

Н. Ю. Бухнер, И. М. Лысакова



ENGLISH FOR FASHION DESIGNERS

**Изд-во АлтГТУ
Барнаул • 2024**

Об издании – [1](#), [2](#)

Министерство науки и высшего образования Российской Федерации
Алтайский государственный технический университет им. И. И. Ползунова

Н. Ю. Бухнер, И. М. Лысакова

ENGLISH FOR FASHION DESIGNERS

*Рекомендовано Алтайским государственным техническим университетом
им. И.И. Ползунова в качестве учебного пособия для студентов направления подготовки
29.03.05 «Конструирование изделий легкой промышленности»*

ISBN 978-5-7568-1476-7



АлГТУ
Барнаул • 2024

ББК 81.432.1я73-1
УДК 811.111(075.8)

English for Fashion Designers : учебное пособие / Н. Ю. Бухнер, И. М. Лысакова ; Алт. гос. тех. ун-т им. И. И. Ползунова. – Барнаул : Изд-во АлтГТУ, 2024. – 92 с. – URL : http://elib.altstu.ru/uploads/open_mat/2024/Buhner_ENGLISH%20FOR%20FASHION%20DESIGNERS_up.pdf. – Текст : электронный.

ISBN 978-5-7568-1476-7

Учебное пособие разработано по дисциплине «Иностранный язык» и предназначено для расширенного изучения английского языка студентами 2-го курса направления подготовки 29.03.05 «Конструирование изделий легкой промышленности», которые владеют грамматикой и имеют базовый запас английских лексических единиц.

Пособие состоит из 8 уроков. Каждый урок включает аутентичный текст по направлению, словарь с транскрипцией, вопросы для проверки понимания прочитанного и цикл упражнений на закрепление материала. Разработанные задания способствуют усвоению и запоминанию специальных терминов. Упражнения помогают развитию умений и навыков устной речи: умение дать мотивированный ответ, опровергнуть неправильные утверждения. Пособие может быть использовано как на аудиторных занятиях, так и для организации самостоятельной работы студентов.

Рецензенты:

Л. А. Козлова, д.ф.н., профессор кафедры английской филологии Алтайского государственного педагогического университета;
Е. Н. Меркулова, к.ф.н., доцент кафедры иностранных языков Алтайского государственного педагогического университета

Минимальные системные требования
Yandex (20.12.1) или Google Chrome (87.0.4280.141) и т. п.
скорость подключения - не менее 5 Мб/с, Adobe Reader и т. п.

Дата подписания к использованию 4.03.2024. Объем издания – 3 Мб.
Федеральное государственное образовательное учреждение высшего образования
«Алтайский государственный технический университет им. И. И. Ползунова»,
656038, г. Барнаул, пр-т Ленина, 46, <https://www.altstu.ru>.

ISBN 978-5-7568-1476-7

[вперед \(содержание\)](#)

© Бухнер Н. Ю., Лысакова И. М., 2024
© Алтайский государственный технический университет им. И.И. Ползунова, 2024

СОДЕРЖАНИЕ

<u>INTRODUCTION.....</u>	<u>4</u>
<u>UNIT 1. Fashion Fads</u>	<u>5</u>
<u>UNIT 2. Categories of Garments</u>	<u>15</u>
<u>UNIT 3. Cocktail Dress</u>	<u>25</u>
<u>UNIT 4. Armani Suits</u>	<u>35</u>
<u>UNIT 5. Fashion Runway Model Professionals</u>	<u>45</u>
<u>UNIT 6. Fashion Professionals</u>	<u>55</u>
<u>UNIT 7. Elements of Design</u>	<u>65</u>
<u>UNIT 8. Digital Presentations</u>	<u>74</u>
<u>CONCLUSION</u>	<u>84</u>
<u>Приложение</u>	<u>85</u>
<u>Список литературы</u>	<u>91</u>

INTRODUCTION

Learning English takes an important place in the training of future fashion designers and other fashion industry professionals. Knowing the language helps to speed up the work process, keeps up to date with fashion trends and the dynamics of consumer's preferences not only in Russia, but also abroad. In addition, designers need English to understand special terms related to the designing and manufacturing of clothes. Multilingual professionals will be able to receive orders from companies all over the world and keep abreast of global fashion trends.

This book is for second-year students of fashion designing who are already familiar with designer's concepts. 'English for Fashion Designers' presents around 400 of the most important words and phrases in English that fashion designers need for their work. The book has 8 units and appendix. Each theme covers an important area of fashion industry such as Fashion fads, Categories of garments, Cocktail dress, Armani suits, Fashion runway model professionals, Fashion professionals, Elements of design Digital presentations. Each unit has six parts: listening and reading, notes and vocabulary, reading comprehension, analyze, translate, and speak. Each lesson includes an authentic text about fashion industry, vocabulary with transcription, and different types of exercises and activities. The developed exercises promote learning and memorization of special terms. The activities help to develop oral skills: the ability to give a motivated answer, refute incorrect statements. The Appendix includes five subsections. Two of which are aimed at developing of listening and speaking. The other three contain the names of the basic elements of clothing in English.

You can use the book on your own for self-study, or with a teacher in the classroom, one-to-one or in groups.

UNIT

1



FASHION FADS

Preview

Answer the questions. Then talk about your answers.

1. What kind of clothes did people wear a century ago?
2. What kind of clothes are always in fashion?
3. What clothes are trendy nowadays?

I. LISTENING AND READING



Listen to the text

Read and translate it

FASHION FADS



Prehistoric people often went **naked**. **Notions** of **modesty** played no part in their lives, but in colder climates clothes were worn for warmth. However, as societies developed, clothes became more important. Careful consideration was given to dressing men and women in different clothes.

You can see from the pictures that fashions change a lot. In the Victorian times clothes were more **formal** than they are

now. Men wore heavy jackets and trousers with **neat creases**. Ladies wore dresses with very full skirts. Their sportswear was very similar to ordinary clothes but men wore **striped** jackets and caps for tennis and women wore long dresses and hats.

In the 1920s clothes were much **looser**. Dresses with long **trains** gave way to above-the-knee **pinafors**. Corsets were **abandoned** and women borrowed their clothes from the male **wardrobe**. This **flapper** style became very popular among young people. The “Flappers”, as they were called, wore expensive clothes and the women often wore long **necklaces**.



By the 1960s many women wore mini-skirts. Men's clothing became more colorful and unusual. Everyone's clothes were more casual. The basic shape and style of the time was simple, neat, **clean cut**, and young. Synthetic **fabrics** were very widely used during the 1960s.

Ten years later, clothes for men and women were similar. This style was called unisex and it was the age of blue jeans. Jeans and **T-shirts** became popular. Today they are the **essential** elements of **casual** fashion around the world.

Nowadays young people often wear either **fleeces** with **hoods** or baseball caps and you see a lot of body piercings or



tattoos. In the last hundred years 'Western' style clothes have become **common** all over the world.

II. NOTES & VOCABULARY

Read the following notes

1. Victorian ['vɪk'tɔ:riən]	Викторианский
2. Flappers ['flæpəz]	Флепперы
3. Western ['westən]	Западный
4. fashion ['fæʃən]	мода, модный

VOCABULARY

1. a fad ['fæd] fashion fads	причуда, прихоть причуды моды
2. naked ['neɪkɪd] to go naked	голый, обнажённый ходить обнаженным
3. a notion ['nəʊʃn] to have a notion	представление, понятие иметь представление
4. modesty ['mɒdɪsti] Notions of modesty played no part in the lives of prehistoric [pri:hi'stɔ:ri:k] people.	скромность Понятие о скромности не играло никакой роли в жизни первобытных людей.
5. formal ['fɔ:ml] formal clothes	официальный официальная одежда
6. neat ['ni:t]	аккуратный
7. a crease [kri:s] neat creases	отутюженная стрелка (на брюках) отутюженные стрелки
8. striped ['straɪpɪd] Men wore striped jackets.	полосатый Мужчины носили костюмы в полоску.
9. loose ['lu:s] The clothes were much looser .	свободный Одежда была гораздо свободнее.
10. a train ['treɪn] a dress with a long train	шлейф (платья) платье с длинным шлейфом
11. a pinfore ['pɪnəfɔ:] a polka dot pinfore	сарафан сарафан в горошек
12. to abandon [ə'bændən] Corsets ['kɔ:sɪts] were abandoned .	отказываться (от чего-л.) От корсетов отказались.

13. a wardrobe ['wɔ:drəʊb] to borrow clothes from the male wardrobe	гардероб, одежда заимствовать одежду из мужского гардероба
14. flapper ['flæpə] style	стиль, при котором одежда ровно и свободно свисает
15. a necklace ['nekləs] to wear a long necklace	ожерелье носить длинное ожерелье
16. clean cut ['kli:n 'kʌt] neat, clean cut clothes	чёткий крой аккуратно выполненная, с четким кроем одежда
17. a fabric ['fæbrɪk] synthetic fabrics	ткань синтетические ткани
18. a T-shirt ['ti 'ʃɜ:t] to wear a T-shirt	футболка носить футболку
19. essential [ɪ'senʃl] one of the essential elements ['elmənts]	существенный один из существенных элементов
20. casual ['kæʒjuəl] casual clothes	повседневный, непарадный повседневная одежда
21. fleece [fli:s]	флисовая куртка
22. a hood [hud] fleeces with hoods	капюшон флисовые куртки с капюшонами
23. common ['kɒmən] a common style	общепринятый, распространенный общепринятый стиль

III. READING COMPREHENSION

1. Answer the questions

1. What do you know about prehistoric people's clothes?
2. What kind of clothes did people wear in the Victorian times?
3. How did sportswear differ from ordinary clothes?
4. What kind of clothes did people wear in the 1920s?
5. What kind of style became very popular among young people at that time?
6. Who wore expensive clothes in the 1920s?
7. What was the basic shape and style in the 1960s?

8. What fabrics were very widely used during the 1960s?
9. How did clothes change ten years later?
10. What clothes are very popular today?
11. What do young people often wear nowadays?
12. What style of clothes has become common all over the world?

2. Read the statements and say whether they are true (T) or false (F). Correct the false ones

1. Notions of modesty played a very important part in the lives of prehistoric people.
2. Careful consideration was given to dressing men and women in different clothes.
3. Dresses with long trains were abandoned and women borrowed their clothes from the male wardrobe.
4. This flapper style became less popular among young people.
5. The “Hippie”, as they were called, wore expensive clothes and the women often wore long necklaces.
6. Children's clothing became more colorful and unusual.
7. The basic shape and style of the time was simple, neat, clean cut, and young.
8. Synthetic fabrics were very widely used during the 1930s.
9. Ten years later, clothes for men and women were different.
10. Jeans and T-shirts became popular.
11. Nowadays young people often wear expensive clothes.
12. You see a lot of body piercings or tattoos.
13. In the last hundred years 'Western' style clothes have become common all over the USA.

3. Complete the sentences

1. Prehistoric people often
2. However, as societies developed, clothes
3. You can see from the pictures that fashions
4. Dresses with long trains gave way
5. This flapper style became
6. By the 1960s many women wore
7. Everyone's clothes were
8. Ten years later, clothes for men and women were
9. This style was called
10. Today they are the essential elements of
11. Nowadays young people often wear

- | | |
|--------------|-------------------------------------------------------------------------------------------------------------|
| 3. fleece | c) the practice of having a hole made through a part of your body so that you can put jewelry in it |
| 4. modesty | d) a soft shirt that usually has short sleeves and no collar |
| 5. pinafore | e) cloth, especially when it is used for making things such as clothes or curtains |
| 6. train | f) a short jacket or pullover made of soft artificial material |
| 7. wardrobe | g) the part of a coat or jacket that covers your head |
| 8. necklace | h) the tendency not to talk about yourself, your achievements, or your abilities even if you are successful |
| 9. fabric | i) the clothes that someone has |
| 10. piercing | j) a piece of jewelry that hangs round your neck |

3. Put the words in the correct word order

1. Ancient / went / often / naked / people /.
2. Is / the / wearing / specifically / of clothing / characteristic / human /.
3. Anthropologists / conditions / were / think / as / that / adopted / weather / animal / skin / protection / from /.
4. Cultivated / was / flax / from / in / 8000 BC / the Near East /.
5. Middle East / Stone Age / textile / appeared / the late / in / the / during /.
6. 3000 BC / was / cotton / cultivated / in / about / Pakistan /.
7. Silk / China / production / was / country / the / to start / first /.
8. Human / are / two / knitting / of / and / weaving / achievements /.
9. Today / of casual / elements / around the world / are / the essential / fashion / they /.
10. Men / ties / wore / and / heavy / jackets /.
11. Dresses / very / skirts / wore / with / full / women /.

4. Match the word combination with the English equivalent

- | | |
|----------------------------------------------|----------------------|
| 1. заимствовать одежду из мужского гардероба | a) to wear a t-shirt |
|----------------------------------------------|----------------------|

- | | |
|-------------------------------------|-------------------------------------------------|
| 2. носить длинное ожерелье | b) one of the essential elements |
| 3. синтетические ткани | c) a striped suit |
| 4. иметь представление о скромности | d) formal clothes |
| 5. отказаться от корсетов | e) a polka dot pinafore |
| 6. один из существенных элементов | f) fleeces with hoods |
| 7. костюм в полоску | g) synthetic fabrics |
| 8. повседневная одежда | h) to have a notion of modesty |
| 9. официальная одежда | i) a common style |
| 10. сарафан в горошек | j) to wear a long necklace |
| 11. флисовые куртки с капюшонами | k) to borrow the clothes from the male wardrobe |
| 12. общепринятый стиль | l) to abandon corsets |
| 13. носить футболку | m) casual clothes |

5. Give the English equivalents

1. носить одежду для тепла
2. становиться все более важным
3. объемные юбки
4. носить тяжелые пиджаки
5. подобно обычной одежде
6. быть популярным среди молодых людей
7. стать более красочным и необычным
8. основной стиль
9. быть широко использованным
10. век синих джинсов
11. элементы повседневной моды
12. западный стиль одежды

6. Prove the following statements

1. Clothes play a very important part in people's lives.
2. Fashions change a lot.
3. The unisex style is very popular.

V. TRANSLATE



1. Доисторические люди часто ходили обнаженными.
.....
.....
2. В странах с холодным климатом одежду часто носили для тепла.....
.....
3. Тщательное внимание уделялось мужской и женской одежде.
.....
4. В викторианскую эпоху одежда была более строгой, чем сейчас.....
.....
.....
5. Мужчины носили тяжелые пиджаки и брюки с чётко отутюженными стрелками.....
.....
6. Платья с длинными шлейфами уступили место сарафанам длиной выше колен.
.....
7. "Флепперы", как они себя называли, носили дорогую одежду.....
.....
8. Мужская одежда стала более яркой и необычной.....
.....
9. Этот стиль был назван унисекс и это был век синих джинсов.....
.....
10. Футболки и куртки были очень популярны.
.....
11. Сегодня они являются одним из существенных элементов повседневной одежды.....
.....
12. В последние 100 лет "западный" стиль одежды распространился по всему миру.
.....

