The 10th SFLEP National Foreign Language Teaching

The 10th SFLEP National Foreign Language Teaching Contest

第十届"外教社**抓"** 全国高校外语教学大赛

大学英语(视)听说课组

授课文本

主办: 教育部高等学校外国语言文学类专业教学指导委员会 教育部高等学校大学外语教学指导委员会 教育部职业院校外语类专业教学指导委员会 上海外语教育出版社



授课文本 D

The Business of Style



2

Fashion students Kiki McKenzie and Heather Dooley getting ready to show their latest designs



THINK AND DISCUSS

- 1 Read the title of the unit. What do you think this unit will be about?
- 2 Look at the photo. What do you think the advantages are of making your own clothes?

PART 1 LISTENING Sneakerheads

Listening Skill Make Predictions

PART 2 EXTENDED LISTENING *Passages and News Reports*

Listening Skill Listen for Reasons

PART 3 SPEAKING

Speaking Skill Make Suggestions Pronunciation Skill Numbers

PART 4 TEDTALKS

Danit Peleg Forget shopping. Soon you'll download your new clothes.

Note-Taking Skill Review Your Notes

PART 5 PRESENTATION

Interview a Partner

Presentation Skill Prepare for an Interview



BEFORE YOU LISTEN

- **A COMMUNICATE** Work with a partner. Look at the photo and read the caption. Discuss these questions.
 - 1. Do you own a pair of sneakers? When do you wear them?
 - **2.** What factors are important to you when you buy sneakers? Do you have a favorite brand (such as Nike, Adidas, or Puma)?
 - 3. Why do you think Cesar Vasquez owns 300 pairs of sneakers?





LISTENING SKILL Make Predictions

Listening to someone talk about unfamiliar content can be challenging. Making predictions about what you are going to hear is one way to make the content easier to understand.

To make predictions, think about the answers to these questions:

- What will you be listening to? Is it a lecture, a conversation, or an interview?
- Will there be more than one speaker? What do you know about the speaker(s)?
- Does the lecture or presentation have a title? If so, what do you know about the topic?

B MAKE PREDICTIONS Work with a partner. You are going to listen to a conversation among three students. They are planning a presentation about the sneaker business. Discuss these questions.

- A: What do you think a sneakerhead is?
- B: Maybe a person who knows a lot about sneakers.
- 1. Look at the photo. The title of Part 1 is "Sneakerheads." What do you think a sneakerhead is?
- 2. What do you think sneakerheads have to do with the sneaker business?
- 3. What aspects of the sneaker business do you think the students will talk about?

C NOCABULARY Listen to the sentences with words from the student conversation. These words are listed in the following box. Guess the meaning of each word. Then write each word next to its definition.

a. market f. demonstrate	b. supply g. releases	c. demand h. primary	d. classic i. profile	e. dominant j. widespread
1	_ (a.) the most imp	ortant; having the gre	eatest influence	
2	_ (n.) all the busine	ess related to a partic	ular product	
3	_ (n.) the amount o	f something that is av	vailable	
4	_ (a.) typical			
5	_ (a.) happening or	existing in many pla	ces	
6	_ (v.) makes availal	ole to the public		
7	_ (n.) need			
8	_ (a.) first; main			
9	_ (n.) description of	f a person's life and w	vork	
10	_ (v.) show			

LISTEN

▶ LISTEN FOR MAIN IDEAS Read the statements below. Then listen to the conversation. Check [✓] two statements that best summarize what the students will include in their presentation.

In their presentation, the students will include

- **1.** \Box an explanation of supply and demand in the market.
- **2.** \Box a profile of the companies in the market.
- **3.** \Box a prediction about the future of the market.
- **4.** \Box a description of the secondary market.
- **5.** \Box an explanation of how to buy and sell high-end sneakers.

Shoppers wait outside a store in Germany to buy the new Nike Air Yeezy 2 sneaker.



E A LISTEN FOR DETAILS Listen to Segment 1 of the student conversation. As you listen, complete the notes.

THE HIGH-END SNEAKER MARKET										
	PRIMARY MARKET	SECONDARY MARKET								
Value of the market	(1) per year	(3) per year								
How and where the market operates	People wait at stores for (2) to buy new styles.	Sneakerheads buy most of these shoes (4) and pay up to (5) the original price.								

F A LISTEN FOR DETAILS Listen to Segment 2 of the student conversation. Choose the best word or phrase to complete each statement.

