

Unit 3 Inside the wardrobe

Unit overview

	内容简介	思政要点
Inside view Conversation 1 Conversation 2	The Inside view section is about an encounter between Janet, Joe, and Tanya at a London flea market. Then Tanya invites them to attend London Fashion Week. - C1 describes how Janet and Joe get to know Tanya, a store buyer from New York. - C2 discusses the features of London fashion.	了解不同国家的服饰文化，提升跨文化交际能力。
Outside view (online)	This video clip gives a brief introduction about what the fashion industry can do to reduce carbon emissions and help combat climate change.	理解服装产业与环境保护事业之间的关系，认识节能减排和可持续发展的重要性，增强环境保护的意识。
Listening across cultures News report Passage	- The news report introduces how Chinese fashion designers integrate traditional cultural elements into their designs. - The passage is about a book on how clothes signify social meaning, and how things have changed since the book was written.	- 理解服饰背后的民族特征和传统元素，提升文化自信和审美能力。 - 理解时尚发展的变化和新趋势，树立正确的审美观。
Talking about China	This section requires Ss to give a talk about the rise of <i>hanfu</i> culture by telling the story of JongMay, an American <i>hanfu</i> enthusiast.	了解以汉服为代表的中华优秀传统文化符号如何不断增强影响力并走向世界，感悟传统服饰文化的魅力，培养国际传播能力。
Self-learning (online) Pronunciation Extended listening Unit test	- The Pronunciation section introduces the way to pronounce common loan words from French and how to link the words while speaking. - The Extended listening section includes four materials, which are about the capsule wardrobe, digital clothing, balancing comfort and style for work and social events, and fast fashion. - The Unit test helps Ss to review what they've learned and check what needs to be improved.	- 理解时尚行业的前沿概念和发展趋势，培养务实节俭的消费理念。 - 理解服装行业贴近大众消费理念的新型发展模式，增强环保意识。

Inside view

Before you watch

Reference answers

- 1 I think Janet is shopping for clothes and finds something she likes, so she picks up a dress at a clothes stall in Photo A.
- 2 Joe and Tanya may be talking about a show because Tanya is holding a ticket in her hand.
- 3 It seems that Janet feels worried because she looks at her watch and says “it’s getting late.” The three of them might be late for something.

Conversation 1

Scripts

Tanya: Hey! That looks good on you! You should try it on!

Janet: No thanks. I’m just looking.

Tanya: Go on, try it on. I can tell it suits you.

Janet: You seem to want me to buy something. And I’m not sure I want to buy anything at all.

Tanya: Well, yes, I’m pretty sure you want to buy something.

Janet: How do you know?

Tanya: Well, it’s my job to know what women want to wear.

Janet: But how do you know what I want to wear?

Tanya: I can just tell. Most women don’t hold things up like that unless they know they want to buy it, but either they haven’t got the money or they are nervous about impulse buying.

Janet: So what type of woman am I then?

Tanya: No money!

Janet: Yeah! You’re right, but how do you know?

Tanya: If you were nervous about impulse buying, you’d try it on. That way you’d feel good that you’ve made a careful decision.

Janet: That’s pretty smart. What is your job then?

Tanya: I’m a buyer for a store in New York City. I’m here for London Fashion Week. Hey, do you want to go? I have some free tickets for the catwalk show this afternoon.

Janet: Well, I’m not sure. I’m waiting for a friend, actually, and ...

Joe: Oh, hi Janet!

Janet: Joe! What are you doing here?

Joe: Why the surprise?

Janet: It's just ... I didn't expect to see you. That's all. Er, this is ...

Tanya: Hello, I'm Tanya Feinstein. Is this the friend you were waiting for?

Janet: No. Yes!

Tanya: So would you both like to come this afternoon?

Janet: Tanya has invited us to the catwalk show this afternoon.

Tanya: Oh, look at this! Oh, it's perfect. I'll just try it on. I'll leave you two to make up your minds.

1

Teaching tips

Before watching the video, T can ask Ss to read through the five statements and predict the answers. After watching the video, Ss can discuss the statements and check their answers.

Reference answers

- 1 T
- 2 F (She thinks Janet has no money.)
- 3 F (She is a buyer for a New York store.)
- 4 T
- 5 F (Janet doesn't expect to see Joe there.)