VI. SPEAK

1. Interview

Student A is a famous designer.

Student B is a journalist who asks about the changes in fashion.



2. Tell your groupmates about fashion fads.

UNIT

2



CATEGORIES OF GARMENTS

Preview

Answer the questions. Then talk about your answers.

1. What clothes do like to wear?
2. What categories of garments do you know?
3. Which of them do you prefer?
4. What is the difference between haute couture and mass market clothes?

I. LISTENING AND READING



Listen to the text



Read and translate it

CATEGORIES OF GARMENTS

Garments may be divided into three main categories: **haute couture**, **ready-to-wear**, **mass market**.

HAUTE COUTURE

Until the 1950s, fashion clothing was designed and manufactured on haute couture basis. Each garment was created for a specific client. High **quality** and expensive **fabric** was used. An extreme attention was paid to each detail. The designers often used **time-consuming** and **hand-executed** techniques. Look and **fit** took **priority** over the cost of materials and the time it took to make.

In modern France, the name "haute couture" can be used only by firms that **meet** certain well-defined **standards**.

READY-TO-WEAR

Ready-to-wear clothes are a cross between haute couture and mass market. They are not made for individual customers, but great care is taken in the choice and **cut** of the fabric. Clothes are made in small **quantities** to guarantee exclusivity, so they are rather expensive. Ready-to-wear collections are usually presented by fashion houses each season. Such period of time is known as Fashion Week. This event takes place twice a year. The main seasons of Fashion Week include spring / summer, autumn / winter.



MASS MARKET

Today the fashion industry **relies** more **on** mass market sales. The mass market **caters for** a wide range of customers. It produces ready-to-wear garments using famous **trends**. The mass market produces its own versions of the original clothes. **In order to** save money and time, they use cheaper fabrics and

simpler production techniques which can easily be done by machines. The end product can **therefore** be sold much cheaper.

In each of these three categories of fashion, there are different clothing manufacturers – brands, and each customer can choose the clothes he likes or can **afford**.

II. NOTES & VOCABULARY

Read the following notes

1. France ['frɑ:ns]	Франция
2. Fashion Week ['fæʃn wi:k]	Неделя моды

VOCABULARY

1. garments ['gɑ:(r)mənt] garment garment design [dɪ'z aɪn] Garments may be divided into three main categories.	одежда предмет (одежды) дизайн одежды Одежда может быть разделена на три основные категории.
2. haute couture [,əʊt ku:'tʃʊə] Haute couture refers to the creation of exclusive custom-fitted clothing.	высокая мода (моделирование и пошив одежды высокого класса), "от кутюр" "От кутюр" имеет отношение к созданию эксклюзивной, хорошо сидящей на фигуре одежды.
3. ready-to-wear ['redi tu: weə] ready-to-wear store	готовая одежда магазин готового платья
4. mass market [mæs 'mɑ:kɪt] mass market garments	рынок, рассчитанный на массового потребителя одежда массового спроса
5. quality ['kwɒləti] High quality and expensive fabric was used.	качество Была использована дорогая и высококачественная ткань.
6. fabric ['fæbrɪk] check fabric polka dot fabric	ткань шотландка ткань в горошек
7. time-consuming [taɪm kən'sju:mɪŋ] a time-consuming process	отнимающий много времени, трудоёмкий трудоёмкий и длительный процесс

<p>8. hand-executed techniques [hænd 'eksi,kju:tɪd tek'ni:k] The designers often used time-consuming and hand-executed techniques.</p>	<p>ручная работа Дизайнеры часто использовали трудоемкую ручную работу.</p>
<p>9. fit [fit] to fit perfectly around a waist [weɪst]</p>	<p>подгонка, хорошо сидящая одежда безукоризненно облегать талию</p>
<p>10. priority [praɪ'ɒrəti] goods of first priority Look and fit took priority over the cost of materials.</p>	<p>преимущество, приоритет товары первой необходимости Внешний вид и посадка одежды приобрели приоритет над стоимостью ткани.</p>
<p>11. to meet standards [mi:t 'stændədz] This firm meets certain well-defined standards.</p>	<p>соответствовать стандартам Эта фирма соответствует вполне определенным стандартам.</p>
<p>12. cut [kʌt] cut of the fabric Great care is taken in the choice and cut of the fabric.</p>	<p>покрой, фасон (одежды) покрой ткани Большое внимание уделяется выбору и крою ткани.</p>
<p>13. quantity ['kwɒntəti] quantity of clothes Clothes are made in small quantities.</p>	<p>количество количество одежды Одежда изготавливается малыми партиями.</p>
<p>14. to rely on [rɪ'laɪ ɒn] Today the fashion industry relies more on mass market sales.</p>	<p>полагаться на Сегодня индустрия моды более полагается на массовый рынок.</p>
<p>15. to cater for ['keɪtə fɔː] The mass market caters for a wide range of customers.</p>	<p>удовлетворять (требования), обслуживать Массовый ассортимент удовлетворяет запросам широкого круга покупателей.</p>
<p>16. trend [trend] general trend They produce ready-to-wear garments using famous trends.</p>	<p>тенденция в моде, тренд общая тенденция Они производят готовую одежду, опираясь на последние тенденции в моде.</p>

<p>17. in order to [in 'ɔ:də tʊ] in order to save money and time</p>	<p>для того, чтобы для того чтобы сэкономить деньги и время</p>
<p>18. therefore ['ðeəfə] The end product can therefore be sold much cheaper.</p>	<p>поэтому, следовательно Конечный продукт, следовательно, может быть продан гораздо дешевле.</p>
<p>19. to afford [ə'fɔ:d] each customer can choose the clothes he likes or can afford I can't afford the money.</p>	<p>позволить себе каждый покупатель может выбрать одежду, которая ему нравится или которую он может себе позволить Мне это не по средствам.</p>

III. READING COMPREHENSION

1. Answer the questions

1. What are the three main categories of garments?
2. How was fashion clothing designed and manufactured until the 1950s?
3. What kind of techniques did the designers often use?
4. What took priority over the cost of materials and the time?
5. What kind of firms can use the name "haute couture" in modern France?
6. What is a cross between haute couture and mass market?
7. How are ready-to-wear clothes made?
8. When are collections presented usually?
9. What are the main seasons of Fashion Week?
10. What does the fashion industry rely on?
11. What kind of clothes does the mass market produce?
12. How do the manufactures save money and time?

2. Read the statements and say whether they are true (T) or false (F). Correct the false ones

1. Garments may be divided into two main categories.
2. Until the 1940s, fashion clothing was designed and manufactured on haute couture basis.
3. The designers often used time-consuming and hand-executed techniques.
4. In modern England, haute couture is a "protected name" that can be used only by firms that meet certain well-defined standards.
5. Ready-to-wear clothes are a cross between haute couture and mass market.

6. Ready-to-wear clothes are made for individual customers.
7. Clothes are made in small quantities to guarantee exclusivity, so they are not expensive.
8. Collections are usually presented by fashion houses each month.
9. The main seasons of Fashion Week include spring / summer, autumn / winter.
10. Today the fashion industry relies more on haute couture sales.
11. Fashion Week takes place three times a year.
12. The mass market caters for a narrow range of customers.
13. Mass market produces its own versions of the original clothes.
14. The producers use cheaper fabrics and simpler production techniques which can easily be done by machines.

3. Complete the sentences

1. Garments may be divided into ...
2. Each garment was created for ...
3. High quality and expensive ...
4. The designers often used ...
5. Look and fit took priority ...
6. In modern France, haute couture is a "protected name" that ...
7. Ready-to-wear clothes are not made for individual customers, but ...
8. Collections are usually presented by ...
9. Such period of time is known as ...
10. Today the fashion industry relies more on ...
11. Mass market produces its own versions ...
12. In order to save money and time, they ...
13. The end product can ...



IV. ANALYZE

1. Chose the correct word or word combination

1. Until ..., fashion clothing was designed and manufactured on haute couture basis.

a) the 1930s	b) the 1940s	c) the 1950s
--------------	--------------	--------------
2. Each garment was created for a specific...

a) customer	b) client	c) buyer
-------------	-----------	----------
3. An extreme attention was paid to each...

a) part	b) fragment	c) detail
---------	-------------	-----------

4. The designers often used time-consuming and hand-executed
 a) techniques b) methods c) skills
5. In modern ..., haute couture is a "protected name".
 a) America b) France c) Spain
6. Clothes are made in small quantities to guarantee ..., so they are rather expensive.
 a) quality b) glamour c) exclusivity
7. Ready-to-wear collections are usually presented by fashion houses each
 a) month b) season c) year
8. Such period of time is known as
 a) Clothes Week b) Fashion Week c) Garments Week
9. Fashion Week takes place
 a) once in a blue moon b) once upon a time c) twice a year
10. Today the fashion industry relies more on mass market
 a) productions b) sales c) design
11. The mass market caters for ... of customers.
 a) a wide range b) an inner circle c) a small group
12. Mass market produces its own versions of the ... clothes.
 a) modern b) old fashioned c) original
13. The end product can therefore be
 a) much cheaper b) more expensive c) less expensive

2. Match the word combination with the English equivalent

- | | |
|------------------|------------------------------------------------------------------------------------|
| 1. haute couture | a) produced in large quantities to be sold to many customers |
| 2. ready-to-wear | b) a gradual change or development that produces a particular result |
| 3. mass market | c) to trust someone or something to do something for you |
| 4. quality | d) a piece of clothing |
| 5. quantity | e) ready-made |
| 6. to rely on | f) expensive and fashionable clothes, or the business of designing and making them |
| 7. trend | g) a high standard |
| 8. garments | h) the amount of something |
| 9. fabric | i) cloth, especially when it is used for making things such as clothes or |

10. time-consuming
- j) curtains
using or taking up a great deal or time

3. Put the words in the correct word order

1. Systems / four / there / are / types / main / garment / of / production / .
2. Make-Through / they / Progressive Bundle / include / Unit Production / and / Modular System / .
3. Mid-nineteenth / the / mass / garment / the / began / production / century / in / .
4. System / tailor / the / aspects / make-through / for / single / all production / uses garment / a / of / production / .
5. Responsible / cloth / the / finishing / it / tailor / is / and / stitching / the / pattern / for / cutting / making / the / .
6. Production / today / the / use / make-through / system / oldest / is / still / that / the / garment / method / of / is / in / .
7. The / bundle / in / task / lined / are / up / a / progressive / given / system / each / single / tailors / and / .
8. Best / the / output / unit / volume / production / a / huge / that / system / produce / is / for / manufacturers / .
9. Relies / the / section's / modular / on / system / a / to / teamwork / garment / fully / a / finish / .
10. Is / a / for / single / than / tailor / usually / one / responsible / more / duty / .
11. Can / to / the / garments / of / factory / use / a / these / combination / systems / produce / .

4. Match the word combination with the English equivalent

- | | |
|----------------------------------------|--------------------------------|
| 1. можно разделить на | a) the time it took to make |
| 2. быть разработанным и произведенным | b) to be rather expensive |
| 3. время, требуемое для изготовления | c) wide range of customers |
| 4. гарантировать эксклюзивность | d) to use cheaper fabrics |
| 5. быть достаточно дорогим | e) an end product |
| 6. главные сезоны включают | f) to be sold much cheaper |
| 7. широкий круг покупателей | g) to be designed and produced |
| 8. производить свои собственные версии | h) to take priority |

- | | |
|------------------------------------|-----------------------------------|
| 9. использовать дешевые ткани | i) may be divided into |
| 10. быть проданным гораздо дешевле | j) to guarantee exclusivity |
| 11. конечный продукт | k) the main season include |
| 12. приобретать приоритет | l) to produce its own versions of |

5. Give the English equivalents

1. готовая одежда.....
2. высококачественная и дорогая ткань.....
3. масс-маркет.....
4. трудоемкая ручная работа.....
5. отвечать четко определенным стандартам.....
6. выбор и крой материала.....
7. покрой ткани.....
8. малыми партиями.....
9. тенденция в моде.....
10. ориентироваться на.....

6. Prove the following statements

1. The name of "haute couture" is used only by several firms.
2. Ready to wear clothes are very popular.
3. Fashion industry relies more on mass market sales.

V. TRANSLATE



1. Одежда может быть разделена на три главных категории: высокая мода, готовая одежда и одежда, рассчитанная на массового потребителя
-
2. Каждый вид одежды создавался для клиента индивидуально.....
-

3. Для пошива использовались высококачественные и дорогостоящие ткани
-
4. Внешний вид и подгонка по фигуре имели преимущество над стоимостью ткани.....
-

5. Название "от кутюр" может быть использовано только фирмами, соответствующими определенным стандартам.....
6. Большое внимание уделяется выбору и крою материала.....
7. Одежда шьется с гарантией эксклюзивности и поэтому достаточно дорога.....
8. Дома мод представляют коллекции каждый сезон.....
9. Это событие происходит два раза в год
10. Сегодня индустрия моды ориентируется более на массовый рынок.....
11. Они производят готовую одежду, опираясь на последние тенденции в моде.....
12. Для того чтобы сэкономить деньги и время, производители используют дешевые ткани и более простые технологии.....
13. Конечный продукт, следовательно, может быть продан гораздо дешевле.....

VI. SPEAK

1. Interview

Student A is a famous designer.

Student B is a journalist who asks about the types of fashion.



2. Prepare a speech for the conference about the types of fashion.



COCKTAIL DRESS

Preview

Answer the questions. Then talk about your answers.

1. When do women wear cocktail dresses?
2. What does a cocktail dress look like?
3. Why do you think it is called a cocktail dress?

I. LISTENING AND READING



Listen to the text



Read and translate it



COCKTAIL DRESS

A cocktail dress: sexy, elegant and **catchy**... is always so different. This garment has **earned** the title of the favorite among the women. Why has the cocktail dress become so popular? It is **complemented** by evening **hairstyles**, jewelry, stylish high **heeled** shoes and a small handbag for a lipstick and a **handkerchief**.

Today the evening cocktail dress is a symbol of female beauty and elegance. Hard to believe but once it was considered shocking and **provocative**.

The cocktail dress was born in the US, in the 1920s when during the Great Depression the so called "**dry law**" **was adopted**. Parties with **prohibited** alcohol in private homes enjoyed great popularity at that time. Women wanted to relax, **to have fun** and to dance. To make it easier, they shortened their usual knee dresses and wore **straps** instead of **sleeves**. They accessorized the cocktail dress with gloves.