1.	One reason that high	-end sneakers are popular is t	heir connection to		
	a. politicians	b. young people	c. movie stars	d.	athletes
2.	One sneakerhead ha	s over pairs of snea	kers.		
	a. 300	b. 2,000	c. 3,000	d.	30,000
3.	A portfolio lists the	of stocks or other thin	gs that you own.		
	a. profit	b. location	c. value	d.	sales
4.	According to the quot	e the student mentions, your s	sneakers can show your		
	a. daily routine	b. personality	c. wealth	d.	age

AFTER YOU LISTEN

- **G CONFIRM PREDICTIONS** Work with a partner. Review your predictions from Exercise B. Discuss whether your predictions were correct.
- **H THINK CRITICALLY Infer.** Work with a partner. Read the excerpts from the student conversation. Then discuss the questions.
 - 1. One of the students says, "I'll bet a lot of people don't realize that sneakers are a 42-billion-dollar-a-year business." Why does he think this figure will surprise people?
 - 2. One of the students quotes from a movie about sneakerheads: "There are a handful of things that can define who you are without saying a word. And your shoes are one of them." How can shoes define someone?

PART 2 EXTENDED LISTENING Passages and News Reports

PASSAGE 1 _____

NEW WORDS AND EXPRESSIONS

excess /'ekses/ a. 过量的,过度的 outraged /'autriedʒid/ a. 气愤的 merchandise /nəʃt:sm'dazi/ n. 商品 unscrupulous /ks'nʌrusəlujp:/ a. 不道德的

exert /ɪg'zɜ:t/ v. 施加 accessory /ək'sesərɪ/ n. 配饰 apparel /ə'pærəl/ n. 服装 garment /ˈɡɑːmənt/ n. 衣服, 服装

A 🔼 Read the choices. Listen to the passage and choose the best answer to each question you hear.

- 1. a. The marketing strategy of world famous fashion brands.
 - **b.** The reason and the cost on environment to get rid of the excess stock of fashion brands.
 - c. The increasing costs of producing fashion brands throughout the world.
 - d. The difficulty in selling full-price fashion brands.
- 2. a. To sell its stock in full price.
 - **b.** To recycle the stock in the future.
 - c. To prevent the items from being resold at lower prices.
 - d. To prepare for the selling of new products.
- 3. a. More resources are required to get rid of the goods besides the cost of producing them.
 - b. Extra fees are charged to get rid of the items besides the cost of producing them.
 - c. Much more time is needed to destroy the goods than to produce them.
 - d. More energy is required to get rid of the items than to produce them.
- **B A** Read the questions. Listen to the passage again and write answers to the questions.
 - 1. How much worth of the excess stock did Burberry destroy?
 - 2. Why don't the fashion brands recycle their excess stock?
 - 3. How much water is needed to make a T-shirt?
 - 4. How many garments had the global apparel industry produced in 2010?



PASSAGE 2 _____

NEW WORDS AND EXPRESSIONS

gorgeous /'go:dʒəs/ a. 华丽的,极好的 dread /dred/ v. 担心 pinch /pɪntʃ/ n. 匮乏,拮据 woes /wəʊz/ n. (pl.) 困难,不幸 start-up /stɑ:t-ʌp/ n. 初创企业 subscription /səb'skrɪpʃən/ n. 订购,订阅 outfit /'autfit/ n. 一套服装 consumerism /kən'sju:mərɪzəm/ n. 消费主义 dispose of 清除, 丢掉 Dora's Dream 多啦衣梦(线上服装租赁平台) Reuters 路透社(英国)

- **C** A Read the choices. Listen to the passage and choose the best answer to each question you hear.
 - 1. a. A new company of designer clothes called Dora's Dream.
 - b. A new company that allows customers to borrow designer clothes.
 - c. A new sharing economy all over the world.
 - **d.** A new solution to increasing your income.
 - 2. a. Fashion.
 - b. Transport.
 - c. Restaurants.
 - d. Hotels.
 - 3. a. Because the company is worth a lot of money.
 - b. Because the investors are interested in investing in fashion industry.
 - c. Because the investors are required to do so to protect the environment.
 - d. Because investors believe this new form of consumerism will become popular.
- Read the statements. Then listen to the passage again. Write T for *true* or F for *false*. Correct the false one(s).
 - 1. ____ The customers can borrow as many clothes as they want.
 - 2. ____ The sharing economy is eco-friendly.
 - 3. ____ The sharing economy exists in many aspects of our daily life.
 - 4. ____ According to Dora's Dream, they have 60,000 registered users in 2016.
 - 5. ____ The customers can only borrow 3 items every month, no other options available.

NEW WORDS AND EXPRESSIONS

heritage /'heritidʒ/ n. 传统 eye-watering /ai-'wo:təriŋ/ a. 极大的 revenue /'revinju:/ n. 收益,税收 embellish /im'beliʃ/ v. 装饰,美化 cement /sr'ment/ v. 巩固 the New York City Economic Development Corporation (NYCEDC) 纽约市经济发展公司

- **E A** Read the choices. Listen to the news report and choose the best answer to each question you hear.
 - 1. a. The achievements the Made in NY campaign has accomplished.
 - b. NYCEDC's latest movement to make New York the fashion capital of the world.
 - c. The launch of the Made in NY campaign and the reasons behind it.
 - d. The benefits of producing garments locally.
 - **2. a.** To warn people in New York that the city is losing the position as the fashion capital in the world.
 - b. To increase employment in the fashion industry.
 - c. To attract people around the world to buy fashion products made in NY.
 - **d.** To raise awareness of the social, environmental and economic benefits of producing fashion goods in NY.
 - 3. a. It reached its peak in 1960.
 - b. It has lost 95% of its workforce since 1950.
 - c. It is the major industry in New York City now.
 - d. It generates \$11 billion in city tax revenue every year.

