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**Level 5** – 12th April, 2021

## Levi's says baggier 'balloon' jeans are in

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<https://breakingnewsenglish.com/2104/210412-levis-jeans-5.html>

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Please try Levels 4 and 6. They are (a little) harder.

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# THE READING

From <https://breakingnewsenglish.com/2104/210412-levis-jeans-5.html>

Fashion is ever-changing, particularly so for jeans. The latest trend is baggy jeans. Many fashion lovers attribute these looser-fitting jeans to coronavirus. Many of us put on weight during the pandemic, so we can no longer fit in our skinny jeans, which have been in for the past few years. The CEO of Levi's spoke about the latest trend in baggier jeans. He said: "I think the pandemic definitely played a contributing role in consumers looking for a more comfortable, more relaxing denim." He added: "This is not the first time we've seen this [baggy look] resonating with consumers."

The CEO predicted the new fashion in jeans could last for a decade. Skinny jeans are out and "balloon jeans" are in. He said: "Some people have said that this is going to create a new denim cycle....The last real denim cycle was driven by skinny jeans. That cycle lasted about 10 years." He added: "I don't think skinny jeans are ever going to go away completely, 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-5.html>

## PARAGRAPH ONE:

- |                               |                         |
|-------------------------------|-------------------------|
| 1. particularly               | a. in our skinny jeans  |
| 2. The latest                 | b. lovers               |
| 3. fashion                    | c. on weight            |
| 4. looser-                    | d. we've seen this      |
| 5. Many of us put             | e. so for jeans         |
| 6. we can no longer fit       | f. in baggier jeans     |
| 7. the latest trend           | g. trend is baggy jeans |
| 8. This is not the first time | h. fitting jeans        |

## PARAGRAPH TWO:

- |  |                           |
|--|---------------------------|
| 1. the new fashion in jeans could      | a. going to go away       |
| 2. Skinny jeans are                    | b. more casual            |
| 3. this is going to create a new denim | c. very strong demand     |
| 4. That cycle lasted                   | d. with the balloon jeans |
| 5. skinny jeans are ever               | e. last for a decade      |
| 6. right now we are seeing a           | f. cycle                  |
| 7. we came up                          | g. out                    |
| 8. people becoming a lot               | h. about 10 years         |

# LISTEN AND FILL IN THE GAPS

From <https://breakingnewsenglish.com/2104/210412-levis-jeans-5.html>

Fashion is ever-changing, (1) \_\_\_\_\_ jeans. The latest trend is baggy jeans. Many (2) \_\_\_\_\_ these looser-fitting jeans to coronavirus. Many of us (3) \_\_\_\_\_ during the pandemic, so we can no longer fit in our skinny jeans, which have been in for the past few years. The CEO of Levi's spoke about (4) \_\_\_\_\_ in baggier jeans. He said: "I think the pandemic (5) \_\_\_\_\_ contributing role in consumers looking for a more comfortable, more relaxing denim." He added: "This is not the first time we've seen this [baggy look] (6) \_\_\_\_\_."

The CEO (7) \_\_\_\_\_ fashion in jeans could last (8) \_\_\_\_\_. Skinny jeans are out and "balloon jeans" are in. He said: "Some people have said that this is going to create a new denim cycle....The last real denim cycle (9) \_\_\_\_\_ skinny jeans. That cycle lasted about 10 years." He added: "I don't think skinny jeans (10) \_\_\_\_\_ to go away completely, but clearly, right now we are seeing a very strong demand for (11) \_\_\_\_\_." Levi's CFO said: "Some time in 2020, we came up with 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-5.html>

Fashion is ever-changing, particularly so for jeans. The latest trend is baggy jeans. Many fashion lovers attribute these looser-fitting jeans to coronavirus. Many of us put on weight during the pandemic, so we can no longer fit in our skinny jeans, which have been in for the past few years. The CEO of Levi's spoke about the latest trend in baggier jeans. He said: "I think the pandemic definitely played a contributing role in consumers looking for a more comfortable, more relaxing denim." He added: "This is not the first time we've seen this [baggy look] resonating with consumers." The CEO predicted the new fashion in jeans could last for a decade. Skinny jeans are out and "balloon jeans" are in. He said: "Some people have said that this is going to create a new denim cycle.... The last real denim cycle was driven by skinny jeans. That cycle lasted about 10 years." He added: "I don't think skinny jeans are ever going to go away completely, 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) \_\_\_\_\_

*Levi's says baggier 'balloon' jeans are in - 12th April, 2021*  
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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) \_\_\_\_\_