In 1928 it became a dress for the dance Charleston. This dance **required** a comfortable **outfit**, which could give more freedom of movement. Both the dance and the cocktail dress earned a scandalous reputation. In the 1930s cocktail dresses were specifically worn by Flappers.

In the 1940s the cocktail dress became a **trend** and **inspired** the legendary fashion designer Christian Dior **to coin** the term "the cocktail dress". Many women started wearing it for events held in the afternoon such as dinners and parties as a symbol of their freedom. The dresses were made of silk, organza, or similar fabrics. Black remained the favorite color but other colors were considered fashionable too.

In the 1960s both celebrities and ordinary women wore cocktail dresses with pleasure. **Fur** and **feathers** were an **essential** part of cocktail fashion. Later cocktail

dresses began to be sewn from the most unexpected materials such as **denim** and **leather**.

The cocktail dress was once again in fashion in the late 1990s, after the popular series "Sex and the City". Thanks to the **characters** of this series the cocktail dress has become a **compulsory** part of the wardrobe of modern, elegant and stylish women. The silhouettes of cocktail dresses have changed throughout the years but the **spirit** stays **intact**.



II. NOTES & VOCABULARY

Read the following notes

1. Charleston ['tʃɑ:lstən]	Чарльстон
2. Christian Dior ['krɪstʃən 'diə]	Кристиан Диор
3. Flappers ['flæpəz]	Флэпперы

VOCABULARY

1. catchy ['kætʃi] a catchy dress	броский, привлекающий внимание платье, привлекающее внимание
2. to earn [ɜ:n] to earn the title of the favorite dress	заслуживать, снискать заслужить звание любимого платья
3. to complement ['kɒmplɪmənt] to be complemented by stylish shoes	дополнять быть дополненными стильными туфлями
4. a hairstyle ['heə, stɑɪl] evening hairstyle	причёска вечерняя причёска
5. jewelry ['dʒu:əlri] cheap jewelry	украшения, бижутерия дешевая бижутерия
6. a heel [hi:l]	каблук

	high heeled shoes	туфли на высоких каблуках
7.	a handkerchief [ˈhæŋkə,tʃɪf] a tiny handkerchief	носовой платок крошечный носовой платок
8.	provocative [prəˈvɒkətɪv] a provocative dress	вызывающий, дерзкий вызывающее платье
9.	the dry law [draɪ lɔː]	сухой закон
10.	to be adopted [əˈdɒptɪd] The "dry law" was adopted .	быть принятым "Сухой закон" был принят.
11.	to prohibit [prəʊˈhɪbɪt] parties with prohibited alcohol	запрещать вечеринки с запрещенным алкоголем
12.	to have fun [hæv fʌn] Women wanted to relax and to have fun .	развлекаться, хорошо проводить время Женщины хотели расслабиться и развлечься.
13.	a strap [stræp] crossed straps	лямка, тесьма перекрещивающиеся лямки
14.	a sleeve [sliːv] raglan [ˈræglən] sleeve	рукав рукав покроя реглан
15.	to require [rɪˈkwaɪə]	требовать
16.	an outfit [ˈaʊtfɪt] to require a comfortable outfit	комплект одежды требовать удобной одежды
17.	to inspire [ɪnˈspaɪə] to inspire a designer	вдохновлять вдохновлять дизайнера
18.	to coin [kɔɪn] to coin the term "the cocktail dress"	создавать новый термин создать новый термин "платье для коктейлей"
19.	fur [fɜː] a fur coat	мех шуба, манто
20.	feather [ˈfeðə] Fine feathers make fine birds.	перо Одежда красит человека.
21.	essential [ɪˈsenʃl] Fur and feathers were an essential part of cocktail fashion.	существенный, неотъемлемый Мех и перья были неотъемлемой частью моды.
22.	denim [ˈdenɪm] a blue denim shirt	джинсовая ткань синяя джинсовая рубашка
23.	leather [ˈleðə] imitation leather	кожа искусственная кожа

24. character ['kærɪktə] the characters of this series	герой, образ героини этого сериала
25. compulsory [kəm'pʌlsəri] a compulsory part of the wardrobe	обязательный обязательная часть гардероба
26. silhouette [silu'ət]	силуэт
27. spirit ['spɪrɪt] spirit world	дух духовный мир
28. intact [ɪn'tækt] The spirit stays intact .	нетронутый, неизменный Дух остается неизменным.

III. READING COMPREHENSION

1. Answer the questions

1. Why has the cocktail dress become so popular?
2. When was the cocktail dress born?
3. What kind of popularity did parties with prohibited alcohol enjoy at that time?
4. How did women transform their dresses for dancing at the parties?
5. What did they accessorize the cocktail dress with?
6. What did the dance "Charleston" require?
7. What kind of reputation did the cocktail dress earn?
8. Whom were cocktail dresses specifically worn by in the 1930s?
9. When did the cocktail dress become a trend?
10. What were cocktail dresses made of?
11. What was an essential part of cocktail fashion?
12. What were the most unexpected materials for cocktail dresses?
13. Why was the cocktail dress once again in fashion in the late 1990s?

2. Read the statements and say whether they are true (T) or false (F). Correct the false ones

1. This garment has earned the title of the favorite among the men.
2. Today the evening cocktail dress is a symbol of female intelligence.
3. Hard to believe but once the cocktail dress was considered shocking and provocative.
4. The cocktail dress was born in Europe, in the 1920s.
5. Women wanted to relax, to have a cup of coffee and to sing songs.
6. Women shortened their usual knee dresses and wore straps instead of sleeves.

7. The dance "Charleston" required a comfortable outfit, which could give more freedom of movement.
8. Both the dance and the cocktail dress earned a good reputation.
9. In the 1920s the cocktail dress became a trend.
10. The dresses were made of silk, organza, or similar fabrics.
11. Polka dot remained the favorite color but other colors were considered fashionable too.
12. Fur and feathers were an essential part of haute couture fashion.
13. The cocktail dress was out of fashion in the late 1990s, after the popular series "Sex and the City".
14. Thanks to the producers of this series the cocktail dress has become a compulsory part of the wardrobe of modern, elegant and stylish women.
15. The silhouettes of cocktail dresses have not changed throughout the years.

3. Complete the sentences

1. A cocktail dress: sexy, elegant and ...
2. Why has the cocktail dress become ...?
3. It is complemented by ...
4. Hard to believe but once it was ...
5. Parties with prohibited alcohol in ...
6. To make it easier, they shortened ...
7. This dance required ...
8. In the 1930s cocktail dresses were ...
9. The cocktail dress became a trend and inspired ...
10. Many women started wearing it for ...
11. The dresses were made of ...
12. In the 1960s both celebrities and ordinary women ...
13. The cocktail dress was once again in ...
14. Thanks to the characters of this series ...
15. The silhouettes of cocktail dresses have ...

IV. ANALYZE

1. Chose the correct word or word combination

1. A cocktail dress: sexy, elegant and ... is always so different.
 a) glamorous b) attractive c) catchy
2. This garment has earned the title of the favorite among

- a) the men b) the children c) the women
3. Hard to believe but once it was considered
- a) scandalous and b) shocking and c) shocking and
provocative disgusting provocative
4. The cocktail dress was born in ..., in the 1920s during the Great Depression.
- a) Australia b) Spain c) the US
5. To make it easier, they shortened their usual knee ... and wore straps instead sleeves.
- a) skirts b) pinafores c) dresses
6. They accessorized the cocktail dress with
- a) necklace b) gloves c) jewelry
7. In 1928 it became a dress for the dance
- a) waltz b) tango c) charleston
8. In the 1930s cocktail dresses were specifically worn by ...
- a) Hippie b) Flappers c) Punks
9. The cocktail dress inspired the legendary fashion designer ... to coin the term.
- a) Giorgio Armani b) Christian Dior c) Coco Chanel
10. The dresses were made of silk ... or similar fabrics.
- a) velvet b) wool c) organza
11. In the 1960s both ... and ordinary women wore cocktail dresses with pleasure.
- a) housewives b) outstanding c) celebrities
women
12. The cocktail dress was once again in fashion in the late 1990s, after the popular series...
- a) "Friends" b) "House, M.D." c) "Sex and the City"
13. Thanks to the characters of this series the cocktail dress has become a ... part of the wardrobe of modern, elegant and stylish women.
- a) necessary b) obligatory c) compulsory
14. The ... of cocktail dresses have changed throughout the years but the spirit stays intact.
- a) shapes b) fashions c) silhouettes

2. Match the word combination with the English equivalent

- | | |
|-----------------|----------------------------------------------------------------------------------|
| 1. jewelry | a) to officially stop something from being done, especially by making it illegal |
| 2. catchy | b) the soft hair that covers the body of some animals |
| 3. handkerchief | c) objects that you wear as decoration |

- | | |
|-------------|---------------------------------------------------------------------------------------------|
| 4. prohibit | d) a narrow piece of material that holds a piece of clothing on your body |
| 5. leather | e) thick cotton cloth that is usually blue and is used especially to make jeans |
| 6. denim | f) the part of a piece of clothing that covers your arm |
| 7. trend | g) one of the narrow tubes with thin soft hairs on each side that cover a bird's body |
| 8. fur | h) a small square piece of cloth or paper used for wiping your nose or eyes |
| 9. strap | i) a strong material made from animal skin that is used for making shoes, clothes, bags etc |
| 10. feather | j) if a tune or phrase is catchy it attracts your attention and is easy to remember |
| 11. sleeve | k) a gradual change or development that produces a particular result |

3. Put the words in the correct word order

- Dress / that / a / formal / cocktail / is / a short / for / dress / is / occasions / suitable /.
- The / pre-dinner / revelry / the / cocktail / preferred / dress / is / for / look /.
- Between / cocktail / 8 / hour / p.m / place / 6 / p.m / and / usually / the / took /.
- Allowing / to / evening / the / cocktail / not-too / dress / sophisticated / women / look / during / the / and / day / too / casual / not- in / early / the /.
- Cocktail / the / selling / main / ensembles / point / is / of / practicality /.
- May / the / 1927 / first / the / direct / 15 / mention / dress / in / of / Vogue / a / was / cocktail / in /.
- Tweed / Patou / cocktail / designed / dress / a / in /.
- The / World / devastating / had / effects / II / of / obvious / War / an / on / effect / dressing / cocktail /.
- Parties / today / dresses / cocktail / at / holiday / found / only / are / weddings / and /.
- Dress / so / to / cheers / cocktail / the /.

4. Match the word combination with the English equivalent

- | | |
|-----------------------------|----------------------------------|
| 1. требовать удобной одежды | a) to be complemented by stylish |
|-----------------------------|----------------------------------|

- | | |
|----------------------------------------|--------------------------------------------|
| 2. туфли на высоких каблуках | shoes |
| 3. вдохновлять дизайнера | b) a catchy dress |
| 4. вызывающее платье | c) to inspire the designer |
| 5. платье, привлекающее внимание | d) a tiny handkerchief |
| 6. быть дополненными стильными туфлями | e) a provocative dress |
| 7. вечерняя прическа | f) to be adopted |
| 8. быть принятым | g) high heeled shoes |
| 9. заслужить звание любимого платья | h) to coin the term |
| 10. крошечный носовой платок | i) to earn the title of the favorite dress |
| 11. создавать новый термин | j) to require a comfortable outfit |
| | k) evening hairstyle |

5. Give the English equivalents

1. завоевать титул фаворита.....
2. стать таким популярным.....
3. символ женской красоты и элегантности.....
4. всегда такое разное.....
5. чтобы облегчить это.....
6. укоротить обычные платья.....
7. дать больше свободы движения.....
8. носить с удовольствием.....
9. снова быть в моде.....
10. составная часть гардероба.....
11. скандальное платье.....

6. Prove the following statements

1. The cocktail dress was considered shocking and provocative.
2. The cocktail dress was an outfit for dinners, parties and dancing.
3. The cocktail dress is again in fashion.

V. TRANSLATE



1. Платье для коктейлей: сексуальное, элегантное и броское всегда такое разное.
2. Платье дополнялось вечерней прической, стильными туфлями на высоких каблуках и маленькой сумочкой.....

-
3. В это трудно поверить, но когда-то платье для коктейля считалось скандальным и вызывающим.
-
4. Вечеринки с запрещенным алкоголем пользовались большой популярностью в то время.
-
5. Женщины укоротили свои обычные платья и носили лямки вместо рукавов.
-
6. И танец, и платье для коктейлей пользовались скандальной репутацией... ..
-
7. Многие женщины носили платья для коктейля на обеды и вечеринки как символ свободы.....
-
8. Черный цвет оставался фаворитом, но и другие цвета тоже считались модными.
-
9. В 1960-х годах и знаменитости и обычные женщины с удовольствием носили платья для коктейлей.
-
10. мех и перья были неотъемлемой частью моды.
-
11. Позже платья для коктейля стали шить из таких необычных материалов как джинсовая ткань и кожа.
-
12. Благодаря героиням сериала платье для коктейля стало неотъемлемой частью гардероба современной, элегантной и стильной женщины.
-

VI. SPEAK

1. Interview

Student A is a famous designer.
Student B is a journalist who asks about the history of the cocktail dress.





ARMANI SUITS

Preview

Answer the questions. Then talk about your answers.

1. Is fashion important for men? Why?
2. What fashion designers do you know?
3. Which of them designs clothes for men?

I. LISTENING AND READING



Listen to the text

Read and translate it

ARMANI SUITS



Giorgio Armani (1934-) is the most successful Italian fashion designer, **particularly noted for** his menswear. He is famous today for his **exquisitely tailored** suits, men's and women's skiwear and Italian Olympic uniform.

His popularity started in the late 1970s and early 1980s. A suit **fashioned** by the celebrated and influential designer became the **outfit of choice** for wealthy, style-conscious males.

Armani suits were known for their simple yet elegant design, their striking look, and their comfort. They were custom tailored and were cut to fit the form of the **purchaser**. A typical Armani suit generally has three pieces: a fully-lined, three-button blazer, a matching vest and trousers that were **lined** only in front, down to the **knees**.

The suit was black, gray or navy blue; it was soft or **textured**; and it was made of the highest quality wool, cotton, **cashmere**, silk or **linen**.

During the 1980s the Armani suit projected **authority** and **self-confidence**. The name was given to suits that were meant to display the power or at least the ambition. Exquisite Armani suits were the symbol of success.

The **celebrities** who **favored** Armani suits **ranged** from movie actor Richard Gere, who **wore** them in the film "American Gigolo" to basketball player Par Riley.

The Armani **brand** has **earned** its recognition through the quality of production, and nowhere there is anything truer than the Armani Suit. If you want to make a good impression on a lady friend, then you will definitely wear an Armani suit for the **occasion**.