2

Teaching tips

This activity intends to draw Ss' attention to those expressions that show opinions or attempt to persuade others. In Blanks 1 and 2, for example, Tanya gives her opinion by saying "you should try it on" and "it suits you." The expressions for Blanks 3 and 5, "I'm pretty sure" and "I can just tell," both indicate Tanya is responding to Janet's doubt with certainty. T can add similar expressions like "of course," "I'm absolutely sure," and "I can assure that ..." and ask Ss to use them to replace the original ones.

2

Reference answers

- 1 try it on
- 2 it suits you
- 3 I'm pretty sure
- 4 it's my job
- 5 I can just tell

Conversation 2

Scripts

Joe: Who is she? Is she a friend of yours?

Janet: No, she just came up to me and started talking about fashion. She's a buyer for some New York fashion store.

Joe: But why has she invited us to a catwalk show?

Janet: She's giving out free tickets. Part of her job, I think.

Joe: So, do you want to go?

Janet: I suppose so. Haven't got any money for shopping, so why not?

Tanya: OK, you guys made up your mind?

Joe: You sure you've got a couple of tickets for us?

Tanya: Sure!

Joe: Thanks. So, what's your take on the London fashion scene then?

Tanya: As far as I'm concerned, the clothes shops in London are some of the best in the world. The way I see it, if I want haute couture, I can go to Paris or Milan. But if I want street fashion that will look good in New York, too, I come to London. The kids here all have this unique style.

Joe: But they can't afford designer prices.

Tanya: In London, the fashion tends to start on the streets. It gets popular among the kids, and then the designers come and pick up on their style, turn it into designer clothes. Whereas in Paris or Milan, it's more of a top-down process.

Janet: Top-down?

Tanya: Sure. The big-name designers create these wonderful clothes, but they're really only for a few rich people.

Joe: So you think it's different in London?

Tanya: I sure do. And, if you ask me, New York as well. Anyway, you ready?

Joe: Sure. Why not? Janet?

Janet: Well ... oh well, it's getting late. So, I suppose so.

Tanya: OK, follow me. Let's get a cab.

Language and culture

Street fashion refers to fashionable clothes at reasonable prices that you could wear on the street. It is the opposite of **haute couture**, which refers to expensive and fashionable clothes (or the business of designing and making them). The phrase comes from French, literally meaning "high sewing" or "high dressmaking," but it essentially means high class. This kind of clothing is custom-made, usually for women, and exclusive.

Designer prices are the high prices paid for expensive and fashionable clothes designed by famous designers.

A **top-down process** is a process of change or spreading something (in this case, fashion designs) from a general concept to more specific and diverse places. The opposite is a **bottom-up process** which starts with details, rather than a general concept.

3

Reference answers

1 B 2 D 3 A 4 B

4

Teaching tips

In this activity, Ss can learn to understand the meaning or intention by paying attention to the words and the tone of the speakers. First, T should explain the meanings of the six words or phrases in “What they are doing” with examples. Second, Ss are asked to read “What the characters say” and discuss what they mean in the context of the conversation.

- **asserting: stating a fact or opinion confidently or forcefully**
e.g. She asserted that she was innocent.
- **assuming: thinking or accepting sth. is true without having proof of it**
e.g. It is assumed that the economy will continue to improve.
- **advising: telling sb. what you think they should do**
e.g. The manager advised him to start as soon as possible.
- **persuading: making sb. do sth. by giving them good reasons for doing it**
e.g. Please try to persuade her to stay with us.
- **being tentative: being cautious and not very confident because of uncertainty**
e.g. She was tentative about making a decision without more information.
- **being skeptical: having doubts about whether sth. is true, right, or good**
e.g. His partner is skeptical about his chances of winning.

Reference answers

1-f 2-b 3-e 4-a

Additional activity

Ss are challenged to change part of the sentences and make them convey a new intention (shown in parentheses).

- 1 You sure you’ve got a couple of tickets for us? (**asserting**)
- 2 Part of her job, I think. (**being skeptical**)
- 3 I suppose so. Haven’t got any money for shopping, so why not? (**advising**)
- 4 As far as I’m concerned, the clothes shops in London are some of the best in the world. (**assuming**)

Reference answers

- 1 I know you have a couple of tickets for us.
- 2 Are you sure it is part of her job? / Is it really part of her job?
- 3 We’d better / may as well go with her since we haven’t got any money for shopping.
- 4 The clothes shops in London might be some of the best in the world, I suppose.