LISTENING SKILL Listen for Reasons

It is important to pay attention to the major event in a news report and the reasons why the event happened. Identifying the reasons or explanations is the key to understanding the main idea. In the news report, what happened is usually covered at the beginning and then follow the reasons why it happened. Focus on the facts, examples, statistics (numbers), or anecdotes (stories) that explain the event.



F A Read the question and the incomplete answers. Listen to the news report again and complete the answers by filling in the blanks with the missing information.

Why has the Made in NY campaign been launched?

- 1. Manufacturing fashion goods in New York City has several advantages:
 - 1) ______ of fashion brands can be easily supervised;
 - 2) ______ for the local community can be created;
 - 3) There's no need to ______ goods from _____, and thus their costs and ______.
- 2. Manufacturing fashion goods in New York City can _____ New York's garment district heritage.
- 3. Manufacturing fashion goods in New York City can increase ______ revenue.
- Manufacturing fashion goods in New York City can strengthen New York's position as the ______ of the world.

NEWS REPORT 2

NEW WORDS AND EXPRESSIONS

affluent /'æfluənt/ a. 富裕的 predecessor /'pri:dɪsesə/ n. 前辈 millennial /mɪ'lenɪəl/ a./n. 千禧年的/千禧世代 splurge /spl3:dʒ/ v. 挥霍 digital media 数字媒体

G 🔼 Read the choices. Listen to the news report and choose the best answer to each question you hear.

- **1. a.** The rise in China's luxury industry and its reasons.
 - b. The development of China's luxury industry and its outlook.
 - c. The role that digital media play in luxury goods consumption.
 - d. The shopping habits of young Chinese millennials.
- **2. a.** They raise the selling prices of their products in China.
 - **b.** They increase their investments and set up stores throughout China.
 - c. They design special products for Chinese millennial generation.
 - d. They go back to China's market again for the first time in five years.
- **3. a.** Because their parents are rich.
 - b. Because they believe luxury goods enhance social status.
 - **c.** Because they have grown up in more affluent environments and are willing to spend more on what they want.
 - d. Because they can always find good deals online.

H Read the chart. Then listen to the news report again. Fill in the blanks in the chart with the missing information.

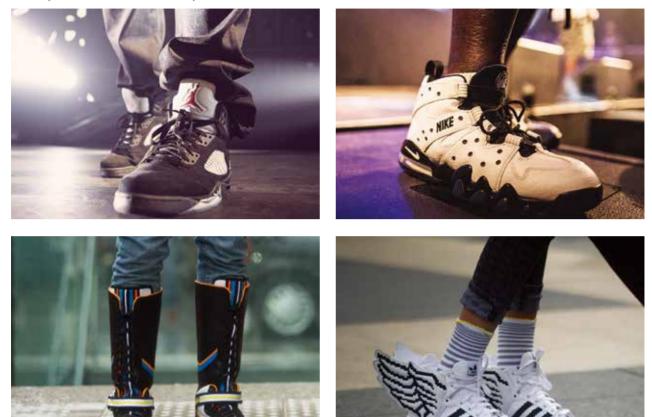
Shopping Habits of Different Generations											
The millennial generation	unafraid to (1) on what they want; the greatest users of (2), willing to look up (3) online and buy luxury goods through (4)										
Their predecessors	largely preferred to (5)										





PART 3 SPEAKING

A Work in a small group. Look at the photos of sneakers below and throughout Part 1 of this unit. Which ones do you like the most and why?



SPEAKING SKILL Make Suggestions

During a group discussion, it is common to discuss ideas about what to do. Use these forms to make polite suggestions:

Modal verbs:

We should + verb We ought to + verb

We should consider the secondary market, too.

Short phrases:

It would be a good idea to ...

Let's ...

Questions:

How about + noun / gerund? How about starting with an example? I suggest (that) we ... I suggest that we start with an example.

What about + noun / gerund? What about the secondary market? **B** A Match the words and phrases (a–f) to the suggestions (1–6). Then listen and check your answers.

- a. I suggest we first explain
- b. It would be a good idea to point out that
- c. How about
- d. We should
- e. What about
- f. Let's talk about
- 1. _____ present the sneaker market as a great example of supply and demand.
- 2. _____ a profile of a famous sneakerhead?
- 3. _____ this is only part of the picture.
- 4. _____ the secondary market, too.
- 5. _____ what the secondary market is.
- 6. _____ meeting around 9:15 or 9:30?
- **C COMMUNICATE** Work in pairs. Brainstorm some situations in which you can take turns practicing making suggestions in a dialogue. For example, doing shopping, choosing a jacket to match your shoes, etc.

