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Level 4 – 12th April, 2021

Levi's says baggier 'balloon' jeans are in

FREE online quizzes, mp3 listening and more for this lesson here:

<https://breakingnewsenglish.com/2104/210412-levis-jeans-4.html>

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Please try Levels 5 and 6. They are (a little) harder.

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THE READING

From <https://breakingnewsenglish.com/2104/210412-levis-jeans-4.html>

Fashion changes, particularly for jeans. The latest trend is baggy jeans. Many fashion lovers say this is because of coronavirus. Many people put on weight during the pandemic, so their older skinny jeans don't fit. The CEO of Levi's spoke about the latest trend in baggier jeans. He said: "I think the pandemic definitely played a...role in consumers looking for a more comfortable, more relaxing denim." He said consumers have liked the baggy look before.

The CEO said baggier jeans could last for a decade. Skinny jeans are out and "balloon jeans" are in. He said: "The last real denim cycle was driven by skinny jeans. That cycle lasted about 10 years." He said skinny jeans would not go away, "but clearly, right now we are seeing a very strong demand for these looser fits". Levi's CFO 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>

PHRASE MATCHING

From <https://breakingnewsenglish.com/2104/210412-levis-jeans-4.html>

PARAGRAPH ONE:

- | | |
|-----------------------------------|-------------------|
| 1. Fashion changes, particularly | a. lovers |
| 2. The latest trend | b. trend |
| 3. fashion | c. look before |
| 4. this is because | d. on weight |
| 5. Many people put | e. relaxing denim |
| 6. spoke about the latest | f. of coronavirus |
| 7. more | g. for jeans |
| 8. consumers have liked the baggy | h. is baggy jeans |

PARAGRAPH TWO:

- | | |
|-----------------------------|---------------------------|
| 1. baggier jeans could last | a. skinny jeans |
| 2. "balloon jeans" | b. strong demand |
| 3. The last real denim | c. more casual |
| 4. driven by | d. cycle |
| 5. That cycle lasted about | e. for a decade |
| 6. we are seeing a very | f. with the balloon jeans |
| 7. we came up | g. are in |
| 8. becoming a lot | h. 10 years |

LISTEN AND FILL IN THE GAPS

From <https://breakingnewsenglish.com/2104/210412-levis-jeans-4.html>

Fashion (1) _____ jeans. The latest trend is baggy jeans. Many (2) _____ this is because of coronavirus. Many people put on weight (3) _____, so their older skinny jeans don't fit. The CEO of Levi's spoke about (4) _____ in baggier jeans. He said: "I think the pandemic definitely (5) _____ in consumers looking for a more comfortable, more relaxing denim." He said consumers have liked the (6) _____.

The CEO said baggier jeans could last (7) _____. Skinny jeans are out and "balloon jeans" are in. He said: "The (8) _____ cycle was driven by skinny jeans. That cycle lasted about 10 years." He said skinny jeans would (9) _____, "but clearly, right now we are seeing a very (10) _____ these looser fits". Levi's CFO said: "Some time in 2020, we (11) _____ the balloon jeans, and we have seen people becoming a (12) _____."

PUT A SLASH (/) WHERE THE SPACES ARE

From <https://breakingnewsenglish.com/2104/210412-levis-jeans-4.html>

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weight during the pandemic, so their old skinny jeans don't fit. The CEO

of Levi's spoke about the latest trend in baggier jeans. He said: "I think the

pandemic definitely played a... role in consumers looking for a more

comfortable, more relaxing denim." He said consumers have liked the baggy

look before. The CEO said baggier jeans could last for a decade. Skinny jeans

are out and "balloon jeans" are in. He said: "The last real denim cycle was

driven by skinny jeans. That cycle lasted about 10 years." He said skinny

jeans would not go away, "but clearly, right now we are seeing a very strong

demand for these looser fits". Levi's CFO said: "Sometime in 2020, we

came up with the balloon jeans, and we have seen people becoming a lot more

casual."

JEANS SURVEY

From <https://breakingnewsenglish.com/2104/210412-levis-jeans-4.html>

Write five GOOD questions about jeans in the table. Do this in pairs. Each student must write the questions on his / her own paper. When you have finished, interview other students. Write down their answers.

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

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

WRITE QUESTIONS & ASK YOUR PARTNER(S)

Student A: Do not show these to your speaking partner(s).

a) _____

b) _____

c) _____

d) _____

e) _____

f) _____

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WRITE QUESTIONS & ASK YOUR PARTNER(S)

Student B: Do not show these to your speaking partner(s).

a) _____

b) _____

c) _____

d) _____

e) _____

f) _____