Everyday English

Language notes

1 That looks good on you!

This expression is used when you think a person's haircut, makeup, or clothes match that person well, and make that person look good.

2 That's pretty smart.

This is an expression meaning that you are impressed by a person's ability to speak, understand, or perform a task. It is also used to describe someone, especially a girl, who looks nice and attractive.

3 Why the surprise?

This expression is used to show your disappointment when your enthusiasm is not reciprocated. It can also be used in a rhetorical way to express certain emotions like astonishment or embarrassment.

4 What's your take on ...?

This expression is usually used to ask someone for their attitude toward or opinion about a situation. You might also say "What's your opinion?" or "What do you think?".

5

Reference answers

- 1 That's pretty smart
- 2 Why the surprise
- 3 what's your take on
- 4 That looks good on you

Act it out

6

Teaching tips

T can ask Ss to review the expressions about asking and giving opinions in the conversations. T can also ask Ss to underline the expressions Tanya uses to encourage Janet to try on the clothes by referring to the Functional language box and the Everyday English box. Then, Ss can work in pairs and act out the conversation. Ss can talk about the style, color, pattern, texture as well as occasions to wear the clothes. T can further guide Ss to brainstorm clothes shopping in different scenarios by assigning different group tasks, for example, for Mother's Day celebration (or Father's Day celebration), in a second-hand charity shop, in a *hanfu* shop, etc.

Reference answers

You (A) and your friend (B) are shopping for clothes together for the upcoming graduation gala. They are asking each other for opinions on what clothes may fit best for the occasion.

A: I have never shopped for clothes for big occasions like this. I really don't know which style suits me.

B: No worries. Do you want to try on that dress? I think **that looks good on you**.

A: Do you think this off-the-shoulder style suits me? I'm not sure if it's the right look for me.

B: **Go on, try it on. I can tell it suits you.** Also, **why not try** the one with the floral pattern as well? **It might match the occasion** better.

A: Good idea. I'll try them both. **As far as I'm concerned**, the floral pattern might be **trendier**. What do you think?

B: **I can just tell** that the floral pattern suits you perfectly. And it's also a great choice for the graduation gala.

A: Hmm, this floral one feels really comfortable. I like it ... Hey, B, **what's your take on** these suits for the gala? I think they look stylish but not too formal.

B: I agree, we want to look smart but still feel comfortable. Do you think this color suits me, or should I go for something bolder?

A: **Why not try it on and see how it looks?**

B: I'm torn between this classic black suit and a navy one. **What's your opinion?**

A: I think the classic black suit is timeless and elegant. But **if you ask me**, the navy one could also work well for the occasion. Just try them both on and see which one gives off the right vibe for the evening.

B: OK!

Outside view

Before you watch

Reference answers

- 1 I usually go shopping for clothes about once a month. I enjoy shopping for new pieces occasionally to update my wardrobe or try out different styles. It's a fun way for me to express myself and keep my wardrobe fresh and trendy.
- 2 Yes, I believe the fashion industry has a significant impact on climate change. The production of clothing involves various processes that contribute to environmental degradation, such as excessive water usage, chemical pollution, and carbon emissions from transportation and manufacturing. Fast fashion, with its emphasis on rapid production and disposal of garments, leads to increased waste and more environmental problems. It is crucial for the fashion industry to adopt more sustainable practices and prioritize environmental conservation to mitigate its impact on climate change.

Script

In 2018, the fashion industry produced 2.1 billion tons of CO₂. This represents 4 percent of global carbon emissions. So how does the fashion industry take on the challenge of massive CO₂ reductions? Over the next ten years, the fashion industry must intensify its efforts to cut CO₂. In practice, that means embracing accelerated abatement to reduce annual emissions to around 1.1 billion tons, which is about half (of) today's figure. This sounds like a daunting task, but the good news is that 55 percent of these efforts will actually save money for the industry.

In order to understand how we can reduce emissions, we need to understand the fashion value cycle. The fashion industry comprises a complex ecosystem of processes, products, and services, and this is what we define as a fashion value cycle.

A diverse range of actors and intermediaries are part of this cycle, and all can play an active role in cutting greenhouse gas emissions and combating climate change. In fact, 60 percent of the accelerated abatement potential lies with suppliers and producers, 20 percent within brands and retailers' own operations, and 20 percent with customers. Everyone has a role to play.