MODEL DIALOGUE

- A: The Christmas is drawing near. But I haven't decided what dress to buy for the Christmas party.
- B: I suggest that you decide on one today, so you won't worry about it any more.
- A: All right. You seem really fashion-conscious. Why don't you give me some suggestions?
- B: <u>How about</u> this purple one? Purple is in fashion this year.
- A: Erm, I don't think I will look good in purple.
- B: Well, this white dress is beautiful too. Why don't you try it on?
- A: Ok. But white makes me look fat I think.
- B: Then black is the safest color and will certainly make you look slim. What about this black one?
- A: This one looks nice. I will take it. Let me first try it on.
- B: Maybe you can buy this necklace, too. It goes really well with the dress.
- A: Yeah, thanks, David. You are so helpful.



PRONUNCIATION SKILL Numbers

Pronouncing numbers is an important speaking skill. Errors in pronunciation can result in misunderstandings.

 \cap

- Pronounce numbers ending in *-teen* with a clear *t* sound and stress on the *teen* syllable.
 14: *fourteen*
- **2.** Pronounce numbers ending in *-ty* with a *d* sound in the *ty* syllable and stress on the first syllable.

40: **for**ty

 Say numbers between 1,100 and 10,000* in two different ways: 1,100
 one thousand. one hundred (more formal)

eleven hundred (less formal; more common)

- * Numbers that are exact thousands (e.g. 2,000, 3,000) are pronounced only in the first, more formal way.
- D A Listen to the excerpts from the student conversation in Part 1 and write in the numbers you hear. Then say the number or numbers in each excerpt using the correct pronunciation.
 - 1. A lot of people don't realize that sneakers are a _____-billion-dollar-a-year business.
 - 2. Nike controls more than _____ percent of the U.S. sneaker market.
 - 3. Profit margins are about _____ percent.
 - 4. I saw a pair of Air Jordans for sale online for almost \$_____
 - 5. How about meeting around _____ or ____ at my place to finish up?



PART 4 TED TALKS Forget shopping. Soon you'll download your new clothes.

44 I wonder what our world will look like when our clothes will be digital.

BEFORE YOU WATCH

- A Work with a partner. Read the information about the TED speaker. Then discuss these questions.
 - 1. What do you know about 3D printing?
 - 2. Would you like to print your own clothes on a 3D printer? Why, or why not?

DANIT PELEG Fashion Designer

Danit Peleg is a fashion designer who also loves to experiment with new technology. She created one of the first 3D-printed fashion collections, producing all of the garments using only home printers. Peleg's idea worth spreading is that technology can give designers more independence and can give the public greater access to all kinds of fashion.

B MAKE PREDICTIONS Work with a small group. Discuss these questions.

- 1. How could 3D printing make it easier for people to get fashionable clothes?
- 2. What topics do you think Peleg will talk about next?

C NOCABULARY Listen to the sentences with the following words or phrases from the edited TED Talk. Then choose their meanings.

1.	assemble:		
	a. put together	b. return	c. mail
2.	weird:		
	a. poor	b. strange	c. loud
3.	breakthrough:		
	a. an important development	b. a difficult situation	c. a useful strategy
4.	flexible:		
	a. very strong	b. easy to see through	c. easy to bend
5.	empower:		
	a. allow	b. supply	c. require
6.	modify		
	a. reduce	b. change	c. recreate
7.	version:		
	a. form	b. language	c. code
8.	significantly:		
	a. eventually	b. a lot	c. quickly
9.	accelerate:		
	a. become frustrating	b. move faster	c. develop differently
10.	evolve:		
	a. become more expensive	b. increase	c. develop gradually

D Work with a partner. Discuss these questions.

- 1. Have any of the predictions you made in Exercise B changed? Have your predictions changed because of the new words you have learned?
- 2. Can you make any new predictions? Discuss them with your partner.

WATCH

- **E WATCH FOR DETAILS** Read the statements. Then watch Segment 1 of Peleg's edited TED Talk. Write T for *true* or F for *false* for each statement.
 - 1. ____ Peleg has a program on her computer that lets her design clothes.
 - 2. ____ It took most of the night to print her skirt on a 3D printer.
 - 3. ____ The skirt came out of the printer ready to wear.





TEDTALKS

NOTE-TAKING SKILL Review Your Notes

Taking notes is a process. It does not stop at the end of a lecture or a class. It is difficult to decide what is most important *while* you are listening. However, it is both useful and important to return to your notes *after* listening and review them to decide on the speaker's main ideas. Leave room at the bottom of the page to add the main ideas.

Notice how a student did this in the notes in Exercise F.