II. NOTES & VOCABULARY

Read the following notes

1.	Giorgio Armani ['dʒɔrdʒo ar'ma:ni]	Джорджио Армани
2.	Italian [ɪ'tæljən]	Итальянский
3.	Olympic [ə'ɪmpɪk]	Олимпийский
4.	Richard Gere ['rɪtʃəd 'gɪə]	Ричард Гир
5.	Par Riley [pɑ: 'raɪli]	Патрик (Пэт) Райли

VOCABULARY

1.	particularly [pə'tɪkjʊləli] a particularly long dress He is particularly famous for his menswear.	особо, особенно особенно длинное платье Оособо он знаменит своей одеждой для мужчин.
2.	to be noted for [bi 'nəʊtɪd fɔ:] Giorgio Armani is particularly noted for Italian Olympic uniform.	быть известным Джорджио Армани особенно известен, как создатель спортивной одежды для Олимпийской сборной Италии.
3.	exquisitely [ɪk'skwɪzɪtli] to be exquisitely dressed	изысканно, изящно быть изысканно одетым
4.	tailored [ˈteɪləd] tailored clothing She wore tailored cotton slacks.	сшитый на заказ одежда, изготовленная по заказу Она носила сшитые на заказ хлопчатобумажные брюки (слаксы).
5.	to fashion [ˈfæʃn] a suit fashioned by the designer	моделировать, создавать костюм, созданный дизайнером
6.	a choice [tʃɔɪs] choice of male goods	выбор, ассортимент ассортимент мужских товаров
7.	an outfit [ˈaʊtfɪt] the outfit of choice	комплект одежды одежда, которую выбирают
8.	conscious [ˈkɒnʃəs] style- conscious males a fashion- conscious man	сознательный, сознающий стильные мужчины мужчина с чувством моды
9.	a purchaser [ˈpɜ:tʃəsə] to fit the form of the purchaser	покупатель подходить по фигуре покупателя

10.	to match [mætʃ] a matching vest and trousers	подходить, соответствовать (под пару; по цвету, форме) подходящий жилет к брюкам
11.	a knee [ni:] knee breeches	колени бриджи
12.	to be lined [bi 'laɪnd] be lined with silk Trousers were lined only in front, down to the knees.	иметь подкладку иметь шелковую подкладку Брюки имели подкладку только впереди до колена.
13.	textured ['tekstʃəd] a soft or textured suit	текстурированный мягкий или текстурированный костюм
14.	cashmere ['kæʃ, mɪə] to look at a display of cashmere suits	кашемир (шерстяная ткань) смотреть на витрину с кашемировыми костюмами
15.	linen ['lɪnɪn] a cream linen suit	льняной льняной костюм кремового цвета
16.	authority [ɔ: 'θɒrəti] absolute authority	власть абсолютная власть
17.	self-confidence [self 'kɒnfɪdəns] to project authority and self-confidence	уверенность в себе создавать образ влиятельного и уверенного в себе человека
18.	a celebrity [sə 'lebrəti] He was a celebrity from Italy.	знаменитый человек Он был итальянской знаменитостью.
19.	to favor ['feɪvə] Richard Gere favor ed Armani suits.	предпочитать Ричард Гир предпочитал костюмы от Армани.
20.	to range ['reɪndʒ] ranged from movie actor to basketball player	варьироваться варьируются от киноактера до баскетболиста
21.	to wear ['weə] to wear casual clothes	носить носить повседневную одежду
22.	brand ['brænd] brand label	торговая марка, бренд брендовый лейбл
23.	to earn [z:ɪn] The Armani brand has earned its recognition.	заслуживать Торговая марка Армани завоевала признание.
24.	occasion [ə 'keɪʒn]	событие, случай

to wear an Armani suit for the
occasion

НОСИТЬ КОСТЮМ ОТ Армани по этому
поводу, по случаю

III. READING COMPREHENSION

1. Answer the questions



1. What did Giorgio Armani noted for?
2. What is he famous today?
3. When did his popularity start?
4. What did his suit become for wealthy, style-conscious males?
5. What were Armani suits known for?
6. What were the colors of Armani suits?
7. What were the suits made of?
8. Why have Armani suits become the symbol of success?
9. What celebrities favored Armani suits?
10. How has the Armani brand earned its recognition?

2. Read the statements and say whether they are true (T) or false (F). Correct the false ones

1. Giorgio Armani is the most successful Italian architect.
2. He is famous today for his exquisitely tailored jeans, men's and women's underwear.
3. A suit fashioned by the celebrated and influential designer became the outfit of choice for wealthy, style-conscious females.
4. Armani suits were known for their simple yet elegant design, their striking look, and their comfort.
5. Suits were cut to fit the form of the designer.
6. Trousers were lined only in back, down to the knees.
7. The suit was black, green or navy blue; it was soft or textured.
8. During the 1980s the Armani suit projected weakness and poverty.
9. Exquisite Armani suits were the symbol of success.
10. A movie actor Richard Gere wore the Dolce and Gabbana suit in the film "American Gigolo".
11. The Armani brand has earned its recognition through the color of production.
12. If you want to make a good impression on a lady friend, then you will definitely wear an Armani Olympic uniform.

3. Complete the sentences

1. Giorgio Armani is the most successful Italian fashion designer, particularly noted for
2. He is famous today for
3. His popularity started in
4. A suit became the outfit of choice for
5. Armani suits were known for
6. They were custom tailored and were
7. A typical Armani suit generally has three pieces:
8. The suit was made of the highest quality
9. The name was given to suits that
10. The celebrities who favored Armani suits ranged from movie actor Richard Gere to
11. The Armani brand has earned its
12. If you want to make a good impression

IV. ANALYZE

1. Chose the correct word or word combination.



1. Giorgio Armani (1934-) is the most successful Italian
a) sportsmen b) fashion designer c) writer
2. He ... his exquisitely tailored suits, men's and women's skiwear and Italian Olympic uniform.
a) is interested in b) is going to sell c) is famous for
3. His ... started in the late 1970s and early 1980s.
a) study b) work c) popularity
4. A suit fashioned by the celebrated and influential designer became ... for wealthy, style-conscious males.
a) the example to b) the outfit of choice c) a set of clothes follow
5. Armani suits were known for ..., their striking look, and their comfort.
a) their beautiful color b) their lengths c) their simple yet elegant design
6. A typical Armani suit generally has three pieces:
a) a jacket, a vest and b) a blazer, a shirt and c) a blazer, a vest and trousers
trousers trousers and trousers
7. Trousers were lined only in front, down to
a) the hips b) the feet c) the knees

8. The colors of Armani suits are

- a) white, green or navy blue b) black, gray or brown c) black, gray or navy blue

9. The name was given to suits that were meant to display ... or at least the ambition.

- a) the force b) the power c) the prosperity

10. Exquisite Armani suits were the ... of success.

- a) sign b) mark c) symbol

11. The celebrities who favored Armani suits ranged from ... Richard Gere, who wore them in the film in "American Gigolo" to ... Par Riley.

- a) fashion designer; basketball player b) movie actor; volleyball player c) movie actor; basketball player

12. The Armani brand has earned its ... through the quality of production

- a) prosperity b) recognition c) popularity

2. Match the word combination with the English equivalent

1. a purchaser

a) very soft wool that comes from a type of goat

2. to match

b) light cloth made from a plant called flax

3. a vest

c) a time at which something happens

4. a brand

d) the feeling that you can do things well and that people respect you

5. a celebrity

e) to be shaped in a way that matches the shape of a person's body

6. an occasion

f) someone who is considered an expert in a particular subject

7. self-confidence

g) a famous person, especially in entertainment or sport

8. linen

h) to form an attractive combination with something else

9. cashmere

i) a product or group of products that has its own name and is made by one particular company

10. tailored

j) a piece of clothing with no sleeves or collar worn over other clothes, for example for protection

11. authority

k) a person who buys something

3. Put the words in the correct word order

1. Piacenza / in / Giorgio / was / Armani / a / born / humble / 1934 / in / family / in /.
2. Nino / Cerruti / in / menswear / 1964 / without / for / any / of / formal / line / training / designed / Armani / a /.
3. 1975 / Giorgio / Armani / his / house / famous / founded / fashion / in /.
4. Blazers / he / for / became / his / known /.
5. His / loose / blazers / and / are / informal / completely /.
6. Groundbreaking / Armani's / suits / women's / equally / were /.
7. Clothes / needed / women / that / as / were / comfortable / men's / as /
8. Women / with / big / that / shoulders / and / Armani's / could / demonstrated / tailoring / lines / clean / be / elegant / precise / still /.
9. Talent / today / extends / his / diversely / Armani /.
10. £2.9 / billion / the / Armani's / reaches / with / over / globe / in / now / revenue / each / across / year / empire /.
11. Fashion / clothing / is / quality / solid / Armani / investment / in / a / and / high / design.

4. Match the words and expression with the English equivalent

- | | |
|----------------------------------------------------------|--------------------------------------------------|
| 1. самый успешный | a) you will definitely wear |
| 2. быть знаменитым | b) the symbol of success |
| 3. мужская и женская лыжная одежда | c) to be cut to fit the form of the purchaser |
| 4. в конце 1970-х и начале 1980-х | d) the quality of production |
| 5. простая, но все, же элегантная модель | e) the highest quality wool, silk |
| 6. быть скроенным по фигуре покупателя | f) to make a good impression |
| 7. блейзер на подкладке | g) in the late 1970s and early 1980s |
| 8. шерсть, шелк высокого качества | h) to be famous for |
| 9. продемонстрировать силу или, по крайней мере, амбиции | i) the most successful |
| 10. символ успеха | j) men's and women's skiwear |
| 11. качество продукции | k) simple yet elegant design |
| 12. произвести хорошее впечатление | l) a fully-lined blazer |
| 13. вы, точно, будете носить | m) to display the power or at least the ambition |

5. Give the English equivalents

1. быть известным
2. изысканная, сшитая на заказ одежда
3. костюм, созданный дизайнером
4. стильные мужчины
5. кашемировый костюм
6. подходящий жилет
7. костюм на подкладке.....
8. быть заутюженным только спереди до колен
9. текстурированная ткань.....
10. например, хлопок
11. создавать образ влиятельного и уверенного в себе человека
-
12. выдающиеся личности, предпочитающие костюмы от Армани.....
-
13. от киноактера до баскетболиста.....

6. Prove the following statements

1. Giorgio Armani is the most successful Italian fashion designer.
2. Armani suits have simple yet elegant design.
3. Armani suits were symbol of success.

V. TRANSLATE



1. Джорджио Армани – самый успешный итальянский дизайнер.....
.....
2. Он знаменит своими изысканными костюмами, лыжной спортивной одеждой.....
.....
.....
3. Костюм, созданный знаменитым дизайнером, стал одеждой для состоятельных и стильных мужчин.....
.....
4. Костюмы от Армани известны своим простым, но элегантным дизайном, замечательным внешним видом и удобством.....
.....

5. Костюмы скроены по фигуре покупателя.....

 6. Обычный костюм от Армани состоит из трех частей: блейзер на подкладке, жилет в тон и брюк.

 7. Брюки имели подкладку только впереди до колена.....

 8. Цвет костюма – черный, серый или темно-синий....

 9. Костюмы изготавливаются из высококачественной шерсти, хлопка, кашемира, шелка или льна.

 10. В течение 80-х годов костюмы от Армани создавали образ влиятельного и уверенного в себе человека.

VI. SPEAK

1. Interview

Student A is an expert in male fashion.

Student B is interested in fashion design. He has a lot of questions. He would like to know more about Armani suits.



2. Tell your groupmates about Armani suits



FASHION RUNWAY MODEL PROFESSIONALS

Preview

Answer the questions. Then talk about your answers

1. Do you like posing in front of the camera?
2. How often do you watch fashion shows on TV, Internet?
3. Do you love the idea of wearing designer clothes?

I. LISTENING AND READING

Listen to the text



Read and translate it

FASHION RUNWAY MODEL PROFESSIONALS

Job Description

Modeling career is a very **rewarding** job. **Careers** of commercial and fashion **runway model** professionals do not last forever. In fact, there is an age limit set for fashion runway model professionals as well as commercial fashion models. Girls who dream of becoming a fashion runway model must start at a very early age around 15-22. Boys can start their modeling career between the ages of 18-25.

Not everyone can become a model. In fact, the fashion industry has set high standards for those who want to get in the business. A fashion runway model must **possess** the specific **physical**

attributes. **Fashion** runway model professionals are expected to have a nice **physique**, unique **facial** features and the ability to walk the runway. In addition to that, a fashion runway model should be tall in order **to be considered**. Although in the recent years, shorter models have slowly **penetrated** the fashion business most clients still prefer taller models. Professional fashion runway models **are** also **expected** to wear clothes with **grace** and style, because when they walk down the runway they show the clothing creations of fashion designers. They have to look extremely **fabulous** in order to catch the attention of the viewing public.



II. VOCABULARY

<p>1. a runway ['rʌnweɪ] fashion runway model</p> <p>the ability to walk the runway Fashion runway model professionals are expected to have a nice physique, unique facial features and the ability to walk the runway.</p>	<p>подиум модель, участвующая в показах моды, модель демонстрирующая одежду способность ходить по подиуму Профессиональная модель, участвующая в показах моды должна иметь красивое телосложение, уникальные черты лица и обладать способностью ходить по подиуму.</p>
<p>2. a career [kə'reɪə] modeling career</p> <p>Careers of commercial and fashion runway model professionals do not last forever.</p>	<p>карьера карьера в области модельного бизнеса Карьера модели, представляющей рекламу, и карьера модели, участвующей в показах не может длиться долго.</p>
<p>3. to reward [rɪ'wɔ:d]</p> <p>rewarding job Modeling career is a very rewarding job.</p>	<p>вознаграждать, воздавать должное выгодная, благодатная работа Карьера в области модельного бизнеса очень благодатная работа.</p>
<p>4. model ['mɒdl] fashion model commercial fashion model</p>	<p>модель, манекенщица модная модель модель, представляющая рекламу, коммерческая модель</p>
<p>5. fashion industry fashion business The fashion industry has set high standards for those who want to get in the business.</p>	<p>индустрия моды модельный бизнес Индустрия моды устанавливает высокие стандарты для тех, кто хочет участвовать в бизнесе.</p>
<p>6. to possess [pə'zes] A fashion runway model must possess the specific physical attributes.</p>	<p>обладать, иметь Модель, участвующая в показах моды должна иметь отличительные черты телосложения.</p>

<p>7. to consider [kən'sɪdə]</p> <p>In addition to that, a fashion runway model should be tall in order to be considered.</p>	<p>рассматривать, обсуждать, проявлять уважение</p> <p>В добавление к этому, модель, участвующая в показах должна быть высокого роста для того, чтобы на нее обратили внимание.</p>
<p>8. facial ['feɪʃəl]</p> <p>unique facial features</p>	<p>черты лица</p> <p>уникальные черты лица</p>
<p>9. physique [fɪ'zɪ:k]</p>	<p>телосложение</p>
<p>10. physical [fɪzɪkl]</p> <p>special physical attributes</p>	<p>физический, телесный</p> <p>отличительные, характерные черты телосложения</p>
<p>11. to penetrate ['penə'treɪt]</p> <p>Shorter models have slowly penetrated the fashion business.</p>	<p>проникать, пробиваться</p> <p>Модели невысокого роста постепенно проникают в бизнес.</p>
<p>12. to expect [ɪk'spekt]</p>	<p>ожидать</p>
<p>13. grace [greɪs]</p> <p>A professional fashion runway models are also expected to wear the garments with grace and style.</p>	<p>изящество, грация, привлекательность</p> <p>От профессиональной модели требуется умение носить одежду с достоинством и изяществом.</p>
<p>14. fabulous ['fæbjʊləs]</p> <p>to look extremely fabulous</p> <p>They have to look extremely fabulous in order to catch the attention of the viewing public.</p>	<p>великолепный, шикарный, потрясающий</p> <p>выглядеть шикарно</p> <p>Они должны выглядеть шикарно, чтобы привлечь внимание публики.</p>
<p>15. to catch [kæʃ]</p> <p>to catch the attention</p>	<p>охватить, привлечь</p> <p>привлекать внимание</p>

III. READING COMPREHENSION

1. Answer the questions

1. How long does the career of commercial and fashion runway model last?
2. What age do the girls start a career of fashion model runway?

