

Unit 8(R)

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Haute couture is French for high fashion, and refers to handmade clothes designed for each individual customer. It is very expensive but not very profitable. Some people think that in these times of economic crisis, haute couture is wrong and that it is an unnecessary part of the fashion business. Other people believe that it keeps traditional handicraft skills alive by employing craftspeople and that its new designs keep fashion exciting.

Haute couture is French for high fashion. This term refers to the clothes that are designed by some of the world's top fashion designers and handmade to fit each individual client. Of course, haute couture is not cheap, with prices from between £30,000 and £150,000 and even more. It is believed that there are only about 30,000 women in the world who can afford haute couture, and only 300 who buy regularly. Some people argue that today such a waste of money cannot be justified and that haute couture is no longer a necessary part of the fashion industry. Other people argue that haute couture keeps the business of fashion new and exciting.

In times of economic crisis, spending such large sums of money on a single item of clothing seems wrong. However, there will always be rich people and, by spending money on individual handmade items, they are providing work for many skilled workers. Traditional handicrafts such as embroidery and lace-

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Choose the correct words to complete the sentences.

- 1 Haute couture fashions are .
- 2 Prices for couture items can be as much as .
- 3 Only women in the world regularly buy couture clothes.
- 4 Some people think that haute couture is .
- 5 Other people think that haute couture is important because it keeps skilled in jobs.
- 6 Haute couture designs often reach the .

needed in today's world of fast fashion. This is an especially strong argument, since most haute couture departments of the major fashion houses such as Chanel and Dior do not make a profit. However, the new ideas which are developed by the fashion houses and shown during the fashion weeks eventually reach the high street, where more people can afford them. Plus the glamour of the haute couture is used to 'sell the dream', so that every woman who can afford a Chanel lipstick or a Dior perfume can feel that she belongs to an exclusive club.

Although there are strong arguments against the expense of haute couture, the fact that it employs many hundreds of skilled craftspeople means that it is a valuable part of the economy. Additionally, the designs created by the top designers for their haute couture shows are often copied for clothes for the high street shops, meaning that they are available for everyone.

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UNLOCK READING & WRITING SKILLS 3

UNIT 8: Fashion Exercise 3: Distinguish fact from opinion

Read the text. Choose fact or opinion for each statement.

- Very few women in the world can afford haute couture clothes. ☒ Fact ☐ Opinion
- Haute couture clothes are an unnecessary expense. ☒ Fact ☐ Opinion
- Haute couture is a type of art form. ☒ Fact ☐ Opinion

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- There will always be rich people. ☒ Fact ☐ Opinion
- Every woman who buys a Chanel lipstick can be part of the dream. ☒ Fact ☐ Opinion
- Haute couture employs a lot of skilled workers. ☒ Fact ☐ Opinion

Additionally, the designs created by the top designers for their haute couture shows are often copied for clothes for the high street shops, meaning that they are available for everyone.

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Complete the collocations using the words in the box.

Low	pay ✓
Pay and	conditions ✓
Labour	costs ✓
Manufacturing	plants ✓
Offshore	production ✓
Multinational	company ✓

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- 1 People in poor countries often want to work for a multinational company ✓.
- 2 Many multinational companies have manufacturing plants ✓ in countries all over the world.
- 3 In order to keep labour costs ✓ down, many countries move their manufacturing plants to poorer countries.
- 4 People in rich countries do not want to work in manufacturing because the pay and conditions ✓ are not very good.
- 5 For financial reasons, many international companies choose to move to offshore production ✓.
- 6 People in rich countries do not know about the low pay ✓ and poor conditions of workers in poor countries.

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General Meaning		Academic Meaning
a piece of land	area	an academic subject
become calmer ✓	relax	make a rule less strict ✓
a play ✓	drama	excitement ✓
give someone a place to stay ✓	accommodate	to give someone what is needed ✓
a point scored in a ball game ✓	goal	an aim ✓
coming nearer ✓	approach	a method ✓
short ✓	brief	instructions ✓

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Content

Exercise 6: Homonyms Show Dashboard Exercise 8: Prepositional phrases

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 READING & WRITING SKILLS 3

UNIT 8: Fashion Exercise 8: Prepositional phrases

Help

Choose the correct words to complete the sentences.

1 a few very rich women, no one can really afford haute couture fashion.

2 Some people think that buying haute couture clothes, women should give more money to charity.

3 haute couture, there are very few industries that employ such skilled craftspeople.

4 A lot of women would prefer to buy more clothes just one very expensive item.

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such skilled craftspeople.

4 A lot of women would prefer to buy more clothes just one very expensive item.

5 clothes, many fashion companies also produce cosmetics and perfumes.

6 buying clothes, a lot of women like to buy shoes.

Check Show answers Start again

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Exercise 8: Prepositional phrases

Exercise 9: Cohesion and coherence

UNIT 8: Fashion

Complete the paragraph using the words in the box.

Fashion is a global industry worth billions of dollars per year. provides employment for many people around the world, in many developing countries. , there is concern that some of people are working in sweatshop conditions that are not acceptable. Multinational companies outsource production to developing countries have to ensure that the companies use have good working conditions for employees.

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Exercise 10: Editing for mistakes

UNLOCK READING & WRITING SKILLS 3

UNIT 8: Fashion

Correct the mistakes in the sentences.

- 1 Although many people enjoy buying new clothes, some people don't because they think it is a waste of time.
- 2 Generally, women enjoy shopping much more than men do.
- 3 However, quite a lot of men are now taking an interest in what they are wearing as they want to look smart at work.
- 4 For this reason, many more clothes shops have opened especially for men, stocking the latest fashion designs.

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3 However, quite a lot of men are now taking an interest in what they are wearing as they want to look smart at work. ✓
Start again

4 For this reason, many more clothes shops have opened especially for men, stocking the latest fashion designs. ✓
Start again

5 In addition to clothes, men are also taking more interest in their appearance. ✓
Start again

6 However, it is unlikely that the market for male fashion will ever be as big as that for women. ✓
Start again

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