Manufacturers

Garment producers need to be fully committed to decarbonization programs to deliver accelerated abatement, for example, switching to renewable energy, making efficiency improvements in spinning, weaving, and knitting, and shifting to dry processing. However, producers will need support from brands to decarbonize. This is where 60 percent of abatement potential lies, so the industry needs to come together to make that happen through coordinated and collaborative approaches.

Brands and retailers

Brands have direct control over their own operations, but also have significant influence across the value cycle. At the moment, every fifth piece of garment ends up as garbage without ever being worn, so one of the most effective things that brands and retailers can do together is to ensure that overproduction of clothes is reduced.

Customers

By making small changes to the way we treat our clothes, customers can substantially reduce carbon emissions in the use phase: Things like skipping one in six washing loads, washing half of loads at below 30 degrees Celsius, and substituting every sixth drier usage with open-air drying can actually make a big impact, as well as adopting circular models, which could deliver 10 percent of accelerated abatement alone if one in five garments in 2030 are traded to (in) circular models.

Only by daring to change, collaborate, and embrace new systems can we transform the industry and create prosperity for communities around the world. So, no matter where you are on the fashion value cycle, act today to safeguard our future.

1 Watch the video and complete the following summary about how to make fashion eco-friendly.

The fashion industry produced 2.1 billion tons of CO₂ in 2018, representing 1) _____ of global carbon emissions. To address this issue, the industry must intensify efforts to cut CO₂ and reduce annual emissions 2) _____ over the next ten years. The 3) _____, a complex ecosystem including various actors and intermediaries, plays a crucial role in reducing greenhouse gas emissions in this industry. First, since 60 percent of the abatement potential involves manufacturers, they should switch to 4) _____ and make efficiency improvements to contribute to decarbonization. Second, brands and retailers have 5) _____ over their operations and should reduce 6) _____ of clothes. Third, customers can significantly reduce emissions through small changes such as substituting some drier usage with 7) _____. By embracing change and collaborating, we can 8) _____ the fashion industry and create a sustainable future for all.

Reference answers

- 1 4 percent
- 2 by half
- 3 fashion value cycle
- 4 renewable energy
- 5 direct control
- 6 overproduction
- 7 open-air drying
- 8 transform

2 Watch the video again. Check (✓) the true statements and correct the false ones.

- 1 Efforts to cut CO₂ will increase costs in the fashion industry.
- 2 There is more potential for brands and retailers to reduce emissions than customers.
- 3 Garment producers can reduce greenhouse emission by shifting to dry processing.
- 4 Around 1 in 4 clothing items end up as garbage without being worn.
- 5 In 2030, customers could reduce emissions by 10 percent if they traded one in fifth garments in secondhand stores.

Reference answers

- 1 F (In fact, 55 percent of these efforts will actually save money for fashion industry.)
- 2 F (They have equal potential, as both represent 20 percent.)
- 3 T

- 4 F (Every fifth piece of garment ends up as garbage without being worn.)
- 5 T

Higher-order thinking

Teaching tips

This activity is designed to help Ss improve critical and dialectical thinking by reflecting on and evaluating the roles of producers, retailers, and customers in the fashion value cycle respectively. Some producers and retailers, for the sake of profits, may neglect the regulations on environment protection. T thus can lead Ss to focus on the role of customers. Ss are encouraged to think creatively about what they can do to reduce the CO₂ emission. More importantly, as customers, Ss are encouraged to discuss what they can do to drive the producers and retailers to conduct eco-friendly practices and ultimately raise the awareness of environmental protection among the public.

Reference answers

- 1 I am not sure. The commitment of fashion companies to decarbonization depends on various factors, including but not limited to consumer demand, government regulations, and available eco-friendly technologies. Some companies go green because they care about the ethics of the society or want their business to last longer, while others just want to promote their brand image or follow the rules with no regard for environmental protection. To me, the most challenging part is making sure they do what they promise.
- 2 Customers can play a critical role in the fashion value cycle by influencing demand patterns and showing preferences for sustainable products. By choosing eco-friendly brands, participating in recycling and reselling, and supporting green practices, customers can exert pressure on fashion companies. By buying from companies that care about the environment and advocate clear and green practices, customers can encourage brands to change and focus more on reducing carbon emissions.