Peleg 3D Printing [notes while listening]

At design school-Peleg decided to print collection from home.

Main ideas [notes after listening]

F WATCH FOR DETAILS Read one student's notes on Segment 2 of Peleg's edited TED Talk. Then watch the segment. Complete the student's notes as you watch.

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At design school — Peleg decided to print collection from (1) _

- Only (2) _____ months to learn
- P felt most (3) _____ when she worked at home.
- P loved experimenting with new (4) ____
- P developed techniques to make unique textiles.
- P decided to work on big (5) _____
- Internship in NY worked on two 3D dresses
- P had breakthrough discovered Filaflex = strong and very (6) _____. Printed first garment — red jacket
- Another challenge = print textiles to use like fabric P found open source file. Printed 1,500 hours to complete collection at home a (7) _____ process
- P thinks 3D printing will get faster.
- P thinks in the future materials will (8) ______ to be more like familiar fabrics.

WORDS IN THE TALK

fabrics and textiles (phrase): cloth filament (n.): a plastic material used by 3D printers internship (n.): a job that provides work experience open-source file (phrase): free computer code



- G REVIEW NOTES FOR MAIN IDEAS Review the notes in Exercise F. Check [] the two sentences below that best express the main ideas of the talk.
 - **1.** The way we get our clothing will change.
 - 2. Everyone should print their own clothes.
 - **3.** Peleg made a skirt overnight.
 - **4.** Peleg believes that the future of fashion will include 3D printing.
 - 5. Current fashion design will disappear.
- H Write the sentences you chose in Exercise G at the bottom of the notes in Exercise F. Compare your answers with a partner's.

EXPAND YOUR VOCABULARY Watch the excerpts from the TED Talk. Fill in the blanks with the phrases you hear and choose their meanings.

- 1. I decided to ______ to working with big machines, ones that didn't fit in my living room.
- **a.** change places **b.** start a new activity c. continue
- _____, you can easily download this jacket, and easily change the word to something else. **2.** And a. certainly **b.** now c. in reality

3. So I brought six printers to my home and just printed ______. a. continuously b. on time c. on schedule

4. And this is actually a really slow process, but let's remember the Internet was significantly slower 20 years ago, so 3D printing will also accelerate and _____ you'll be able to print a T-shirt in your home in just a couple of hours, or even minutes. c. always

AFTER YOU WATCH

- J THINK CRITICALLY Reflect. Work with a partner. Discuss these questions.
 - 1. Do you think that people will download and print their own clothes in the future? Why, or why not?
 - 2. What suggestions would you give to Peleg for clothes that you would like to wear?

A 3D printer makes a bracelet at a trade show in London, U.K.

TEDTALKS

PART 5 PRESENTATION

ASSIGNMENT: Interview a Partner Imagine you work for a fashion company that wants to understand what trends are popular and why. You and a partner are going to interview another classmate about his or her opinions on recent fashion trends. Review the ideas in this unit and the listening and speaking skills as you prepare your presentation.

PREPARE

PRESENTATION SKILL Prepare for an Interview

Sometimes a presenter interviews another person as part of a presentation. This person could be a guest expert, someone from the audience, or a colleague. The speaker may interview this person to help explain or illustrate important ideas.

When you interview someone in a presentation, consider these points:

- Ask open questions, that is, questions that begin with *What, How,* and *Why,* instead of *yes/no* questions. This will make the interview more interesting.
- Be sure your questions are clearly worded so the other person or the audience doesn't get confused.
- · Avoid looking at your notes or thinking about your next question when the person is talking.
- Pay attention to the person's answer. You may need to ask a follow-up question to get a clearer answer.

A With your partner, follow the steps below to prepare for your interview.

- 1. Write two questions to ask about a fashion trend. For example, you could ask about:
 - popular clothing brands
 - · popular places to shop
 - · popular hairstyles or colors
- 2. Write two questions that ask for more details about the trend. For example, you could ask about:
 - · a personal experience with this trend
 - · an opinion about the trend
 - · a prediction about the trend

B Decide who will ask each question and who will write down the answers.



C Read the rubric below before you conduct your interview. Notice how your interview will be evaluated. Keep these categories in mind as you present and watch your classmates' presentations.

The presenter	Nam	e																		
1. asked clear, open questions.	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
2. paid attention to the person's answers.	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
3. asked follow-up questions.	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
4. pronounced numbers correctly.	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
Overall Rating	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
What did you like?																				
What could be improved?																				

Note: 1 =lowest; 5 =highest

PRESENT

- D Ask someone from another group for an interview. Interview that person in front of your class. Watch your classmates' interviews.
- **E THINK CRITICALLY Evaluate.** Discuss your feedback in a small group. Decide the two things you did well and two areas for improvement.

REFLECT

Reflect on what you have learned. Check $[\checkmark]$ your progress.

I can

make and confirm predictions.

make suggestions.

