - d. jeans" are in
- 8) create a new denim cycle, and we think that that could very \_\_\_\_\_
  - a. well be truth
  - b. well be true
  - c. well be truism
  - d. well be trues
- 9) but clearly, right now we are seeing a very strong demand for \_\_\_\_\_
  - a. these looser fits
  - b. these looser fits
  - c. these looser fits
  - d. these looser fits
- 10) balloon jeans, and we have seen people becoming a \_\_\_\_\_
  - a. lots more casual
  - b. slot more casual
  - c. lot more casual
  - d. loads more casual

# LISTENING – Listen and fill in the gaps

From <https://breakingnewsenglish.com/2104/210412-levis-jeans.html>

Fashion is ephemeral. This is (1) \_\_\_\_\_ 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 (2) \_\_\_\_\_ during the pandemic. As a result, we can no longer slide into our skinny jeans, which have been (3) \_\_\_\_\_ for the past few years. Chip Bergh, the CEO of top jeans maker Levi Strauss & Co., spoke about the (4) \_\_\_\_\_ baggier jeans. He said: "Cycles do come and go, and I think the (5) \_\_\_\_\_ 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] (6) \_\_\_\_\_."

Mr Bergh (7) \_\_\_\_\_ new fashion in jeans could last (8) \_\_\_\_\_, 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 (9) \_\_\_\_\_. 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, (10) \_\_\_\_\_ now we are seeing a very strong demand for these looser fits, both the men's side (11) \_\_\_\_\_, 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 (12) \_\_\_\_\_."



# COMPREHENSION QUESTIONS

From <https://breakingnewsenglish.com/2104/210412-levis-jeans.html>

1. What does the opening sentence call fashion?
2. Who is attributing the baggier look to coronavirus?
3. What does the article say people can no longer slide into?
4. Who is Chip Bergh?
5. Who did Chip Bergh say a "baggy look" is resonating with?
6. How long did Mr Bergh say the trend in baggier jeans could last?
7. What drove the last denim cycle?
8. What did the Levi's CEO say there has been a strong demand for?
9. Who is Harmit Singh?
10. What did Harmit Singh say people are becoming?

# MULTIPLE CHOICE - QUIZ

From <https://breakingnewsenglish.com/2104/210412-levis-jeans.html>

- 1) What does the opening sentence call fashion?
  - a) a waste of time
  - b) ephemeral
  - c) innovative
  - d) invigorating
- 2) Who is attributing the baggier look to coronavirus?
  - a) fashion designers
  - b) journalists
  - c) people who wear jeans
  - d) fashionistas
- 3) What does the article say people can no longer slide into?
  - a) the bath
  - b) swimming pools
  - c) skinny jeans
  - d) pyjamas
- 4) Who is Chip Bergh?
  - a) the Levi's CEO (Chief Executive Officer)
  - b) a journalist
  - c) the Levi's CFO (Chief Financial Officer)
  - d) a jeans expert
- 5) Who did Chip Bergh say a "baggy look" is resonating with?
  - a) Harmit Singh
  - b) consumers
  - c) fashion designers
  - d) jeans shop owners
- 6) How long did Mr Bergh say the trend in baggier jeans could last?
  - a) a decade
  - b) a few years
  - c) he doesn't know
  - d) until people get bored
- 7) What drove the last denim cycle?
  - a) fast cars
  - b) richer people
  - c) skinny jeans
  - d) the celebrity culture
- 8) What did the Levi's CEO say there has been a strong demand for?
  - a) looser fits
  - b) denim
  - c) red jeans
  - d) short jeans
- 9) Who is Harmit Singh?
  - a) a jeans store owner
  - b) the Levi's CEO (Chief Executive Officer)
  - c) a jeans expert
  - d) the Levi's CFO (Chief Financial Officer)
- 10) What did Harmit Singh say people are becoming?
  - a) experts on jeans
  - b) fashionistas
  - c) a lot more casual
  - d) larger

# ROLE PLAY

From <https://breakingnewsenglish.com/2104/210412-levis-jeans.html>

## **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.

# AFTER READING / LISTENING

From <https://breakingnewsenglish.com/2104/210412-levis-jeans.html>

**1. WORD SEARCH:** Look in your dictionary / computer to find collocates, other meanings, information, synonyms ... for the words 'balloon' and 'jeans'.

