

# 15 TRENDS

## PAGES 134–135

### go easy /gəʊ 'i:zi/ Phrase

if you tell someone to *go easy* on something, you are telling them not to use too much of it

Collocates: go easy on something

*you might want to go a bit more easy on the gel | go easy on the biscuits – lunch will be ready in half an hour | I've got to go easy on the coffee or I won't sleep tonight*

### lace /leɪs/ Noun

on a pair of shoes, the *laces* are the two long thin things like string that you tie to make the shoes fit tightly against your feet

*my laces had come undone | Dan was nearly ten before he learned to tie his own laces | he nearly tripped over his laces*

Verb: lace

Collocates: lace up

*I sat down to lace up my shoes | he finished lacing his boots and stood up*

### lining /'laɪnɪŋ/ Noun

a *lining* is a layer of material on the inside of something such as a piece of clothing or curtains to make it warmer or thicker

*my jacket had a thin cotton lining | a red velvet lining | the lining was coming loose*

Verb: line

Collocates: line something with something

*the jacket was lined with silk | I've bought the material I need to line the curtains*

### loud /laʊd/ Adjective

if you say that someone's clothes are *loud*, you mean they are very bright and not very nice to look at

*he was well-known for his loud shirts and gold jewellery | do you think this jacket is too loud?*

### pull off /,pʊl 'ɒf/ Phrasal verb

if you *pull something off*, you succeed in doing something that is quite difficult

*it wouldn't look good on me, but I think she pulls it off quite well | the doctors had pulled off a seemingly impossible operation | Brighton pulled off a fourth win in a row against Derby*

### seam /si:m/ Noun

a *seam* is the line where one piece of material is joined to another piece of material with stitches

*my dress split down the seam while I was dancing | I stitched the seam by hand | the left shoulder seam was coming loose*

### sleeve /sli:v/ Noun

the *sleeves* on a piece of clothing are the parts that cover your arms

*a shirt with short sleeves and no collar | I rolled up my sleeves and started work | the jacket looked nice but the sleeves were a bit short*

Suffix: -sleeved

Collocates: long-sleeved | short-sleeved

*a long-sleeved pullover*

### stick out like a sore thumb /stɪk aʊt laɪk ə sɔ:(r) 'θʌm/ Phrase

if someone or something *sticks out like a sore thumb*, they are very noticeable because they are very different from everyone or everything else around them

*I was the only person wearing a dinner jacket, so I stuck out like a sore thumb | with his northern accent he stood out like a sore thumb in Canterbury | our red front door stood out like a sore thumb*

### sturdy /'stɜ:(r)di/ Adjective

something or someone that is *sturdy* is quite strong and will not be easily damaged or injured

*a bed with a sturdy metal frame | the room was filled with sturdy furniture | the statue was lowered onto a sturdy base | he was a quiet, sturdy boy, and an excellent tennis player*

Adverb: *sturdily* | Noun: *sturdiness*

Collocates: he was roughly dressed and *sturdily* built | the wooden steps were *sturdily* constructed | the *sturdiness* of the new tent was impressive | the weight of the door added a sense of security and *sturdiness* to the house

### wig /wɪɡ/ Noun

a *wig* is artificial hair that someone wears on their head *she wore a blond curly wig | he took off his wig and fake beard | in England, judges still wear wigs in court*

### zipped /zɪpt/ Adjective

a *zip* is a fastener made of two lines of metal or plastic teeth which lock together. Something that is *zipped* has been closed or fastened with a zip

*there's a zipped inside pocket for your wallet | the tent had a zipped door*

Noun: *zip* | Verb: *zip*

Collocates: zip something up

*a nylon zip | the zip jammed on my jeans | she zipped up her jacket and went outside*

## FASHION VOCABULARY

### bangle:

*a bangle is a ring that you wear around your wrist a gold bangle*

### bead:

*beads are small pieces of glass, wood, plastic, etc. that have a hole in them and can be put on a piece of thin string to be worn as jewellery*