- pronounce numbers.
- review my notes.

 \square prepare for an interview.

I understand the meanings of these words and can use them.

Circle those you know. Underline those you need to work on.

demonstrate	market	significantly
dominant	modify	supply
empower	primary	version
evolve	profile	widespread
flexible	release	weird
	dominant empower evolve	dominantmodifyempowerprimaryevolveprofile

SCRIPTS

PART 1 LISTENING

C VOCABULARY

- **a.** The **market** for sportswear, such as sneakers and exercise clothing, is very strong this year. More people are buying sportswear than last year.
- **b.** There is a limited **supply** of these sneakers. Because of this, most people will have to wait months before they can buy them.
- c. As more people keep fit, there is greater demand for sports clothing.
- **d.** A white T-shirt is a **classic** example of clothing that always seems to be in style.
- e. The **dominant** view among experts is that the business will be successful. However, a few experts believe that it will fail.
- f. The strong sales of sneakers this year demonstrate their continuing popularity.
- g. The company releases new styles every year, but the exact dates are always a surprise.
- **h.** The **primary** customers for sportswear are people who play sports. However, other people buy these clothes as fashion accessories.
- i. There was a **profile** of the company president in the newspaper. It had information about her background and her business philosophy.
- **j.** The high quality and low price of these sneakers explains their **widespread** popularity. Everyone seems to be wearing them.

D LISTEN FOR MAIN IDEAS

Segment 1

- **DEL** OK, guys, we really ought to get started on our presentation. I've started our first slide. I'll bet a lot of people don't realize that sneakers are a 42-billion-dollar-a-year business. That's bigger than the economy of some countries!
- **HIRO** Yeah, you're right. OK, so, I think we should present the sneaker market as a great example of supply and demand.
- **DEL** Yes, exactly. It is also a classic example of market control by a single company. Nike controls more than 60 percent of the U.S. sneaker market. They are completely dominant. But the interesting part of the market is at the high end the most expensive shoes. I think that should be our focus. Nike releases just a small number of these high-end shoe styles every week or so. Sneakerheads yeah that's what they call serious sneaker collectors are willing to stand in line for hours, even days, to buy them. Since the company limits supply, demand is really strong.
- **RACHEL** It would be a good idea to point out that this is only part of the picture. There are really two separate markets for sneakers. This is the primary market, that is, the first time the shoes are sold from the company to an individual.



- **DEL** Let's talk about the secondary market, too. Nike is even more dominant there more like 95 percent of these high-end shoes on the secondary market are Nikes.
- **RACHEL** Right, but I suggest we first explain what the secondary market is. We could say something like: The primary market is when a customer buys a pair of shoes in a store, but some sneakerheads don't like standing in line; so they buy their shoes in the secondary market mainly from the hundreds of Internet sneaker sites. The secondary market is mostly sneakerheads selling to other sneakerheads. But they have to pay more, sometimes three to four times more than the store price. People can make a lot of money on the secondary market. It's a 1.2-billion-dollar business and average profit margins are about 30 percent.

Segment 2

- **HIRO** I saw a pair of Air Jordans for sale online for almost \$1,100. Most of the really expensive ones are connected to celebrities, like hip hop artists or athletes.
- **RACHEL** That's nothing. Some others cost a lot more. Let's show a picture of an expensive pair. And what about a profile of a famous sneakerhead? One guy has more than 3,000 pairs and his collection is worth \$750,000!
- HIRO Wow. I read that some sneakerheads have portfolios of their shoes. We should mention that.
- **DEL** They have what?
- **HIRO** You know, if you buy stocks, or even have a bank account, you get a statement that tells you the value of what you own the value of your portfolio. It's the same thing just sneakers instead of stocks.
- **RACHEL** That's a great detail. This information demonstrates that sneakers are a serious business, even if not many people know about it.
- **DEL** But let's not forget this isn't just about buying and selling sneakers. I found this quote from a movie called Sneakerheadz: "There are a handful of things that can define who you are without saying a word. And your shoes are one of them."
- **RACHEL** Excellent. That movie also shows that knowledge of sneakerheads is becoming more widespread. OK, I think we have a good plan. We should put the quote at the end. How about meeting around 9:15 or 9:30 at my place to finish up?

DEL and HIRO Sounds good.

PART 2 EXTENDED LISTENING

PASSAGE 1

When news broke in July 2018 that Burberry had burnt close to 30 million pounds worth of excess stock, many people were outraged by the waste. The brand defended its move by explaining that the items had to be destroyed in order to prevent them from being resold at lower prices, which would make it hard for Burberry to sell full-price items in future.

The practice is unfortunately a common one for many fashion brands who are similarly concerned with protecting their merchandise. Excess stock is usually destroyed and not recycled for fear that unscrupulous recycling businesses would wind up selling the goods instead.

A heavy price is exerted on the environment, thanks to this practice.