<b>balloon</b>	<b>jeans</b>
----------------	--------------

- Share your findings with your partners.
- Make questions using the words you found.
- Ask your partner / group your questions.

**2. ARTICLE QUESTIONS:** Look back at the article and write down some questions you would like to ask the class about the text.

- Share your questions with other classmates / groups.
- Ask your partner / group your questions.

**3. GAP FILL:** In pairs / groups, compare your answers to this exercise. Check your answers. Talk about the words from the activity. Were they new, interesting, worth learning...?

**4. VOCABULARY:** Circle any words you do not understand. In groups, pool unknown words and use dictionaries to find their meanings.

**5. TEST EACH OTHER:** Look at the words below. With your partner, try to recall how they were used in the text:

<ul style="list-style-type: none"><li>• particularly</li><li>• switch</li><li>• result</li><li>• rage</li><li>• role</li><li>• first</li></ul>	<ul style="list-style-type: none"><li>• decade</li><li>• create</li><li>• driven</li><li>• right</li><li>• business</li><li>• came</li></ul>
--	--

# JEANS SURVEY

From <https://breakingnewsenglish.com/2104/210412-levis-jeans.html>

Write five GOOD questions about jeans in the table. Do this in pairs. Each student must write the questions on his / her own paper.

When you have finished, interview other students. Write down their answers.

	STUDENT 1 _____	STUDENT 2 _____	STUDENT 3 _____
Q.1.			
Q.2.			
Q.3.			
Q.4.			
Q.5.			

- Now return to your original partner and share and talk about what you found out. Change partners often.
- Make mini-presentations to other groups on your findings.

# JEANS DISCUSSION

STUDENT A's QUESTIONS (Do not show these to student B)

1. What did you think when you read the headline?
2. What images are in your mind when you hear the word 'jeans'?
3. What do you think of jeans?
4. Why are jeans so popular?
5. How important are jeans to you?
6. What do you think of fashion?
7. What do things come in and go out of fashion?
8. How important is it to be fashionable?
9. What do you know about the history of jeans?
10. Are baggy or skinny jeans better?

*Levi's says baggier 'balloon' jeans are in – 12th April, 2021*  
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# JEANS DISCUSSION

STUDENT B's QUESTIONS (Do not show these to student A)

11. Did you like reading this article? Why/not?
12. What do you think of when you hear the word 'balloon'?
13. What do you think about what you read?
14. Will jeans ever go out of fashion?
15. Who decides what fashions are out and what fashions are in?
16. Should everyone be allowed to wear jeans at work?
17. What is the best jeans company?
18. What was your best ever pair of jeans?
19. What is the best colour for jeans?
20. What questions would you like to ask the Levi's boss?

## **DISCUSSION (Write your own questions)**

STUDENT A's QUESTIONS (Do not show these to student B)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_

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## **DISCUSSION (Write your own questions)**

STUDENT B's QUESTIONS (Do not show these to student A)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_

# LANGUAGE - CLOZE

From <https://breakingnewsenglish.com/2104/210412-levis-jeans.html>

Fashion is ephemeral. This is (1) \_\_\_\_\_ so for jeans. The latest trend in jeans is the baggy look. Many fashionistas are (2) \_\_\_\_\_ this switch to looser-fitting jeans to coronavirus. Many of us have put (3) \_\_\_\_\_ weight during the pandemic. As a result, we can no longer slide into our skinny jeans, which have been all the (4) \_\_\_\_\_ 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 (5) \_\_\_\_\_ 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 (6) \_\_\_\_\_ consumers."

Mr Bergh predicted that the new fashion (7) \_\_\_\_\_ 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 (8) \_\_\_\_\_ be true. The last real denim cycle was (9) \_\_\_\_\_ 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 (10) \_\_\_\_\_, right now we are seeing a very strong demand for these looser (11) \_\_\_\_\_, 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 (12) \_\_\_\_\_ with the balloon jeans, and we have seen people becoming a lot more casual."