3. What age do the boys start their modeling career?
4. Why cannot everyone become a model?
5. What special features must the fashion runway model possess?
6. What should the fashion runway model possess in order to be considered?
7. What models do the most clients prefer?
8. What ability must the fashion runway models professionals have?
9. What is the professional fashion runway model expected to wear the clothes with?
10. How should the professional fashion runway models look like to catch the attention of the viewing public?

2. Read the statements and say whether they are true (T) or false (F). Correct the false ones

1. There is no any limit in an age for professional fashion model as well as commercial fashion model and their careers can last forever.
2. Girls who dream of becoming a fashion runway model must start in a very early age around 15-22, while boys can start their modeling career between the ages of 25-30.
3. In fashion industry every young girl can become a model.
4. The fashion industry has not set very high standards for those who want to get in the business.
5. A fashion runway model must possess the specific physical attributes.
6. The professional runway model should be short in order to be considered.
7. In the recent years, shorter models have slowly penetrated the fashion business most clients still prefer them to taller models.
8. Fashion runway model professionals are expected to have a nice physique, unique facial features and the ability to walk the runway.
9. The professional fashion runway models are expected to wear the garments to the official visits.
10. The professional runway model has to look extremely fabulous in order to catch the attention of the viewing public.

3. Complete the sentences

1. Careers of commercial and fashion runway model professional do not
2. There is an age limit set for...
3. Girls who dream of becoming a fashion runway model must ...
4. In fact, the fashion industry has set ...
5. A fashion runway model must possess...
6. In the recent years shorter models have...

7. Fashion runway model professionals are expected to have....
8. The professional fashion runway models are expected...
9. When they walk down the runway...
10. They have to look extremely fabulous in order

IV. ANALYZE

1. Choose the correct word or word combination



1. Modeling career is a very ... job.
 - a) awarding b) devoting c) rewarding
2. Girls who dreams of becoming a fashion runway model must start at the age around ..., while boys can start their modeling career between the ages of ...
 - a) 20-22; 25-30 b) 17-20; 20-25 c) 15-22; 18-25
3. Not everyone can become a
 - a) dressmaker b) model c) cutter
4. In fact, ... have set high standards for those who want to get in the business.
 - a) the textile industry b) the light industry c) the fashion industry
5. ... must possess the specific physical attributes.
 - a) a professional seamstress b) a professional runway model c) professional designer
6. A fashion runway model should be... in order to be considered.
 - a) thrall b) small c) tall
7. In the recent years, shorter models have slowly penetrated the but most clients still prefer taller models.
 - a) designer business b) show business c) fashion business
8. Fashion runway model professionals are expected to have a nice physique, unique facial features and the ability... .
 - a) to walk the rope b) to walk the runway c) to walk the arena
9. Professional fashion runway models are expected to wear the garments with... .
 - a) lace b) taste c) grace
10. They have to look extremely ... in order to catch the attention of the viewing public.
 - a) ridiculous b) fabulous c) sumptuous

2. Match the word combination with the English equivalents.

- | | |
|------------------|-------------------------------------------------------------------------------------------------------------|
| 1. a runway | a) the form, size, and development of a person's body |
| 2. a career | b) very good; wonderful |
| 3. model | c) an occupation undertaken for a significant period of a person's life and with opportunities for progress |
| 4. facial | d) smoothness and elegance of movement |
| 5. physique | e) possession of the means or skill to do something |
| 6. physical | f) an incline or chute down which something slides or runs |
| 7. grace | g) appearing on or being part of your face |
| 8. fabulous | h) a quality or feature regarded as a characteristic or inherent part of someone or something |
| 9. an ability | i) relating to the body as opposed to the mind |
| 10. an attribute | j) a person employed to display clothes by wearing them |

3. Put the words in the correct word order

1. The / show / modern / dates / the / back / 1860s / fashion / to / .
2. Charles Frederick Worth / english / to / fashion / was / the / designer / in / present / first / used / live / models / creations / his / Paris / who / .
3. New York / by / had / century / turn / of / the / to / events / "fashion parades" / started / the / spread / as / to / London / and / known / .
4. Would / for / was / be / often / banned / copied / fear / that / designs / photography / the / .
5. Presentations / shows / in / years / have / into / fashion / ambitious / evolved / theatrical / recent / .
6. A / is / highly / modeling / runway / competitive / field / .
7. Modeling / is / personality / an / component / of / integral / .
8. A / runway / job / the / model's / embodying / involves / persona / .
9. Photoshoots / models / much / of / time / shows / and / between / exercising / their / spend / fashion / or / Runway / traveling /
10. Walk / runway / 80 / models / season / may / many / as / shows / in / some / as / one / .

4. Match the word combination with the English equivalent

- | | |
|---------------------------------------------------------|----------------------------------------------------|
| 1. карьера профессиональной модели | a) to become a fashion runway model |
| 2. стать моделью, участвующей в показах моды | b) to start modeling career |
| 3. коммерческая модель, модель представляющая рекламу | c) the fashion industry has set high standards |
| 4. начать карьеру модели | d) a career of a professional fashion model |
| 5. иметь отличительные черты телосложения | e) to penetrate the fashion business |
| 6. индустрия моды устанавливает высокие стандарты | f) a commercial fashion model |
| 7. проникать в модельный бизнес | g) to have a nice physique, unique facial features |
| 8. модели высокого (низкого) роста | h) to possess the specific physical attributes |
| 9. умение носить одежду | i) taller(shorter) models |
| 10. иметь красивое телосложение и уникальные черты лица | j) to wear the garments with |

5. Give the English equivalents

1. карьера модели длится недолго.....
2. иметь красивое телосложение
3. девушки, мечтающие стать моделями.....
4. не каждый может стать моделью.....
5. большинство клиентов предпочитают
6. умение носить одежду.....
7. представлять одежду, созданную дизайнерами одежды.....
8. ходить по подиуму.....
9. привлекать внимание публики.....
10. проникать в модельный бизнес.....

6. Prove the following statements

1. Careers of commercial and fashion runway model professionals do not last forever.

2. Not everyone can become a model.
3. The professional fashion runway model must have the ability to wear the garments and to catch the attention of the viewing public.

V. TRANSLATE

1. Карьера модели, демонстрирующей одежду и модели, представляющей рекламу, длится недолго.
.....
2. Существуют ограничения для тех, кто стремится стать моделью.
.....
3. Девушки, мечтающие стать моделью, участвующей в показах моды, должны начать свою карьеру в раннем возрасте 15-22.....
.....
4. Не каждый может стать моделью.....
.....
5. Индустрия моды установила высокие стандарты для тех, кто хочет попасть в бизнес.....
.....
6. Модель, демонстрирующая одежду, должна иметь отличительные черты телосложения.
.....
7. Профессиональная модель, участвующая в показах моды, должна иметь хорошее телосложение, уникальные черты лица и обладать способностью ходить по подиуму.....
.....
8. Хотя модели с низким ростом постепенно проникают в модельный бизнес, большинство клиентов до сих пор предпочитают модели высокого роста.....
.....
9. От профессиональной модели требуется умение носить одежду с достоинством и изяществом.
.....
10. Они должны выглядеть шикарно, чтобы привлечь внимание публики.
.....
.....



VI. SPEAK

1. Interview

Student A You are a young girl who wants to get in the business. You want to be a fashion runway model.

Student B You are a professional stylist.

Tell a young girl how to walk down the runway and describe all the demands that a fashion runway model must possess.



2. Tell about the professional runway model.



FASHION PROFESSIONALS

Preview

Answer the questions. Then talk about your answers.

1. What career can the fashion industry offer for the graduates?
2. Why is fashion design important?
3. Why do you want to work in a fashion industry?

I. LISTENING AND READING



Listen to the text



Read and translate the text

FASHION PROFESSIONALS

The fashion business offers a wide range of careers for graduates in positions requiring creativity and understanding of different types of clothing. The type of creativity varies depending on the specific job. Thus, graduates can become **fashion designer, technical designer, fashion merchandiser.**



Fashion designer. Fashion designers typically create sketches; observe fashion trends and changes within the fashion industry. The role of the designer is **to undertake** the following activities. First one is to understand the vision and the goal of the company in terms of customers' **perception**. Second one is to participate in **brainstorming** sessions with a team of colleagues. Third one is **to contribute** to a **cohesive look** of the brand.

Technical designer. Technical designers should work as a **liaison** between design and production. From the designer's **sketch**, they create a **pattern** and a **technical package** (also called a Tech Pack, or TP) for the product. Once the Tech Pack is created, it is emailed to the factory where the production – **CMT (Cut Make Trim)** – will **take place**. The factory creates the first **sample** for fitting based on the pattern and the Tech Pack. When the first sample arrives back to the technical designer, it is **specified** (measured) and if the sample is **out of tolerance**, it is noted in the fitting comments. Fit process is repeated until the **desired look and fit are achieved**. Only when the first sample is **approved**, the garment is ready for production.

Fashion merchandiser. Fashion merchandisers are responsible for **ensuring** the right products are **available** in the right stores, at the right time, in the right quantity and at the **appropriate price**. They can work at retail stores or at a factory. Merchandisers also work closely with designers to create a **profitable product**. If the **profit margin** become **risky**, the merchandiser may require a change in style or

retail price to ensure brand's **profitability**.

Thus, any career in fashion can be exciting and rewarding. It is attractive to young, creative university graduates whose love for the fashion industry is as strong as their desire **to make their mark** in it.

II. NOTES & VOCABULARY

Read the following notes

1. Technical ['teknɪkl] Package ['pækɪdʒ] (Tech [tek] Pack [pæk])	технический пакет
2. CMT [si əm ti] (Cut Make Trim) [kʌt meɪk trɪm] manufacturing	процесс производства, включающий последовательно этапы: раскрой, изготовление, отделка изделий

VOCABULARY

1. fashion ['fæʃn] designer [di'zainə]	художник-модельер, модельер, дизайнер одежды
2. technical ['teknɪk(ə)l] designer	инженер-конструктор
3. fashion merchandiser ['mɜ:ʃəndəɪsə]	мерчендайзер одежды
4. to undertake ['ʌndə'teɪk] smth to undertake activity The role of the designer is to undertake the following activities.	предпринимать, осуществлять, организовывать ч-л осуществлять деятельность Роль дизайнера заключается в выполнении следующих действий.
5. a perception [pə'sepʃ(ə)n] of smth/smb customer's perception To understand the vision and the goal of the company in terms of customers' perception .	восприятие, понимание, представление о ч-л/ к-л восприятие потребителя Понимание видения и цели компании с точки зрения восприятия ее клиентами.
6. brainstorming ['breɪn, stɔ:miŋ] brainstorming sessions with a team	мозговой штурм групповой поиск творческих идей
7. to contribute [kən'tribju:t]	способствовать, содействовать
8. a cohesive [kəu'hi:sɪv] look [luk] to contribute to a cohesive look of the brand	целостный облик (образ) способствовать созданию целостного образа бренда

9.	a liaison [li'eiz(ə)n]	связь, канал связи
10.	a sketch [sketʃ]	эскиз, набросок
11.	a pattern ['pæt(ə)n] a pattern-cutter ['pæt(ə)n 'kltə]	выкройка закройщик
12.	to take place [pleɪs]	иметь место, происходить
13.	a sample ['sɑ:m(p)əl]	образец
14.	to specify ['spesɪfaɪ] to be specified ['spesɪfaɪd]	точно определять, устанавливать подлежит уточнению
15.	a tolerance ['tɒl(ə)r(ə)ns] to be out of tolerance	толерантность, допустимое отклонение выходить за пределы допуска
16.	to achieve [ə'tʃi:v] desired look and fit are achieved	утверждать, одобрять желаемый внешний вид и посадка по фигуре достигнуты
17.	to approve [ə'pru:v] to be approved	одобрять, утверждать быть одобренным
18.	to ensure [ɪn'ʃʊə] ensuring [ɪn'ʃʊərɪŋ]	обеспечивать, гарантировать обеспечение
19.	available [ə'veɪləb(ə)l] Merchandisers are responsible for ensuring the right products are available in the right stores.	доступный, имеющийся в наличии Мерчендайзеры отвечают за обеспечение наличия необходимых товаров в определенных магазинах.
20.	an appropriate [ə'prəʊpriət] price [praɪs] a retail ['ri:teɪl] price	соответствующая цена, подходящая цена розничная цена
21.	profitable ['prɒfɪtəb(ə)l] profitable product ['prɒdʌkt] profitability ['prɒfɪtəb(ə)lətɪ]	выгодный, полезный прибыльный товар прибыльность, рентабельность
22.	profit margin ['mɑ:dʒɪn]	норма прибыли, рентабельность
23.	risky ['rɪskɪ] If the profit margin become risky , the merchandiser may require a change in style or possible retail price to ensure the profitability of the brand.	рискованный, опасный Если показатель прибыли становится рискованными, мерчендайзер может потребовать изменения стиля или розничной цены, чтобы обеспечить сохранение прибыльности бренда.