*she wore a necklace of red and green beads*

## PAGES 136–137

**bob:**

a *bob* is a short haircut which goes as far as your chin and is the same length all the way round  
*she wore her hair in a bob, like Audrey Hepburn*

**bushy:**

*bushy* hair or fur grows very thickly  
*a bushy black beard*

**flats:**

*flats* are women's shoes that do not have a high heel  
*even in flats, she was taller than me*

**flares:**

*flares* are trousers which get wider at the bottom  
*flares came into fashion in the 1960s*

**frayed:**

if cloth or clothing is *frayed*, the threads start to become loose, especially at the edges  
*a pair of frayed jeans*

**gelled:**

*gel* is a thick liquid that people use to keep their hair in the same place all the time. If you use *gel*, your hair is *gelled*  
*his hair was gelled and he had an earring in his right ear*

**lapel:**

the *lapels* on a jacket are the parts that are folded back just below the collar  
*wide lapels are back in fashion*

**paisley:**

*paisley* is a pattern using curved shapes that look a bit like feathers, used especially on cloth  
*she was wearing a yellow paisley dress*

**ponytail:**

a *ponytail* is a bunch of long hair tied together at the back of your head so that it hangs down  
*he got quite embarrassed when his dad picked him up from school with his hair in a ponytail*

**revealing:**

if a piece of clothing is *revealing*, it leaves a part of the body uncovered that is usually covered  
*do you think this T-shirt is too revealing?*

**shades:**

*shades* is an informal word for sunglasses  
*wearing shades and a baseball cap*

**tartan:**

*tartan* is a traditional Scottish material with a large checked pattern  
*a tartan blanket*

**wedges:**

*wedges* are shoes where the soles are thin at the toes and become very thick at the heel  
*it's not so easy to run when you're wearing wedges*

**worn out:**

if clothes are *worn out*, they are old and faded and do not look very good  
*a worn out overcoat*

**analogy** /ə'nælədʒi/ Noun

an *analogy* is a comparison which shows the similarities between two things or situations

Collocates: draw/make an analogy | by analogy with something

*the analogy between hunting and photography is a good one | he drew an analogy between sport and war | the only way I can explain it is by using an analogy | the analogy suggests a close similarity between computer hardware and a human brain | Descartes came to his conclusions about light by analogy with the behaviour of sound waves*

Adjective: *analogous*

*the situation is roughly analogous to what happened in 1939 | the relationship is analogous to that between a parent and child*

**champion** /'tʃæmpiən/ Verb

if you *champion* an idea or a course of action, you support it and try to persuade other people to support it  
*the idea was championed by two national newspapers | the association he runs has been championing a change in the law | he championed a new approach to social care | she championed the cause of open government*

Noun: *champion*

Collocates: a champion of something

*she remained a champion of civil rights all her life*

**disorientating** /dɪs'ɔ:riəntetɪŋ/ Adjective

something that is *disorientating* is very confusing and leaves you uncertain about where you are or what is happening

*the speed with which trends come and go can be slightly disorientating | the three months I spent homeless were terrifying and disorientating | none of the streets are straight, which can be quite disorientating after a while | the disorientating experience of being under water made her panic*

Verb: *disorientate* | Adjective: *disorientated*

*the strange colours and shapes disorientated many of the visitors | the pilot became disorientated in heavy snow | she awoke the next morning confused and disorientated*

**endorsement** /ɪn'dɔ:(r)smənt/ Noun

when someone famous *endorses* a product, they appear in an advertisement and say how good it is. What they do is an *endorsement*

*they used celebrity endorsement to promote their brands | she was paid a lot of money for endorsements | Jordan is well-known for his product endorsements | she earned more from endorsements than from her acting*

Verb: *endorse*

*a three-year contract to endorse Rolex watches | athletes are not expected to endorse tobacco products*

**epidemic** /epɪ'demɪk/ Noun

an *epidemic* is a situation in which a serious disease affects a large number of people and spreads over a large area