## Put the correct words from the table below in the above article.

- |     |                  |                   |                 |                   |
|-----|------------------|-------------------|-----------------|-------------------|
| 1.  | (a) particularly | (b) particulars   | (c) particular  | (d) peculiar      |
| 2.  | (a) retribution  | (b) acclimatising | (c) attributing | (d) acculturation |
| 3.  | (a) in           | (b) up            | (c) on          | (d) off           |
| 4.  | (a) upset        | (b) fury          | (c) anger       | (d) rage          |
| 5.  | (a) played       | (b) joked         | (c) enjoyed     | (d) entertained   |
| 6.  | (a) of           | (b) with          | (c) by          | (d) as            |
| 7.  | (a) is           | (b) by            | (c) on          | (d) in            |
| 8.  | (a) truth        | (b) well          | (c) good        | (d) goodly        |
| 9.  | (a) cycled       | (b) piloted       | (c) driven      | (d) rowed         |
| 10. | (a) opaquely     | (b) clearly       | (c) evident     | (d) clarity       |
| 11. | (a) pits         | (b) hits          | (c) bits        | (d) fits          |
| 12. | (a) down         | (b) up            | (c) in          | (d) via           |



# SPELLING

From <https://breakingnewsenglish.com/2104/210412-levis-jeans.html>

## Paragraph 1

1. Fashion is haepmrele
2. Many sashnaisofit are attributing this switch
3. put on weight during the mnaipecd
4. lsycec do come and go
5. ilnedyieft played a contributing role
6. stornnaieg with consumers

## Paragraph 2

7. Mr Bergh pceirdedt that
8. could last for a ecdaed
9. erdniv by skinny jeans
10. go away clylmteeop
11. the men's side of the ebsnsuis
12. becoming a lot more aacusl

# PUT THE TEXT BACK TOGETHER

From <https://breakingnewsenglish.com/2104/210412-levis-jeans.html>

**Number these lines in the correct order.**

- ( ) time in 2020, we came up with the balloon jeans, and we have seen people becoming a lot more casual."
- ( ) in baggier jeans. He said: "Cycles do come and go, and I think the pandemic definitely played
- ( ) lasted about 10 years." He added: "I don't think skinny jeans are ever going to go away completely, but clearly, right
- ( **1** ) Fashion is ephemeral. This is particularly so for jeans. The latest trend in jeans is the baggy look. Many fashionistas are
- ( ) cycle, and we think that that could very well be true. The last real denim cycle was driven by skinny jeans. That cycle
- ( ) weight during the pandemic. As a result, we can no longer slide into our skinny jeans, which have been all the
- ( ) 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
- ( ) rage for the past few years. Chip Bergh, the CEO of top jeans maker Levi Strauss & Co., spoke about the latest trend
- ( ) 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
- ( ) a contributing role in consumers looking for a more comfortable, more relaxing denim." He added: "This is
- ( ) attributing this switch to looser-fitting jeans to coronavirus. Many of us have put on
- ( ) out and "balloon jeans" are in. He said: "Some people have said that this is going to create a new denim

# PUT THE WORDS IN THE RIGHT ORDER

From <https://breakingnewsenglish.com/2104/210412-levis-jeans.html>

1. is baggy the look . The latest jeans trend
2. coronavirus . Attributing to jeans this switch looser-fitting to
3. no We can slide jeans . longer our into
4. role . definitely The a played pandemic contributing
5. this . the seen we've time first isn't This
6. new fashion could decade . This a last for
7. is create going This new cycle . a to
8. for We're strong very a seeing these . demand
9. In jeans . up 2020 we with these came
10. more people becoming We've casual . lot seen a

# CIRCLE THE CORRECT WORD (20 PAIRS)

From <https://breakingnewsenglish.com/2104/210412-levis-jeans.html>

Fashion is ephemeral. This is *particular* / *particularly* so for jeans. The latest trend in jeans is the baggy look. Many fashionistas are *attributed* / *attributing* this switch to looser-fitting jeans to coronavirus. Many of us have put *on* / *in* weight during the pandemic. As a result, we can no *lengthen* / *longer* slide into our skinny jeans, which have been all the *rage* / *enrage* for the past few years. Chip Bergh, the CEO of top jeans *manufacture* / *maker* Levi Strauss & Co., spoke about the latest *trend* / *trendy* in baggier jeans. He said: "Cycles do come and *go* / *gone*, and I think the pandemic definitely played a contributing role *on* / *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 *of* / *with* consumers."