Firstly, the large-scale production of clothing, shoes and accessories requires massive amounts of resources. For example, the growth, manufacturing, transportation and washing involved in creating cotton means that it takes approximately 2,700 liters of water to make even a simple T-shirt, according to the World Wildlife Fund and the National Geographic Society.

Secondly, not all items are sold. Even if as much as 90% of these items are sold, 10% would still have to be destroyed. According to one MIT report, the global apparel industry had produced more than 150 billion garments in 2010. If just 10% of these were destroyed, not only would the resources that were used to produce these 15 billion garments be wasted, but even more resources would have been used to get rid of them.

Questions:

- 1. What is the passage mainly about?
- 2. Why did Burberry destroy its excess stock?
- 3. What will be the environmental costs if the excess stock is destroyed?

PASSAGE 2

If you're eyeing a gorgeous new dress but dreading the pinch on your wallet, Dora's Dream (a play on the Chinese name for Doraemon) may provide an elegant solution to your woes.

For a small monthly fee, the Chinese start-up allows customers to borrow, rather than buy, designer clothes. Customers can refresh their wardrobe as often as they want, so long as they keep to the borrowing limit. The subscription model promotes a sharing economy and can lead to environmental benefits as consumers will not need to buy and dispose of outfits that they don't want.

In 2017, Dora's Dream raised over \$12 million in capital from investors who believe that this new form of consumerism is set to grow in popularity.

As Weiji Jin, a partner at the investment company, Legend Capital, explained to Reuters:

"The Chinese consumer sector is entering a 'sharing era.' The sharing economy now exists across our daily lives, including transport, hotels, and fashion. Dora's Dream provides young ladies with a fashion sharing platform that is innovative and follows the trend of consumer upgrade."

By the end of 2016, Dora's Dream reported that they had 60,000 paying customers and 500,000 registered users. On the supply side, they have partnered with many brands and over a hundred designers in order to provide their customers with a satisfactory variety of clothing options.

Dora's Dream customers currently pay to borrow 3 items of clothing per month, and they are allowed to change these 3 items freely. Other membership options are available too, where customers can pay to choose more than 3 items or to subscribe to the service for up to one year.

Questions:

- 1. What is the main idea of the passage?
- 2. Which of the following is not part of the sharing economy?
- 3. Why could Dora's Dream raise so much money from investors?



NEWS REPORT 1

The New York City Economic Development Corporation (NYCEDC) has launched a Made in NY campaign which raises awareness of the social, environmental and economic benefits of manufacturing fashion goods in New York City.

While manufacturing in New York can be expensive, it also has many advantages. Fashion brands can keep a closer eye on their production process, create jobs for the local community, and reduce their carbon footprint by not having to transport goods manufactured overseas all the way to New York.

Producing locally has become even more important in recent years as people fight to preserve New York's garment district heritage. According to the NYCEDC, New York's garment manufacturing industry has lost 95% of its workforce since its peak in 1950.

Even so, New York City's fashion industry continues to generate an eye-watering \$11 billion in wages and \$1.9 billion in city tax revenue every year. These numbers could be set to increase as manufacturers begin to shift their operations back to New York.

Today, fashion brands who desire the "Made in NY" certification have to design, finish, embellish or produce more than three quarters of qualifying products in New York City. By supporting the local fashion community, these brands help to cement New York's position as the fashion capital of the world.

Questions:

- 1. What is the news report mainly about?
- 2. What is the aim of the Made in NY campaign?
- 3. What do you know about New York's garment manufacturing industry from the news report?

NEWS REPORT 2

The luxury industry in China is once more on the rise as young customers demonstrate their willingness to buy high-end goods. Brought up in more affluent environments than their predecessors, the millennial generation is unafraid to splurge on what they want.

To reflect this increase in consumer interest, global luxury brands are increasing their investments and setting up stores across China, for the first time in five years.

The use of digital media is also helping to push the demand for luxury goods. As reported in the 2017 China Luxury Market Study by Bain & Company, millennial shoppers have proven to be the greatest users of digital media so far, and these shoppers are unafraid to look up good deals online and purchase their luxury goods through official websites, in contrast with earlier generations of shoppers who largely preferred to shop overseas.

Today, the shopping habits of young Chinese millennials are bringing the fight for consumer dollars back to their home ground.

Questions:

- 1. What's the main idea of the news report?
- 2. How do global luxury brands react to the changes taking place in China?
- 3. Why is the millennial generation willing to pay for luxury goods?

PART 3 SPEAKING

- В
- 1. HIRO We should present the sneaker market as a great example of supply and demand.
- 2. RACHEL What about a profile of a famous sneakerhead?
- 3. RACHEL It would be a good idea to point out that this is only part of the picture.
- 4. DEL Let's talk about the secondary market, too.
- 5. RACHEL I suggest we first explain what the secondary market is.
- 6. RACHEL How about meeting around 9:15 or 9:30?