<p>24. to make mark in smth</p> <p>It is attractive to young, creative university graduates whose love for the fashion industry is as strong as their desire to make their mark in it.</p>	<p>сделать отметку в ч-л, оставить след г-л</p> <p>Она привлекательна для молодых, творческих выпускников университетов, чья любовь к индустрии моды так же сильна, как и желание оставить в ней свой след.</p>
----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

III. READING COMPREHENSION

1. Answer the questions

1. What quality is necessary for those who want to make a career in the fashion business?
2. What positions are available for graduates in the fashion business?
3. Who usually creates sketches and observes fashion trends?
4. From whose perspective should a designer understand a company's goal?
5. Who does the designer brainstorm with?
6. Who works as a liaison between design and production?
7. Whom is the created Tech Pack emailed to?
8. Where does Cut Make Trim take place?
9. What does the technical designer do when the first sample arrives from the factory?
10. How many times is the fitting process repeated?
11. What are the merchandisers responsible for?
12. Where can merchandisers work?
13. What may the merchandisers request if the profit margins become risky?
14. Whom is a career in fashion attractive to?

2. Read the statements and say whether they are true (T) or false (F). Correct the false ones

1. The fashion business offers a wide range of careers for graduates in positions requiring conservatism and understanding of different types of clothing.
2. Fashion merchandisers typically create sketches; observe fashion trends and changes within the fashion industry.
3. Fashion designers shouldn't participate in brainstorming sessions with a team of colleagues.
4. Technical designers should work as a barrier between design and production.

5. After the Tech Pack is created, it is emailed to the customer.
6. The customer creates the first sample for fitting based on the Tech Pack and the pattern.
7. Fit process is not repeated.
8. Fashion merchandisers are responsible for creating the technical package of the garment.
9. Technical designers can work at retail stores or at a factory.
10. Any career in fashion can be boring and underpaid.
11. A career in fashion is attractive to young, creative university graduates whose love for the fashion industry is as strong as their desire to make their mark in it.

3. Complete the sentences

1. The fashion business offers a wide range of careers for graduates in positions...
2. Graduates can become...
3. Fashion designers typically create sketches, observe...
4. The role of the designer is...
5. Technical designers should work...
6. The factory creates the first sample for...
7. Fit process is repeated until...
8. Fashion merchandisers are responsible for...
9. Merchandisers also work closely with...
10. Thus, any career in fashion can be...

IV. ANALYZE

1. Choose the correct word or word combination



1. The fashion business offers a wide range of careers for graduates in positions requiring creativity and understanding of different types of ...

a) swimming	b) clothing	c) dancing
-------------	-------------	------------
2. The type of ... varies depending on the specific job.

a) activity	b) creativity	c) passivity
-------------	---------------	--------------
3. Fashion ... typically create sketches; observe fashion trends and changes within the fashion industry.

a) designers	b) merchandisers	c) technologists
--------------	------------------	------------------
4. Technical designers should work as a ... between design and production.

a) liaison	b) barrier	c) manager
------------	------------	------------

3. Put the words in the correct word order

1. Fashion Design / the / of / refers / of / fashion / development / which / the / designs / industry / clothing / the / and / to / accessories / history /.
2. Actually / the / their / first / to / his / what / rather / customers / than / following / was / to dictate / demands / Charles Frederick Worth / designer / to wear /.
3. Art / form / design / fashion / a / of / is /.
4. Personality / and / should / you / an / artistic / have / creative /.
5. Drawing / have / ideas / be / sketches / good / and / at / able / to express / your / you / in / to /.
6. Shades / must / have / colors / special / some / skills / for / combining / and / you /.
7. Have / you / able / to / with / to be / fabric / use / work / textiles / and / in / a / and / original / manner / creative /.
8. Imagination / visual / fashion / have / a / designers / good /.
9. Garments / they / able / are / ideas / in / three-dimensions / to think / and / their / put / into /.
10. Requirements / have / designers / to / aware / of / fashion / be / fashion / market /.
11. To be / designers / very / have / and / original / fresh / innovative / have / ideas

4. Match the word combination with the English equivalent

- | | |
|----------------------------------------------|----------------------------------------|
| 1. осуществлять деятельность | a) to make mark in smth |
| 2. оставить след в чем-либо | b) to undertake the activities |
| 3. нести ответственность за что-либо | c) customer's perception |
| 4. восприятие потребителя | d) to be out of tolerance |
| 5. быть одобренным | e) to be specified |
| 6. первый образец | f) to be approved |
| 7. быть в наличии в нужных магазинах | g) to be available in the right stores |
| 8. подлежит уточнению | h) the first sample |
| 9. выходить за пределы допуска | i) to be responsible for smth |
| 10. желаемый внешний вид и посадка по фигуре | j) desired look and fit |

5. Give the English equivalents

1. широкий спектр выбора.....
2. выпускники могут стать.....
3. создавать эскизы одежды.....
4. выполнять следующие виды деятельности.....
5. сделать выкройку.....

- 6. технический дизайнер создает технический пакет изделия.....
-
- 7. желаемый внешний вид и посадка.....
- 8. быть доступным в магазинах.....
- 9. соответствующая цена.....
- 10. карьера в сфере моды.....

6. Prove the following statements

- 1. A fashion designer is not always an owner of his own brand.
- 2. A fashion designer should understand the vision and goal of the company in terms of customer perception and positioning in the market.
- 3. Any career in fashion can be exciting and rewarding.

V. TRANSLATE



- 1. Модный бизнес предлагает широкий спектр выбора карьеры для выпускников.....
-
- 2. Выпускники могут стать модельером, инженером-конструктором, мерчендайзером одежды.....
-
- 3. Дизайнеры обычно создают эскизы одежды и анализируют тенденции в мире моды.....
-
- 4. Работа дизайнера заключается в выполнении следующих видов деятельности.....
-
- 5. Инженер-конструктор одежды является связующим звеном между модельером и процессом производства изделия.....
-
- 6. Основываясь на эскизе, инженер-конструктор создает технический пакет изделия.....
-
- 7. Первый образец изделия для примерки создается на фабрике, на основе выкройки и технического пакета изделия.....
-
- 8. Процесс примерки повторяется до тех пор, пока желаемый внешний вид и посадка не будет достигнута.....
-

9. Мерчендайзеры одежды отвечают за то, чтобы нужные товары были доступны в нужных магазинах, в нужное время, в нужном количестве и по соответствующей цене.....

10. Любая карьера в сфере моды может быть захватывающей и хорошо оплачиваемой.....

VI. SPEAK

1. Interview

Student A is a fashion designer who talks about current fashion trends.

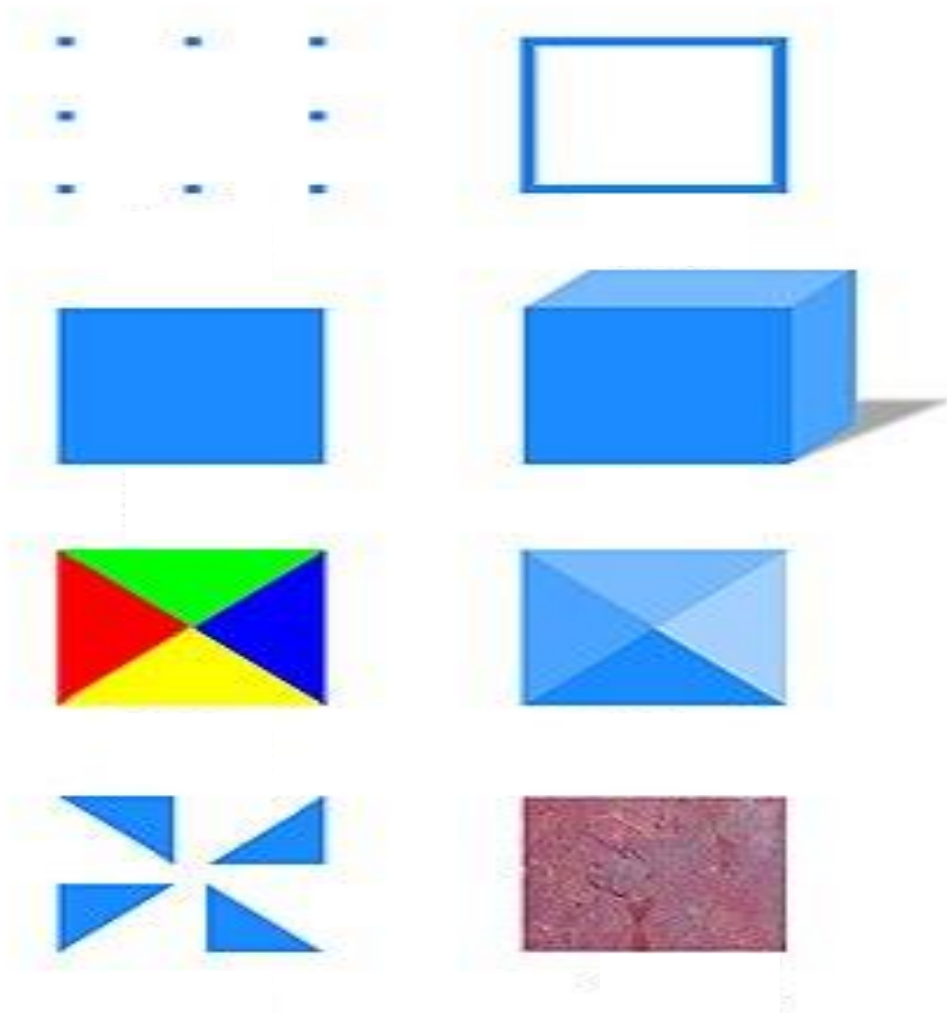
Student B is a fashion merchandiser who talks about clothes that sell well these days.



2. Prepare a speech for the conference about fashion trends.

UNIT

7



ELEMENTS OF DESIGN

Preview

Answer the questions. Then talk about your answers.

1. What is your favorite element of design?
2. What elements of design are popular in today's fashionable women's clothing?
3. What elements of design are popular in today's fashionable men's clothing?

I. LISTENING AND READING



Listen to the text



Read and translate the text

ELEMENTS OF DESIGN

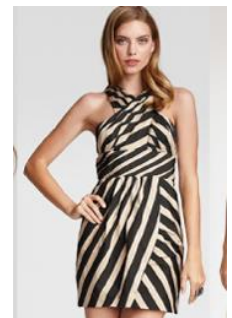
In our everyday life, we can see different elements of design in everything around us. They are the components or **constituent parts** of any image but also may have an independent meaning and, create a new sense for the **entire composition**.



Dot. Dot is an element of design. A dot which is put into a **blank space** turns an **inactive space into a visually active space**. It **depicts** a precise and limited location. For example, **circular** shape of dot is adopted as an **inspiration** for designing electric bulbs.

Line. Line is another element of design characterized as a mark with length and direction, created by **joining dots across a surface**. **Multiple** lines also create contours and shapes. Lines can be seen in almost everything around us including **leaves, roots, branches**, water waves, fish, birds, animals and manmade objects.

A line, depending on its use, may **recall**, inform, describe something and, even **arouse deep associations**. Lines may signify things, actions, concepts, qualities and conditions.



Shape. When a line crosses itself or **intersects** with other lines forming an **enclosed space**, a shape is formed. Thus shape is an element of design, which is defined by its closed contours. Shape is an area with a definite outline and a visible appearance and structure. In a composition the filled or **solid portion** is called **positive space** while space around the positive space is called **negative space**. Both positive

space and negative space are essential to see shapes.

Texture. Texture is a visual and tactile property of the surface of an object, which conveys information about the internal structure of the object, its material.

Textures are described by adjectives such as **rough, smooth, voluminous, flat, soft, uneven** etc. Various examples of textures found in nature are **shells**, row of trees in the wood, tree **bark**, texture on the **wings** of birds and insects, clouds, snow, **flower petals** and many more.

Interrelated elements of design represent the visual composition of an object.

II. VOCABULARY

<p>1. a constituent [kən'stɪtʃʊənt] part</p> <p>These are the components or constituent parts of any image.</p>	<p>составляющая, составная часть</p> <p>Это компоненты или составные части любого изображения.</p>
<p>2. an entire [ɪn'taɪə] composition [kəmpeɪ'zɪʃ(ə)n]</p> <p>to create a new sense for the entire composition</p>	<p>вся композиция</p> <p>придать новый смысл всей композиции</p>
<p>3. a dot [dɒt]</p>	<p>точка</p>
<p>4. a blank [blæŋk] space [speɪs]</p> <p>an inactive [ɪn'æktɪv] space</p> <p>a visually ['vɪʒʊəli] active space</p> <p>an enclosed [ɪn'kləʊzd] space</p> <p>a positive ['pɒzɪtɪv] space</p> <p>a negative ['negətɪv] space</p> <p>A dot which is put into a blank space turns an inactive space into a visually active space.</p>	<p>пустое пространство</p> <p>неактивное пространство</p> <p>визуально активное пространство</p> <p>замкнутое пространство</p> <p>позитивное пространство</p> <p>негативное пространство</p> <p>Точка, поставленная на пустом месте, превращает неактивное пространство в визуально активное.</p>
<p>5. to depict [dɪ'pɪkt]</p>	<p>изображать, описывать</p>
<p>6. circular ['sɜ:kjʊlə]</p>	<p>круглый</p>
<p>7. an inspiration [ɪnspɪ'reɪʃ(ə)n]</p> <p>inspiration for designing</p>	<p>вдохновение</p> <p>вдохновение для дизайна</p>
<p>8. a line [laɪn]</p>	<p>линия</p>
<p>9. to join [dʒɔɪn]</p>	<p>соединять, связывать</p>
<p>10. a surface ['sɜ:fɪs]</p> <p>joining dots across a surface</p>	<p>поверхность</p> <p>соединение точек на поверхности</p>
<p>11. multiple ['mʌltɪpl(ə)l]</p>	<p>множественный</p>
<p>12. a leaf [li:f]</p>	<p>лист</p>
<p>13. a root [ru:t]</p>	<p>корень, корнеплод</p>
<p>14. a branch [brɑ:n(t)ʃ]</p> <p>Lines can be seen in almost everything around us including leaves, roots,</p>	<p>отделение, ветка</p> <p>Линии можно увидеть практически во всем вокруг</p>

branches , water waves, fish, birds, animals and manmade objects.	нас, включая листья, корни, ветви, волны, рыб, птиц, животных и рукотворные объекты.
15. to recall [rɪ'kɔ:l]	отзывать, напоминать
16. to arouse [ə'raʊz] to arouse deep associations	вызывать, пробуждать вызывать глубинные ассоциации
17. a shape [ʃeɪp]	форма, фигура
18. to intersect [ɪntə'sekt]	пересекать, пересекаться
19. solid ['sɒlɪd] a solid portion ['pɔ:ʃ(ə)n]	твердый прочный твердая часть
20. a texture ['tekstʃə]	текстура, фактура
21. rough [rʌf] Textures are described by adjectives such as rough , smooth [smu:ð], voluminous [və'ljʊ:mɪnəs], flat [flæt], soft [sɒft], uneven [ʌn'i:v(ə)n].	грубый, шершавый Текстуру можно описать с помощью таких прилагательных, как: шероховатая, гладкая, объемная, плоская, мягкая, неровная.
22. a shell [ʃel] Various examples of textures found in nature are shells , row of trees in the wood, tree bark [bɑ:k], texture on the wings [wɪŋz] of birds and insects, clouds, snow, flower petals ['petəlz] and many more.	ракушка Различные примеры текстур, встречающихся в природе, – это ракушки, ряды деревьев в лесу, кора деревьев, рисунок на крыльях птиц и насекомых, облака, снег, лепестки цветов и многое другое.