*the process is often compared to the way epidemics build up slowly but then suddenly explode | his grandmother had died in the flu epidemic of 1919 | the epidemic killed nearly 50% of the local population | after a few days the epidemic spread to nearby towns and villages*

**evolution** /i:və'lu:ʃ(ə)n/ Noun uncount

*evolution is the process by which animals and plants develop over a very long period of time and gradually change so that they can continue to survive in their environment*

*Professor Brooks believes that evolution is behind the rise and fall of trends | the study of human evolution | the theory of evolution was first put forward by Darwin*

Verb: evolve | Adjective: evolutionary

*camels have evolved to withstand extremes of heat and cold | human feet have evolved differently from the feet of cattle or sheep | an evolutionary approach to human brain development | eventually the two species went down different evolutionary paths*

**markings** /'mɑ:(r)kiŋ/ Noun plural

*the markings on an animal or plant are the natural patterns and shapes on its skin or surface*

*its light striped markings help it blend into the background | the female has grey markings while the male has white markings | it's got similar markings to our cat*

**masculinity** /,mæskju'lɪnəti/ Noun uncount

*masculinity is the range of qualities that are thought of as being typical of men rather than women*

*having a beard emphasised another aspect of their masculinity | there was no doubt about his masculinity | the article linked violence with masculinity | we need to change how we define masculinity*

Adjective: masculine

*he was stereotypically masculine | rugby and boxing are thought of as being traditionally masculine sports | she argued that most human beings have both masculine and feminine qualities*

**obscurity** /əb'skjʊərəti/ Noun uncount

*obscurity is the state of not being well-known or remembered by anyone*

*all sorts of cultural content will pass into obscurity and be forgotten | Burgess died in obscurity 12 years later | he later moved to Scotland where he lived in relative obscurity | she rose from poverty and obscurity to become a national newspaper editor*

Adjective: obscure

*an obscure 17th century poet | the document's origin remains obscure*

**opt** /ɒpt/ Verb

*if you opt for something, you choose it from among several possibilities. If you opt to do something, you decide to do that thing rather than something else*

Collocates: opt for something | opt to do something  
*women were more likely to opt for men with facial hair | several states have opted to increase taxes | I opted for drama school rather than university | she opted for a leather jacket and jeans*

Noun: option | Adjective: optional

*of course, an electric car would be another option (another thing you could choose) | there are plenty of additional options available | the digital radio is an optional extra (you can choose to have it but it is not compulsory)*

**piercing** /'piə(r)ʃiŋ/ Noun

*a piercing is a hole made in part of your body such as your ear or nose where jewellery can be worn*

*I don't have any body piercings | nose piercings are still popular in India | they wore several ear piercings and tattoos | his daughter had a lip piercing*

Verb: pierce | Adjective: pierced

*Nina pierced her own ears | British men started piercing both ears in the 1980s | she had a pierced nose and a pierced lower lip*

**pinpoint** /'piŋ,ɪnɔɪnt/ Verb

*if you pinpoint a particular detail, you identify it from among a number of details*

*I can't pinpoint exactly what went wrong | it wasn't possible to pinpoint the precise cause of the problem | a new study now pinpoints the reason why green vegetables are good for the heart | it's difficult to pinpoint the exact date when the war started*

Adjective: pinpoint

Collocates: pinpoint accuracy

*the bomb was dropped with pinpoint accuracy*

**predator** /'predətə(r)/ Noun

*a predator is an animal that attacks and kills other animals for food. The animals it attacks are its prey*  
*the fish are easily recognised by predators | wild horses have few natural predators | polar bears are the world's largest land predator | other predators hunt smaller animals such as rabbits and mice | there is a natural balance of predator and prey*

Adjective: predatory

*a close encounter between a dolphin and a predatory shark | hedges are kept tall to attract predatory insects*

**profound** /prə'faʊnd/ Adjective

*something that is profound is very significant and important*

*this simple idea has profound evolutionary implications | both directors had a profound influence on world cinema | this experience had a profound effect on his career*

Adverb: profoundly

*he was profoundly saddened by her departure | Pushkin has profoundly influenced western writers such as Henry James*

