

THE ARTICLE

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

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

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

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

WARM-UPS

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

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

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

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

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

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

	Trends	Thoughts
Fashion		
Restaurants		
Music		
Games		
Shopping		
Internet		

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

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

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

VOCABULARY MATCHING

Paragraph 1

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

Paragraph 2

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

BEFORE READING / LISTENING

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

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

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

2. SYNONYM MATCH:

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

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

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

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

COMPREHENSION QUESTIONS

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

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

AFTER READING / LISTENING

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

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

balloon	jeans

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

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

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

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

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

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

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

JEANS DISCUSSION

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

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

Levi's says baggier 'balloon' jeans are in - 12th April, 2021
Thousands more free lessons at breakingnewsenglish.com

JEANS DISCUSSION

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

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