III. READING COMPREHENSION

1. Answer the questions

1. What can we see in everything around us?
2. What element of design is the simplest?
3. How can an inactive space be turned into a visually active space?
4. What design element can be characterized as a sign that has length and direction?
5. Where can we see lines?
6. What can a line signify?
7. What shape is formed when a line crosses itself?
8. What is called positive space?

9. What is called negative space?
10. What adjectives describe texture?
11. Where can you find different examples of textures?

2. Read the statements and say whether they are true (T) or false (F). Correct the false ones

1. In everyday life, we can see monotonous design elements in everything around us.
2. Elements of design are the components or constituent parts of any image.
3. Comma is one of the basic elements of design.
4. A dot which is put into a blank space turns an inactive space into a white space.
5. Square shape of dot is adopted as an inspiration for designing electric bulbs.
6. Line is an element of design characterized as a mark with width and coverage.
7. Lines can be seen in almost everything around us including leaves, roots, branches, water waves.
8. Shape is an element of design, which is defined by its infinity.
9. Shape is a visual and tactile property of the surface of an object.
10. Textures are described by adjectives such as beautiful, ugly, dirty, clean etc.
11. Independent design elements represent the visual composition of an object.

3. Complete the sentences

1. We can see different elements of design ...
2. Dot is ...
3. A dot which is put into a blank space...
4. Circular shape of dot is...
5. Multiple lines also create ...
6. Lines can be seen...
7. Shape is an area ...
8. Both positive space and negative space
9. Texture is ...
10. Various examples of textures found in nature are...
11. Interrelated elements of design represent...

IV. ANALYZE

1. Choose the correct word or word combination

1. In everyday life, we can see different design elements in everything ... us.

a) around

b) before

c) above

2. Elements of design are the components or constituent parts of any

a) story

b) poem

c) image



3. Put the words in the correct word order

1. To create / graphic / use / elements / of / design / an / designers / image / the /.
2. Establish / a / color / helps / mood / your / for / composition /.
3. Way / line / are / refers / the / that / two / in / to / space / dots / connected /.
4. Color / in / refers / design / value / the / darkness / of / to / lightness / or / a /.
5. Work / can / the / of / various / color / to / values / the / create / of / mass / illusion / use / and / volume / in / artists / their /.
6. Your / making / use / space / proper / you / of / help / view / can / design / others / as / intended /.
7. A / shape / a / area / is / that / two-dimensional / is / by / surrounded / outline / an.
8. Space / form / to / pertains / that / a / shape / configuration / or / the / physical / way / occupies.
9. Appears / is / an / of / one / of / design / that / elements / is / used / texture / to represent / how / the / object /.
10. Composition / any / the / of / refer / design / elements / the / basic / to / blocks / building / of /.
11. Techniques / of / the / design / principles / a / are / cardinal / set / rules / and / of /.

4. Match the word combination with the English equivalent

- | | |
|---------------------------------------|---------------------------------|
| 1. составная часть | a) a blank space |
| 2. придавать новый смысл | b) an inspiration for designing |
| 3. пустое пространство | c) an enclosed space |
| 4. визуально активное пространство | d) to create a new meaning |
| 5. замкнутое пространство | e) a visually active space |
| 6. вдохновение для дизайна | f) a solid portion |
| 7. вызывать глубокие ассоциации | g) to arouse deep associations |
| 8. твердая часть | h) to describe by adjectives |
| 9. описывать с помощью прилагательных | i) various examples of textures |
| 10. различные примеры текстур | j) a constituent part |

5. Give the English equivalents

1. различные элементы дизайна.....
2. точка, поставленная на пустом месте.....
3. точка превращает неактивное пространство в визуально активное.....
4. линии можно увидеть.....

- 5. форма определяется.....
- 6. замкнутый контур.....
- 7. часть композиции.....
- 8. положительное пространство.....
- 9. отрицательное пространство.....
- 10. свойство поверхности объекта.....

6. Prove the following statements

- 1. Dot is the most popular element of design nowadays.
- 2. Line is the most popular element of design nowadays.
- 3. Circle is the most popular element of design nowadays.

V. TRANSLATE



- 1. В повседневной жизни мы можем видеть различные элементы дизайна во всем, что нас окружает.....
- 2. Точка, поставленная на пустом месте, превращает неактивное пространство в визуально активное.....

3. Линии можно увидеть практически во всем вокруг нас, включая листья, корни, ветви, волны, рыб, птиц, животных и рукотворные объекты.....

4. Форма - это элемент дизайна, который определяется своим замкнутым контуром.....

5. Заполненная часть композиции называется положительным пространством, а пространство вокруг положительного пространства называется отрицательным пространством.....

6. Как положительное, так и отрицательное пространство необходимы для восприятия формы.....

7. Текстура – это визуальное и тактильное свойство поверхности объекта, которое передает информацию о внутренней структуре объекта, его материале.....

8. Текстура описывается такими прилагательными, как шероховатая, гладкая, объемная, плоская, мягкая, неровная и т.д.....

9. Примерами текстур, встречающихся в природе, являются ракушки, ряды деревьев в лесу, кора деревьев, текстура на крыльях птиц и насекомых, облака, снег, лепестки цветов и многое другое.....

10. Взаимосвязанные элементы дизайна представляют собой визуальную композицию объекта.....

VI. SPEAK

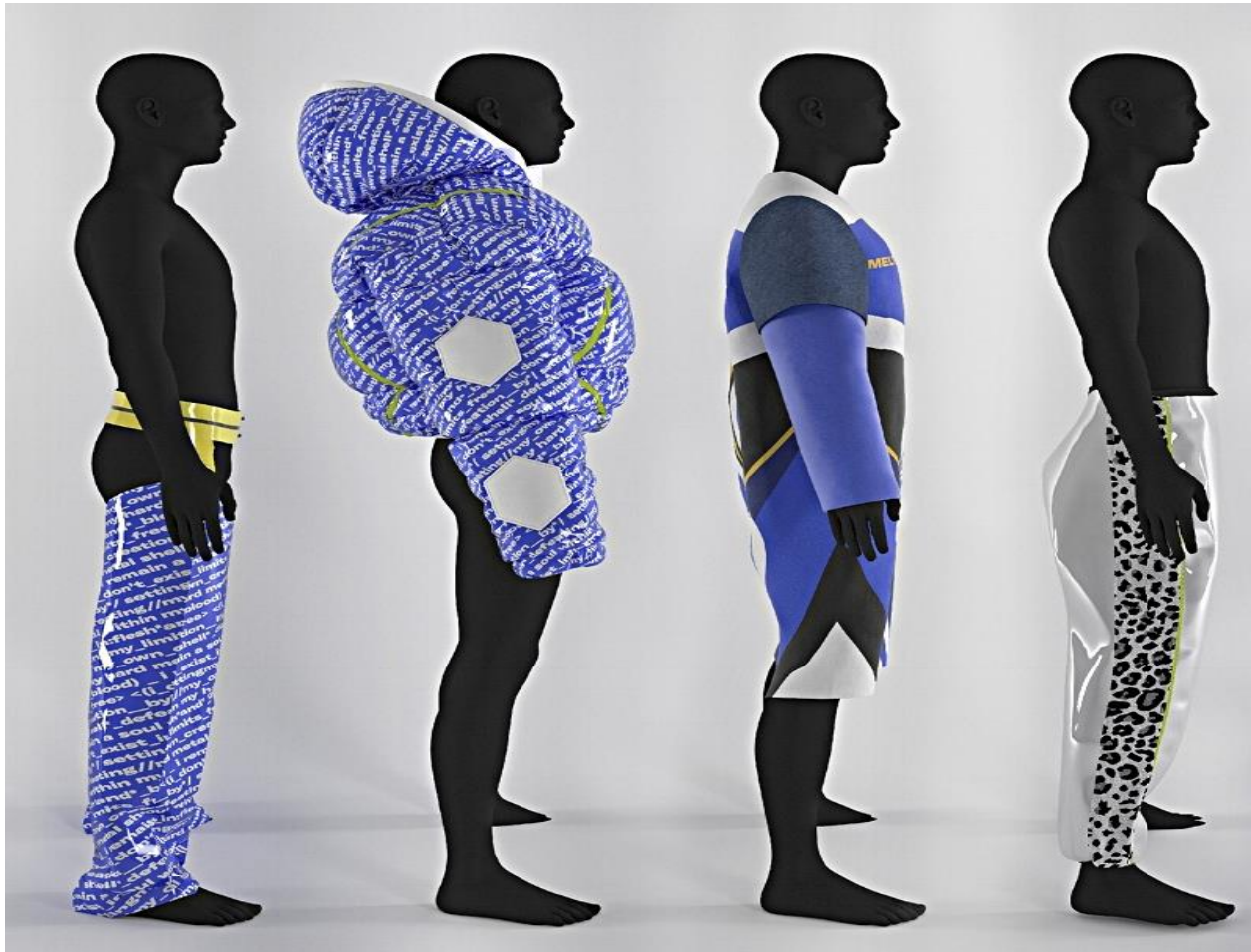
1. Interview

Student A is a fashion designer who talks about theories of fashion movement: trickle-down, trickle-up, trickle-across.

Student B is a journalist who asks about these movements in fashion.



2. Prepare a speech for the conference about the key elements of fashion design.



DIGITAL PRESENTATIONS

Preview

Answer the questions. Then talk about your answers.

1. What internet resources or applications for the fashion students do you know?
2. What is digital fashion?
3. Why is it useful for designers to create virtual fashion collections?
4. What special digital programs for creating digital collection do you know?

I. LISTENING AND READING



Listen to the text



Read and translate the text

DIGITAL PRESENTATIONS



It can be **noticed** that the popularity of **websites** and **blogs** where fashion **illustrations** are **shared** and displayed **alongside** other fashion imagery has increased significantly in the last few years. These digital formats **have extended the reach of** fashion **illustrations** to a global audience, as well as **assimilating** them into a **digital**

cultural mix.

Blogs are also **being taken up** by fashion students who are actively using them to **promote** their work through online **forums** and **digital gallery spaces**. These developments are **consistent** with the **advances in digital graphics software**. Therefore, fashion illustrations are increasingly being viewed through online **platforms** as well as through a range of print media formats. The continuing influence of digital media for fashion illustrations and presentations is likely to **remain strong in the foreseeable future.**

Graphics software, **scanners** and digital cameras are becoming more **sophisticated**. A growing number of successful illustrators and designers use digital media **either** exclusively or in combination with **hand-rendering techniques**. Digital fashion is a new trend in the fashion industry in which people "wear"



digital 3D clothing using **augmented reality (AR) technology**. If fashion is about creating the ideal and **capturing** the current mood and spirit of its era, then digital fashion is a new way of self-expression and full **scope** to the designer's imagination. This trend will **gain** momentum every year, transform and become an essential part of everyday life.

II. VOCABULARY

1.	to notice [nəʊtɪs] smb/smth It can be noticed	замечать, обращать внимание Можно заметить
2.	a website ['websaɪt]	веб-сайт
3.	a blog ['blɒɡ]	блог
4.	an illustration [ɪlə'streɪʃ(ə)n] fashion illustration	иллюстрация, рисунок, пример фэшн-иллюстрация
5.	alongside [ə'lɒŋ'saɪd] It can be noticed that the popularity of websites and blogs where fashion illustrations are shared and displayed alongside other associated fashion imagery ['ɪmɪdʒ(ə)rɪ] has increased significantly in the last few years.	совместно с, рядом, около Можно заметить, значительно возросла за последние несколько лет популярность сайтов и блогов, на которых делятся фэшн-иллюстрациями, и где они демонстрируются наряду с другими связанными с модой изображениями.
6.	to extend [ɪk'stend] have extended the reach of	распространять, расширять расширили сферу охвата
7.	assimilating [ə'sɪməleɪtɪŋ]	ассимилирование
8.	a digital cultural ['kʌltʃ(ə)r(ə)l] mix assimilating fashion illustration into a digital cultural mix	цифровая культура ассимиляция фэшн-иллюстрации в цифровую культуру
9.	being taken up	быть принятым, брать на вооружение
10	a network ['netwɜ:k]	сеть (цифровая)
11.	to promote [prə'məʊt]	продвигать, способствовать, поощрять
12.	online forums ['fɔ:rəmz]	онлайн-форумы
13.	digital gallery ['gæl(ə)rɪ] spaces Blogs are also being taken up by fashion students who are actively using them to promote their work through online [ɒn'laɪn] forums and digital gallery spaces .	цифровые галереи Блоги также приняты на вооружение студентами, изучающими моду, которые активно используют их для продвижения своих работ на онлайн-форумах и цифровых галереях.
14.	consistent [kən'sɪst(ə)nt]	согласующийся, совместимый
15.	an advance [əd'vɑ:ns]	достижение
16.	a software ['sɒf(t)weə] These developments are consistent	программное обеспечение Эти разработки соответствуют

	with the advances in digital graphics software.	достижениям в области цифрового графического программного обеспечения.
17.	online platforms ['plætfɔ:mz] Therefore, fashion illustrations are increasingly being viewed through online platforms as well as through a range of print media formats.	онлайн платформы Поэтому фэшн-иллюстрации все чаще просматриваются на онлайн-платформах, а также через различные форматы печатных СМИ.
18	to remain [ri'mein] to remain strong in the foreseeable [fɔ:'si:əbl] future	оставаться оставаться сильным в обозримом будущем
19.	a scanner ['skænə]	сканер
20.	to sophisticate [sə'fɪstɪkeɪt] to become more sophisticated	модернизировать, усложнять (устройство) становится более совершенными
21.	either ['aɪðə]	любой, каждый
22.	a hand-rendering [hænd'rend(ə)rɪŋ] technique	техника ручной визуализации
23.	augmented [ɔ:g'mentɪd] reality technology	технология дополненной реальности
23.	capturing ['kæptʃərɪŋ]	улавливание, запечатление
24.	scope [skəʊp] full scope to the designer's imagination	сфера, простор полная свобода для фантазии дизайнера
25.	to gain [geɪn] gain momentum	приобретать, набирать набирать обороты

III. READING COMPREHENSION

1. Answer the questions

1. Where are fashion illustrations displayed and distributed?
2. In which format do fashion illustrations extend faster?
3. What helps to assimilate fashion illustrations into a digital cultural mix?
4. Who uses blogs to promote their work?
5. Where do students promote their work?
6. What developments in fashion are consistent with the advances in digital graphics software?
7. What devices are becoming more sophisticated?
8. What do successful illustrators and designers use in their work?
9. What is fashion?
10. What is digital fashion?