D

- **1. DEL** A lot of people don't realize that sneakers are a 42-billion-dollar-a-year business.
- 2. DEL Nike controls more than 60 percent of the U.S. sneaker market.
- 3. RACHEL Profit margins are about 30 percent.
- 4. HIRO I saw a pair of Air Jordans for sale online for almost \$1,100.
- 5. RACHEL How about meeting around 9:15 or 9:30 at my place to finish up?

PART 4 TED TALKS

C VOCABULARY

- 1. The 3D printer printed a shirt in separate pieces. She then assembled the pieces.
- 2. My printer is making a really weird sound. I've never heard it make this noise before.
- **3.** 3D printing is a real **breakthrough** in the field. It will make a huge difference because it will allow custom work, that is, clothes designed especially for one person.
- 4. This plastic is very flexible so you can change its shape and it will not break.
- 5. In the past, only professionals designed new styles, but this new software has **empowered** ordinary people to design their own clothes.
- 6. We modified the design because the original one was too difficult to print.
- 7. I only have the older version of this software. The new one will not be released until next month.
- 8. The price of 3D printers has decreased significantly in the last couple of years.
- **9.** The pace of change has **accelerated** in recent years. It is difficult to keep up with everything that is happening.
- **10.** This technology will **evolve** and will continue to improve in the coming years.



E WATCH FOR DETAILS

Segment 1

In the past few months, I've been traveling for weeks at a time with only one suitcase of clothes. One day, I was invited to an important event, and I wanted to wear something special and new for it. So I looked through my suitcase and I couldn't find anything to wear. I was lucky to be at the technology conference on that day, and I had access to 3D printers. So I quickly designed a skirt on my computer, and I loaded the file on the printer. It just printed the pieces overnight. The next morning, I just took all the pieces, assembled them together in my hotel room, and this is actually the skirt that I'm wearing right now. (Applause)

F WATCH FOR DETAILS

Segment 2

So it wasn't the first time that I printed clothes. For my senior collection at fashion design school, I decided to try and 3D print an entire fashion collection from my home. The problem was that I barely knew anything about 3D printing, and I had only nine months to figure out how to print five fashionable looks.

I always felt most creative when I worked from home. I loved experimenting with new materials, and I always tried to develop new techniques to make the most unique textiles for my fashion projects. I loved going to old factories and weird stores in search of leftovers of strange powders and weird materials, and then bring them home to experiment on. As you can probably imagine, my roommates didn't like that at all. (Laughter)

So I decided to move on to working with big machines, ones that didn't fit in my living room. I love the exact and the custom work I can do with all kinds of fashion technologies, like knitting machines and laser cutting and silk printing.

One summer break, I came here to New York for an internship at a fashion house in Chinatown. We worked on two incredible dresses that were 3D printed. They were amazing — like you can see here.

The breakthrough came when I was introduced to Filaflex, which is a new kind of filament. It's strong, yet very flexible. And with it, I was able to print the first garment, the red jacket that had the word "Liberté" — "freedom" in French — embedded into it. I chose this word because I felt so empowered and free when I could just design a garment from my home and then print it by myself. And actually, you can easily download this jacket, and easily change the word to something else.

So the printer plates are small, so I had to piece the garment together, just like a puzzle.

And I wanted to solve another challenge. I wanted to print textiles that I would use just like regular fabrics. That's when I found an open-source file from an architect who designed a pattern that I love. And with it, I was able to print a beautiful textile that I would use just like a regular fabric. And it actually even looks a little bit like lace.

So I took his file and I modified it, and changed it, played with it — many kinds of versions out of it. And I needed to print another 1,500 more hours to complete printing my collection. So I brought six printers to my home and just printed 24-7. And this is actually a really slow process, but let's remember the Internet

was significantly slower 20 years ago, so 3D printing will also accelerate and in no time you'll be able to print a T-shirt in your home in just a couple of hours, or even minutes.

Rebecca is wearing one of my five outfits. Almost everything here she's wearing, I printed from my home. Even her shoes are printed.

So I think in the future, materials will evolve, and they will look and feel like fabrics we know today, like cotton or silk. Imagine personalized clothes that fit exactly to your measurements.

Music was once a very physical thing. You would have to go to the record shop and buy CDs, but now you can just download the music — digital music — directly to your phone.

Fashion is also a very physical thing. And I wonder what our world will look like when our clothes will be digital, just like this skirt is.

Thank you so much.

EXPAND YOUR VOCABULARY

- 1. I decided to move on to working with big machines, ones that didn't fit in my living room.
- 2. And actually, you can easily download this jacket, and easily change the word to something else.
- 3. So I brought six printers to my home and just printed 24-7.
- **4.** And this is actually a really slow process, but let's remember the Internet was significantly slower 20 years ago, so 3D printing will also accelerate and in no time you'll be able to print a T-shirt in your home in just a couple of hours, or even minutes.