Mr Bergh predicted that the new fashion *on* / *in* jeans could last for a decade, and that skinny jeans are *about* / *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 *good* / *well* be true. The last real denim cycle was *driven* / *cycled* 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* / *clarity*, right now we are seeing a very strong demand *to* / *for* these *looser* / *loosely* fits, both the men's side of the business, as well as the women's side." Levi's CFO Harmit Singh *agreed* / *agreeable*. He said: "Some time in 2020, we came *down* / *up* with the balloon jeans, and we have seen people becoming a lot more *casually* / *casual*."

**Talk about the connection between each pair of words in italics, and why the correct word is correct.**

# INSERT THE VOWELS (a, e, i, o, u)

From <https://breakingnewsenglish.com/2104/210412-levis-jeans.html>

F\_sh\_\_n \_\_s \_\_ph\_m\_r\_l. Th\_s \_\_s p\_rt\_c\_l\_rly s\_ f\_r j\_\_ns. Th\_ l\_t\_st tr\_nd \_\_n j\_\_ns \_\_s th\_ b\_ggy l\_\_k. M\_ny f\_sh\_\_n\_st\_s \_\_r\_ \_\_ttr\_b\_t\_ng th\_s sw\_tch t\_ l\_\_s\_r-f\_t\_t\_ng j\_\_ns t\_ c\_r\_n\_v\_r\_s. M\_ny \_f \_\_s h\_v\_ p\_t \_\_n w\_\_ght d\_r\_ng th\_ p\_nd\_m\_c. \_\_s \_\_r\_s\_lt, w\_ c\_n \_\_n\_ l\_ng\_r sl\_d\_ \_\_nt\_ \_\_r sk\_nny j\_\_ns, wh\_ch h\_v\_ b\_\_n \_\_ll th\_ r\_g\_ f\_r th\_ p\_st f\_w y\_\_rs. Ch\_p B\_rgh, th\_ C\_\_ \_\_f t\_p j\_\_ns m\_k\_r L\_v\_ Str\_\_ss & C., sp\_k\_ \_\_b\_\_t th\_ l\_t\_st tr\_nd \_\_n b\_gg\_\_r j\_\_ns. H\_ s\_\_d: "Cycl\_s d\_ c\_m\_ \_\_nd g\_, \_\_nd \_\_ th\_nk th\_ p\_nd\_m\_c d\_f\_n\_t\_ly pl\_y\_d \_\_ c\_ntr\_b\_t\_ng r\_l\_ \_\_n c\_ns\_m\_rs l\_\_k\_ng f\_r \_\_ m\_r\_ c\_mf\_rt\_bl\_, m\_r\_ r\_l\_x\_ng d\_n\_m." H\_ \_\_dd\_d: "Th\_s \_\_s n\_t th\_ f\_rst t\_m\_ w\_'v\_ s\_\_n th\_s [b\_ggy l\_\_k] r\_s\_n\_t\_ng w\_th c\_ns\_m\_rs."