**routinely** /ru:'ti:nli/ Adverb

*if something happens routinely, it happens quite regularly and is not unusual or surprising*

*we were routinely searched every time we visited the prison | police here do not routinely carry guns | our requests for more information about the proposal were routinely ignored | inspections were routinely carried out every three weeks*

Adjective: *routine* | Noun: *routine*  
*a routine maintenance check* | *she returned to her routine duties three weeks after she left hospital* | *my daily routine begins with a 5 km run*

**set** /set/ Adjective  
 if something is set to happen, it is about to happen or very likely to happen  
 Collocates: *be set to do/be something* | *be set for something*  
*the phrase was set to become a trend in its own right* | *she looks set to become the first British winner of Wimbledon since 1977* | *next week's lottery prize is set to be over £10 million* | *petrol prices are set to fall as the price of oil drops on the global market* | *I was all set for the interview that afternoon*

**take on board** /,teɪk ɒn 'bɔː(r)d/ Phrase  
 if you *take on board* an idea, suggestion, or piece of advice, you think about and use it to change or improve something you are doing  
*it was a lesson the whole team needed to take on board* | *we took his comments on board and revised the report* | *he's still learning, and he's taken on board what you said to him* | *I have taken on board all your suggestions and will continue the search*

**trait** /treɪt/ Noun  
 a *trait* is a particular characteristic or quality that someone or something has  
 Collocates: *a personality trait*  
*some personality traits lead people naturally into leadership roles* | *this trait is common to most plants* | *genetic traits can affect intelligence* | *she possesses several physical traits that distinguish her from other members of her family*

**wane** /weɪn/ Noun  
 if something is on the *wane*, it is becoming weaker or less important  
 Collocates: *on the wane*  
*yet another fad is on the wane* | *by 1995, his film career was on the wane*  
 Verb: *wane*  
*support for the government has been steadily waning* | *the sport's popularity has been waning in recent years* | *his love of reading never waned, even when his eyesight started failing*

## PAGES 138–139

**broaden** /'brɔːd(ə)n/ Verb  
 if you *broaden* something, you increase it so that it now includes a much wider range of things, ideas, or people  
*both campaigns aim to broaden the images of beauty beyond the fashion industry* | *the goal is to broaden the consumer market for medical products* | *it was time to broaden my horizons (try new things)* | *travel will broaden your view of life*  
 Adjective: *broad* | Adverb: *broadly* | Noun: *breadth*  
*we gathered broad support from the grassroots* | *the book covers a broad range of topics* | *that feeling was broadly shared by most people in the audience* | *the*

*college increased the breadth of its course offerings* | *a collection of essays that reflect the breadth of 20th century thinking*

**cosmetics** /kɒz'metɪks/ Noun plural  
*cosmetics* are things like lipstick and powder that people put on their faces to look more attractive  
*I spend a lot of money on cosmetics* | *a factory that produces cosmetics* | *none of our cosmetics are tested on animals* | *a range of expensive cosmetics*  
 Adjective: *cosmetic*  
*we stock a wide range of cosmetic products*

**grassroots** /,grɑː'sruːts/ Adjective  
 the *grassroots* of an organisation or society are the ordinary people in it rather than the leaders or decision makers. *Grassroots* activities are aimed at these people or involve these people  
*a campaign to get more support at the grassroots level* | *she addressed a meeting of 300 grassroots supporters* | *a trade unionist and grassroots activist* | *a grassroots effort to protect our libraries*  
 Noun: *grassroots*  
*tennis needs to focus on the grassroots and get more people playing for fun*

