



Trend Setters

1 Are you hip? Are you cool? Are you stylish? Do you follow fashion? Do you keep your eyes on the latest trends? If you do, then you're not alone. People of all ages follow styles and trends; whether you are a school kid or a businessperson, a hip-hop fan or an op shop customer.

But where do the trends come from? Who are the trend setters that influence what you wear and buy?

2 In the past it was royalty who influenced what people wore, the way they did their hair and the sort of make-up they used. Kings and

queens ruled countries and had the most money. People looked to them and copied what they did.

In the 1600s, King Louis XIV of France wore large wigs, embroidered coats, ruffled shirts and breeches, and high-heeled shoes. This became the fashionable style of dress at the time.

3 What about today? Who are the icons of style and fashion these days?

Today, people who are in the media spotlight — celebrities — seem to have an enormous influence on fashion. These are the people we see on television, read about in magazines and listen to on the radio. Pop stars. Actors. Sporting heroes. Catwalk models. Celebrity royals who seem to lead an extravagant and fast-paced life. These are the type of people many want to copy.

4 Every part of celebrities' lives can be imitated, from the clothes they wear to the food they eat. This means that other people can look just like their favourite celebrity if they wish. Some celebrities have even released their own fashion labels.

5 It's not always individual people who influence style. Sometimes it's a style of music or a sport's dress code that fans start to copy. It may be the rap-influenced, homeboy look, with baggy pants that sag down, a backwards baseball cap and a baggy hooded tee-shirt. Or those who are interested in the surfer look,

may choose to wear colourful board shorts and a tee-shirt and have long bleached hair. Those who are after a gothic look may slap on some pale make-up and black clothes. From skaters to boot-scooters, there are many different styles.

6 Technology and style often go hand in hand. Ever since its introduction in the mid-20th century, many people have been influenced by television. TV brought famous people into everyday homes. Now we can always see what they wear and what they're doing.

7 The 1990s saw the Internet connecting people worldwide. The Internet gives people access to information from around the globe. In an instant we can see all the latest trends. We can log onto our favourite celebrity's website or check out the latest music to buy on an MP3 site.

8 But technology has now gone a step further. In today's world, technology has actually become style. For example, mobile phones are much more than a way to talk to people — they have now become fashion accessories. Expensive mobile phones that are also cameras, iPods and mini computers are fast becoming a must-have with today's fashion-conscious youth.

9 Style is something that is very personal. There are many styles and trends to choose from. Whichever one you choose to follow (or not follow) is completely up to you. Become your own Trend Setter!



Questions

- 1 What was fashionable in France during the 1600s?
 - a large wigs
 - b hip-hop
 - c actors
- 2 Somebody who is in the spotlight is called
 - a a fashion label.
 - b a celebrity.
 - c an individual.
- 3 Who wears pale make-up and black clothes?
 - a homeboys
 - b surfers
 - c gothics
- 4 Mobile phones have become
 - a essential.
 - b fashion accessories.
 - c computers.
- 5 How do we know that technology and style go together?
 - a People are influenced by television.
 - b It is easy to find the latest trends on the Internet.
 - c Both a and b.
- 6 Influences on our styles and fashions have
 - a been reduced.
 - b remained the same.
 - c changed with technology.

Vocabulary

Match the words from the text to the clues.
The brackets show the text sections ().

customer celebrities school imitated century

- 7 A place of learning (1)
- 8 A person who purchases items (1)
- 9 To have copied someone (4)
- 10 People who are famous (3)
- 11 One hundred years (6)

Alphabetical Order

The following words appear in the text.
When placed in alphabetical order which one would appear **first**?

- 12 trends, today, technology, that
- 13 much, more, mean, must
- 14 completely, code, catwalk, can
- 15 see, sport, some, style

Back To The Text...

- 16 The following words, 'op' and 'pop' are
 - a acronyms.
 - b abbreviations.
- 17 Fashions have changed regularly throughout time.
 - a true
 - b false
- 18 The purpose of this text is
 - a to recount.
 - b to inform.

Cloze

Trendy Buildings

Choose from the following words to complete this cloze passage.

designed glasswork years

followed buildings

Celebrities are not the only ones to take the lead in fashion. For many 19 architects have used their skills and imagination to set their own trends. One of the most famous, Antonio Gaudi, 20 some of the most interesting and trendy buildings in the world. Working in Spain, he designed intriguing 21 that highlighted flowing curves and used amazing 22. Art Nouveau, which reflected nature, and the sleek Art Deco styles soon 23.

Challenge Option

Research: Find out who designed the first Rolls Royce car.