2. Read the statements and say whether they are true (T) or false (F). Correct the false ones

1. It can be noticed that the popularity of websites and blogs has decreased significantly in the last few years.
2. Fashion illustrations are shared and displayed in websites alongside fashion clothes and furniture.
3. Digital formats have extended the reach of fashion technologists to a global audience.
4. Blogs are never taken up by fashion students.
5. Fashion students are actively using blogs to promote their work to the mass-market.
6. These developments are not consistent with the advances in digital graphics software.
7. Model resumes are increasingly being viewed through online platforms as well as through a range of print media formats.
8. The continuing influence of economy and politics for fashion illustrations and presentations is likely to remain strong in the foreseeable future.
9. Graphics software, scanners and digital cameras are becoming less sophisticated.
10. A growing number of successful illustrators and designers use print media with hand-rendering techniques.

3. Complete the sentences

1. It can be noticed ...
2. These digital formats have extended ...
3. Blogs are also being taken up ...
4. These developments are consistent ...
5. Therefore, fashion illustrations are increasingly being viewed ...
6. The continuing influence of digital media ...
7. Graphics software, scanners and digital cameras ...
8. A growing number of ...
9. If fashion is about creating an ideal ...
10. This trend will gain momentum...

IV. ANALYZE

1. Choose the correct word or word combination

1. It is interesting to note the popularity of websites and blogs in which fashion illustrations are shared and displayed.

a) reducing

b) increasing

c) stable



2. Fashion illustrations are shared and displayed in ... alongside other fashion imagery.
 a) websites b) newspapers c) magazines
3. ... formats have extended the reach of fashion illustrations to a global audience.
 a) print b) digital c) verbal
4. Blogs are being taken up by fashion students who are actively using them to promote their work.
 a) never b) sometimes c) also
5. Fashion students are ... using blogs to promote their work through online forums and digital gallery spaces.
 a) sluggishly b) indolently c) actively
6. These developments are consistent with the advances in digital graphics
 a) software b) program c) package
7. ... illustrations are increasingly being viewed through online platforms as well as through a range of print media formats.
 a) technical b) fashion c) nice
8. The continuing influence of digital media for fashion illustrations and presentations is likely to remain strong in the ... future.
 a) foreseeable b) visible c) observable
9. Graphics software, scanners and digital cameras are becoming more
 a) sophisticated b) complicated c) advanced
10. A growing number of successful illustrators and designers use digital media either exclusively or in combination with ... techniques.
 a) programming b) decision-making c) hand-rendering

2. Match the word or word combination with the English equivalent

- | | |
|--------------|----------------------------------------------------------------------------------------------------------------------------------------------|
| 1. a website | a) next to, or together with |
| 2. a blog | b) a large system consisting of many similar parts that are connected together to allow movement or communication between or along the parts |
| 3. alongside | c) the forward movement of something, or an improvement or development in something |
| 4. to extend | d) a set of pages of information on the internet about a particular subject, |

- published by a single person or organization
5. assimilating
6. a network
7. an advance
8. online platform
9. to sophisticate
10. scope
- e) the range of a subject covered by a book, program, discussion, class
- f) the type of computer system or Smartphone you are using, in relation to the type of software you can use on it
- g) to add to something in order to make it bigger or longer
- h) to become part of a group, country, society, etc.
- i) a regular record of your thoughts, opinions, or experiences that you put on the internet for other people to read
- j) to make (someone or something) more sophisticated

3. Put the words in the correct word order

1. Market / digital / been / fashion / the / has / in / since / hot / 2010 / development /.
2. Clothing / games / idea / of / virtual / to / us / from / came / video /.
3. Take / the / 2015 / digital / has / fashion / to / on / in / shape / it / now / began /.
4. VR (virtual reality) / designers / fashion / creating / and / copying / the / looks / of / existing / collections / brands / are / in / new /.
5. Pandemic / biggest / COVID-19 / increase / during / in / and / in / popularity / digital / fashion / interest / the / occurred / the /.
6. Onset / digital / massive / fashion / something / becoming / the / of / is /.
7. Marketplace / brands / this / many / are / out / trying / a / niche / in / and / exciting / to carve / new /.
8. Grown / E-commerce / exponentially / has /.
9. Mentality / digital / is / working / about / change / in / and / a / manner / of / transformation
10. Action / finally / fashion / industry / is / fashion / taking / to / the / make / a / space / for / everyone / better /
11. Models / 3D / design / may / with / solutions / digital / virtual / digital / clothing / one / day / be / as / like / diverse / as / those / who / fashion / follow / it.

4. Match the word combination with the English equivalent

- | | |
|-------------------------------------------------------------------------|-----------------------------------------------|
| 1. популярность сайтов и блогов | a) a fashion illustration |
| 2. быть принятым, брать на вооружение | b) have extended the reach of |
| 3. достижения в области цифрового графического программного обеспечения | c) advances in digital graphics software |
| 4. цифровые галереи | d) a digital cultural mix |
| 5. фэшн-иллюстрация | e) being taken up |
| 6. становится более совершенным | f) to become more sophisticated |
| 7. цифровая культура | g) digital gallery spaces |
| 8. онлайн платформы | h) the popularity of websites and blogs |
| 9. расширили сферу охвата | i) to remain strong in the foreseeable future |
| 10. оставаться сильным в обозримом будущем | j) online platforms |

5. Give the English equivalents

1. можно заметить.....
2. наряду с другими изображениями.....
3. цифровой формат изображения.....
4. ассимиляция в цифровую культуру.....
5. сфера охвата аудитории.....
6. продвижение работы на онлайн-форуме.....
7. влияние цифровых средств массовой информации.....
8. новый тренд фэшн-индустрии.....
9. новый способ самовыражения.....
10. неотъемлемая часть повседневной жизни.....

6. Prove the following statements

1. Digital fashion is a new, growing trend in the field of fashion design.
2. Digital fashion is a tool to assist design but also a new fashion space, culture, and community.
3. Digital fashion converges fashion and gaming but also redefines the professional role of a fashion designer.

V. TRANSLATE



1. Популярность сайтов и блогов, на которых делятся фэшн-иллюстрациями, и где они демонстрируются наряду с другими связанными с модой изображениями, значительно увеличилась за последние несколько лет

.....
.....

2. Цифровые форматы расширили сферу охвата аудитории для демонстрации фэшн-иллюстраций.....

.....

3. Блоги приняты на вооружение студентами, изучающими моду, которые активно используют их для продвижения своих работ на онлайн-форумах и цифровых галереях.....

.....
.....

4. Фэшн-иллюстрации все чаще просматриваются на онлайн-платформах.....

.....
.....

5. В обозримом будущем влияние цифровых средств массовой информации на фэшн-иллюстрации и презентации, скорее всего, сохранится.....

.....
.....

6. Графическое программное обеспечение, сканеры и цифровые камеры становятся все более совершенными.....

.....

7. Цифровая мода – новый тренд фэшн-индустрии, в котором люди "носят" цифровую 3D одежду с помощью технологий дополненной реальности (AR).

.....
.....

8. Мода – это создание идеала и улавливание актуального настроения и духа своей эпохи.....

.....

9. Цифровая мода – это новый способ самовыражения и полная свобода для фантазии дизайнера.....

.....

10. Это направление будет с каждым годом набирать обороты, трансформироваться и станет неотъемлемой частью повседневной жизни.....

.....

.....

VI. SPEAK

1. Interview

Student A is a fashion designer who talks about the benefits of digital clothing presentations.

Student B is a journalist who asks about digital presentations.



2. Prepare a speech for the conference about the designer becoming a digital artisan, using technical knowledge of fashion along with artistic independence and endless possibilities for testing in 3D form.

CONCLUSION

The content of the textbook is designed for second-year fashion design students, follows the organization of the textbook and covers some important language skills, material and tasks to a greater or lesser extent.

The textbook includes eight sections dealing with various topics related to the fashion industry:

- Fashion Fads,
- Clothing Categories,
- Cocktail Dress,
- Armani Suits,
- Runway Model Professionals
- Fashion Professionals,
- Elements of design,
- Digital presentations.

The textbook also contains an Appendix. It contains listening and speaking tasks to develop English comprehension skills. In addition, the Appendix includes pictures and names of men's and women's clothes in English. This section also comprises professional fashion industry terms related to the names of clothing parts such as zipper, hem, collar, waistband, etc.

All activities in the content of this textbook realize integrated skills. Thus, all formats of the textbook: listening and reading, notes and vocabulary, reading comprehension, analyzing, translating and speaking are ready to help students improving English language skills and abilities.

APPENDIX



1220853430

gettyimages®
bortoni

ПРИЛОЖЕНИЕ

1. HISTORY OF FASHION

1. Read the following proper names

1.	John Singer Sargent	Джон Сингер Сарджент
2.	Paul Poiret	Поль Пуаре
3.	Mariano Fortuny	Мариано Фортунни

2. Note the meaning of the following words

1.	lampshade dress	платье-сорбет
2.	pleated silk	плиссированный шелк
3.	delphos dress	дельфийское платье

3. Watch the video “History of Fashion” (<https://www.youtube.com/watch?v=CSTFppJyc-0>) and answer the questions.

1. When did John Singer Sargent paint the dress?
2. How did fashion change during the reign of King Edward the Seventh?
3. What kind of dress was invented by Paul Poiret?
4. What method of processing silk was developed by Mariano Fortuny?
5. When was the Delphos Dress popular?

4. Continue the phrases.

1. He was an American painter
2. Of course you.....
3. Queen Victoria died in
4. Poiret invented a wonderful.....
5. Beautiful pleated sleeves.....

2. Haute Couture and Prêt-à-Porter

1. Answer the following questions

1. How many fashion capitals are there in the earth?
2. What fashion events are happening in fashion capitals?

2. Watch the video “What are Haute Couture and Prêt-à-Porter?” (<https://www.youtube.com/watch?v=NrJwC1voCUE>)

3. Give definitions to the terms:

1. Haute Couture is.....
2. Pret-a Porter is.....

3. Names of Women's Clothing

Read and point the names of women's clothing



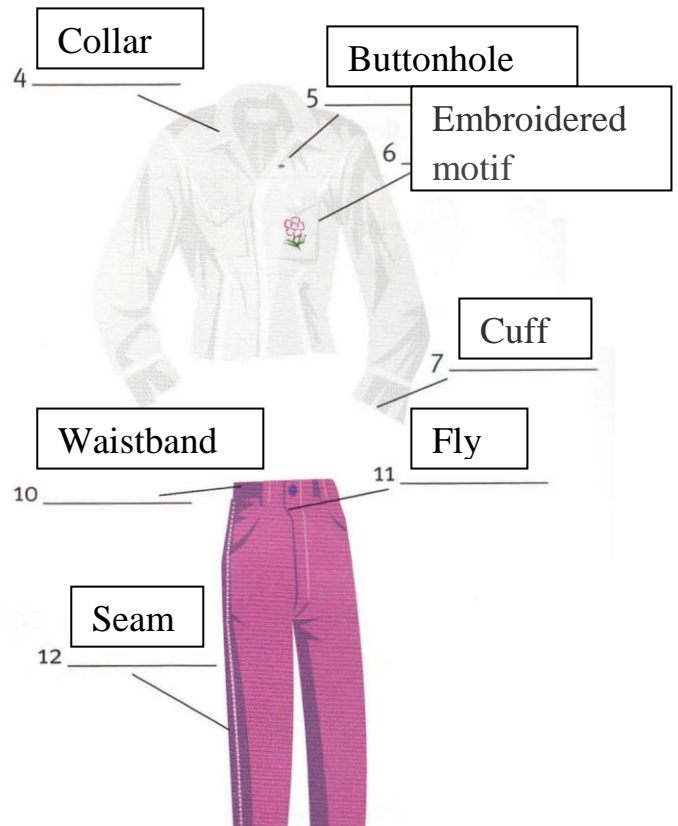
4. Names of Men's Clothing

Read and point the names of men's clothing



5. Parts of Clothing

Read and point the parts of clothing



СПИСОК ЛИТЕРАТУРЫ

1. Большая детская энциклопедия. Английский язык Издательство: ИДДК 2008 г.
2. Clothing // Wikipedia. URL: <http://en.wikipedia.org/wiki/Category:Clothing>
3. Clothing_and_Fashion // Encyclopedia. URL: http://www.encyclopedia.com/topic/Clothing_and_Fashion.aspx
4. Cocktail dress // Wikipedia. URL: http://en.wikipedia.org/wiki/Cocktail_dress
5. Costantino M. Fashions of a Decade: The 1930s. New York: Facts on File, 1992.
6. Fashion Studies. Central Board of Secondary Education. Delhi. 158 p.
7. Haute_couture // Wikipedia. URL: http://en.wikipedia.org/wiki/Haute_couture
8. History of fashion // Wikipedia. URL: http://en.wikipedia.org/wiki/Category:History_of_fashion
9. History_of_fashion_design // Wikipedia. URL: http://en.wikipedia.org/wiki/History_of_fashion_design
10. History_of_western_fashion // Wikipedia. URL: http://en.wikipedia.org/wiki/History_of_western_fashion
11. Giorgio_Armani // Wikipedia. URL: http://en.wikipedia.org/wiki/Giorgio_Armani
12. Lingvopro.abbyyonline // URL: <http://lingvopro.abbyyonline.com/ruhttp://www.fashion-schools.org/fashion-model.htm>
13. Liu Y., Zhang D., Yuen M. A Survey on CAD Methods in 3D Garment design // Computers in Industry. 2010. № 6 // URL: <https://cg.cs.tsinghua.edu.cn/papers/lyj6.pdf>
14. Macmillandictionary // URL: <http://www.macmillandictionary.com/>
15. Mary E. Ward. English for the Fashion Industry. Oxford. 98 p.
16. New Technology and the Digital Wardrobe Virtual Fashion // URL: <https://www.texintel.com/blog/2018/11/16/new-technology-and-the-digital-wardrobe-virtual-fashion>
17. The Importance Of Fashion Design In Our Lives // URL: <https://garethpughstudio.com/the-importance-of-fashion-design-in-our-lives/>

Учебное издание

**Наталия Юрьевна Бухнер,
Ирина Михайловна Лысакова**

ENGLISH FOR FASHION DESIGNERS

Учебное пособие

Издано в авторской редакции

Издательство Алтайского государственного технического
университета им. И.И. Ползунова,
656038, г. Барнаул, пр-т Ленина, 46

[В начало](#)