Mr B\_rgh pr\_d\_ct\_d th\_t th\_ n\_w f\_sh\_\_n \_\_n j\_\_ns c\_\_ld l\_st f\_r \_\_ d\_c\_d\_, \_\_nd th\_t sk\_nny j\_\_ns \_\_r\_ \_\_t \_\_nd "b\_ll\_\_n j\_\_ns" \_\_r\_ \_\_n. H\_ s\_\_d: "S\_m\_ p\_\_pl\_ h\_v\_ s\_\_d th\_t th\_s \_\_s g\_\_ng t\_ cr\_\_t\_ \_\_ n\_w d\_n\_m cycl\_, \_\_nd w\_ th\_nk th\_t th\_t c\_\_ld v\_ry w\_ll b\_ tr\_\_\_. Th\_ l\_st r\_\_l d\_n\_m cycl\_ w\_s dr\_v\_n by sk\_nny j\_\_ns. Th\_t cycl\_ l\_st\_d \_\_b\_\_t 10 y\_\_rs." H\_ \_\_dd\_d: "\_\_ d\_n't th\_nk sk\_nny j\_\_ns \_\_r\_ \_\_v\_r g\_\_ng t\_ g\_ \_\_w\_y c\_mpl\_t\_ly, b\_t cl\_\_rly, r\_gh\_t n\_w w\_ \_\_r\_ s\_\_ng \_\_ v\_ry str\_ng d\_m\_nd f\_r th\_s\_ l\_\_s\_r f\_ts, b\_th th\_ m\_n's s\_d\_ \_\_f th\_ b\_s\_n\_ss, \_\_s w\_ll \_\_s th\_ w\_m\_n's s\_d\_." L\_v\_'s CF\_ H\_r\_m\_t S\_ngh \_\_gr\_\_d. H\_ s\_\_d: "S\_m\_ t\_m\_ \_\_n 2020, w\_ c\_m\_ \_\_p w\_th th\_ b\_ll\_\_n j\_\_ns, \_\_nd w\_ h\_v\_ s\_\_n p\_\_pl\_ b\_c\_m\_ng \_\_ l\_t m\_r\_ c\_s\_\_l."

# PUNCTUATE THE TEXT AND ADD CAPITALS

From <https://breakingnewsenglish.com/2104/210412-levis-jeans.html>

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 looserfitting 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 weve 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 dont 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 mens side of the business as well as the womens side levis 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

# PUT A SLASH ( / ) WHERE THE SPACES ARE

From <https://breakingnewsenglish.com/2104/210412-levis-jeans.html>

Fashion is ephemeral. This is particularly so for jeans. The latest trending 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: "Sometime in 2020, we came up with the balloon jeans, and we have seen people becoming a lot more casual."







# HOMEWORK

**1. VOCABULARY EXTENSION:** Choose several of the words from the text. Use a dictionary or Google's search field (or another search engine) to build up more associations / collocations of each word.

**2. INTERNET:** Search the Internet and find out more about this news story. Share what you discover with your partner(s) in the next lesson.

**3. LEVI'S:** Make a poster about the company Levi's. Show your work to your classmates in the next lesson. Did you all have similar things?

**4. JEANS:** Write a magazine article about allowing everyone to wear jeans at work. Include imaginary interviews with people who are for and against this.

Read what you wrote to your classmates in the next lesson. Write down any new words and expressions you hear from your partner(s).

**5. WHAT HAPPENED NEXT?** Write a newspaper article about the next stage in this news story. Read what you wrote to your classmates in the next lesson. Give each other feedback on your articles.

**6. LETTER:** Write a letter to an expert on jeans. Ask him/her three questions about them. Give him/her three of your opinions on jeans. Read your letter to your partner(s) in your next lesson. Your partner(s) will answer your questions.

# ANSWERS

## VOCABULARY (p.4)

1. b    2. e    3. a    4. c    5. d    6. g    7. f  
8. j    9. h    10. k    11. m    12. i    13. l    14. n

## TRUE / FALSE (p.5)

- a F    b F    c F    d T    e F    f F    g T    h T

## SYNONYM MATCH (p.5)

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

## COMPREHENSION QUESTIONS (p.9)

1. Ephemeral
2. Fashionistas
3. Skinny jeans
4. The Levi's CEO (Chief Executive Officer)
5. Consumers
6. A decade
7. Skinny jeans
8. Looser fits
9. The Levi's CFO (Chief Financial Officer)
10. A lot more casual

## WORDS IN THE RIGHT ORDER (p.19)

1. The latest jeans trend is the baggy look.
2. Attributing this switch to looser-fitting jeans to coronavirus.
3. We can no longer slide into our jeans.
4. The pandemic definitely played a contributing role.
5. This isn't the first time we've seen this.
6. This new fashion could last for a decade.
7. This is going to create a new cycle.
8. We're seeing a very strong demand for these.
9. In 2020 we came up with these jeans.
10. We've seen people becoming a lot more casual.

## MULTIPLE CHOICE - QUIZ (p.10)

1. b    2. d    3. c    4. a    5. b    6. a    7. c    8. a    9. d    10. c

## ALL OTHER EXERCISES

Please check for yourself by looking at the Article on page 2.  
(It's good for your English ;-)