Listening across cultures

News report

Scripts

In recent years, China's fashion design industry has experienced significant growth. Young designers are embracing their creativity and come up with designs that blend craftsmanship with Chinese cultural elements.

Since 2013, global luxury retailers in fashion, accessories, beauty, lifestyle, and other fields have been supporting and collaborating with young Chinese brands. These brands stand out for their originality, imagination, individuality, and self-expression.

One jewelry brand is inspired by the Luban Lock to craft necklaces. The Luban Lock is an ancient Chinese architectural technique that connects pieces of wood without using nails. Another brilliant designer takes her inspiration from a classical love story, *The Legend of the Butterfly Lovers*. She adds elements such as glass beads to her garments to express her faith in love.

These emerging Chinese designers are showing the world how they reinterpret traditional Chinese aesthetic values while honoring their rich cultural heritage. They also want to inspire a new generation of designers, artists, and entrepreneurs with their work.

1

Reference answers

1 C 2 D 3 C

Passage

Scripts

So, returning to the subject of clothes and what they mean, Alison Lurie's 1981 book *The Language of Clothes* explores the idea that clothes, jewelry and other things we wear are "words" that make up "sentences and paragraphs" to describe the person wearing them. Even before we speak to someone in a meeting, at a party, or in the street, our clothes express important information in a "language" about our tastes, interests, occupation, background, personality, and opinions. But while we understand this language, we cannot always put it into words. The comprehension process is subconscious and instinctive, as if it were a universal language, like music or painting. So baseball caps don't look right at the opera, and a top hat looks strange anywhere in the 21st century. Wearing black can indicate grief at the death of someone close, but in other contexts it can look slightly wrong, too elegant or too depressing. Jeans worn by both men and women suggest a kind of equality and even freedom in terms of their bodies.

Lurie suggests five rules. The first is that all degrees of seniority are discarded, in order to look as young and relaxed as possible. The second is that even in work contexts, people dress to look both stylish, and relaxed and cheerful. The third? You can dress down in a casual way, but still be taken seriously. The fourth rule is that there are no longer any rules. And the fifth: There is no awareness of the purpose of dressing, and there's no hint of shame or self-consciousness, just honesty.

[The last part] Well, it's a book of its time, and while some of its claims remain true, especially those with reference to contexts and connotation, it's surprising how old-fashioned Lurie's observations are when seen from the 21st century. There is now a sense of purpose, there's a renewed sense of occasion, of the need to wear the right

clothes in the right context, and there's a sense that we sometimes – not always, but sometimes – have to “suffer” to make the right impression. But fashion comes in cycles; the same designs reappear again and again, and the debate about “when to wear what” will keep going.

Listening skill

Teaching tips

Listen and infer meanings refers to the process of understanding implied or indirect information by analyzing the context, tone, and nonverbal cues in spoken English. Common strategies to make accurate inferences during listening include:

- 1) Use contextual clues. The surrounding words, phrases, and sentences usually provide hints. For example, in Activity 2, Ss are asked what the understanding of clothes and art have in common. T can guide Ss to make inferences by reviewing the sentence, “The comprehension process is subconscious and instinctive, as if it were a universal language, like music or painting.” When the speaker summarizes the comprehension of clothes as “subconscious and instinctive,” an analogy is used by showing the language of clothes shares characteristics with appreciating “music or painting.” The language and contextual clues “subconscious and instinctive” and “like music or painting” can help Ss infer the meaning: Understanding the language of clothes and understanding the language of art both evoke thoughts that are hard to describe.
- 2) Observe speakers’ tone, emphasis, and changes in intonation. Emotional cues, such as excitement, sarcasm, and frustration, can also provide valuable context to infer the meaning. In Activity 3, Ss are asked to sum up the speaker’s attitude toward *The Language of Clothes*. In this case, the speaker expresses her attitude in a skeptical tone by saying “while some of its claims remain true ... it’s surprising how old-fashioned Lurie’s observations are when seen from the 21st century.” Ss can draw on these obvious emotional cues and their prior experiences to fill in any gaps in comprehension and understand the speaker’s attitude.

2

Reference answers

1 B 2 D 3 C 4 D

3

Reference answers

- 1 remain true
- 2 old-fashioned
- 3 a sense of purpose
- 4 make the right impression
- 5 in cycles
- 6 when to wear what

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