**hesitate** /'hezɪteɪt/ Verb  
 if you *hesitate*, you pause for a short while before you say or do something because you are nervous or worried about what you are going to say or do  
*women were secretly filmed hesitating as they chose which door to go through* | *he hesitated a moment before he answered* | *you can't afford to hesitate, I need an answer straight away* | *he hesitated a moment, then admitted he'd left the front door open*  
 Noun: *hesitation* | Adjective: *hesitant* | Adverb: *hesitantly* | Adverb: *hesitatingly* || Opposites – Adjective: *unhesitating* | Adverb: *unhesitatingly*  
 Collocates: *hesitant to do something* | *hesitant about (doing) something*  
*after a long hesitation she agreed to come and visit me* | *I said yes with not a moment's hesitation* | *she was hesitant to tell him the bad news straight away* | *I was a bit hesitant about calling them again* | *he hesitantly agreed to her suggestion* | *she smiled hesitantly and shook hands* | *he stepped forward hesitatingly when his name was called* | *she answered hesitatingly at first, but gradually grew in confidence* | *his voice was clear and unhesitating* | *the answer was immediate and unhesitating* | *she unhesitatingly accepted the offer* | *to all these questions he replied unhesitatingly and truthfully*

**hold up** /,həʊld 'ʌp/ Phrasal verb  
 to *hold* someone or something *up* as something means to say that they represent a very good example of it  
 Collocates: *hold someone or something up as something*  
*she has been held up as a force for change in the fashion industry* | *the UN was held up as the only hope of keeping peace in the region* | *Walters is often held up*

*as an example of someone who never gives up | several newspapers are holding him up as the possible next prime minister*

**incidence** /'ɪnsɪd(ə)ns/ Noun

the *incidence* of something bad or unwanted is the rate at which it happens or is present

*an increased incidence of anorexia | there is a much higher incidence of lung cancer among smokers | younger animals show much lower incidence of infection | there's an increased incidence of hearing loss in this age group*

**insecurity** /,ɪnsɪ'kjʊərəti/ Noun

*insecurity* is a feeling of having no confidence in yourself and being worried about your life

*the campaign doesn't play upon anyone's existing insecurities | he was always telling jokes in an attempt to hide his insecurity | his daughter, Svetlana, suffered great insecurity | the author refers to the widespread feeling of insecurity among young people today*

Adjective: *insecure* || Opposites – Noun: *security* | Adjective: *secure*

*as a child, he was anxious and insecure | it is generally accepted that bullies are highly insecure people | he wanted the security of knowing his mother was in the next room | I had a happy and secure childhood (I was never worried about things)*

**knock-on** /'nɒk ,ɒn/ Adjective

if an action has a *knock-on* effect, it causes something else to happen after the originally intended effect

Collocates: a *knock-on* effect/consequence  
*closing the steel factory will have a knock-on effect on jobs in the town's shops | the knock-on effect on the cost of living will be hardly noticeable | the drop in oil prices will cost the government even more in terms of the knock-on consequences for tax revenue | another knock-on benefit of the scheme was that we all saved money*

**neatly** /ni:tli/ Adverb

if something happens *neatly*, it happens in a simple but effective way

*well, that brings us neatly to our next item | his final paragraph neatly summarised the problem | the material is neatly divided into four separate subject areas*

Adjective: *neat*

*this was a neat solution to the problem | that's a neat way of looking at the issue*

**participant** /pɑ:(r)'tɪsɪpənt/ Noun

a *participant* is someone who takes part in an activity or event

*all the participants said how much they enjoyed the session | participants were asked to bring their own laptop or tablet | the workshop was attended by 30 participants | this year's event attracted 65 participants*

Verb: *participate* | Adjective: *participatory*

Collocates: participate in something

*he never participated in any after-school activities | a total of 83 people participated in the online debate | we want to encourage a participatory approach to planning (involving lots of people, not just a few leaders)*

**self-esteem** /,self ɪ'sti:m/ Noun uncount

someone's *self-esteem* is the opinion they have of themselves

Collocates: low/negative self-esteem | high/positive self-esteem

*they should try and strengthen their child's self-esteem | success leads to higher self-esteem | our goal is to promote positive self-esteem | he went through a period of very low self-esteem*

**shield** /ʃi:ld/ Verb

if you *shield* someone from something dangerous or unpleasant, you protect them by not letting them have any contact with it

Collocates: shield someone from something

*I think parents should shield their kids from the fashion industry | but you can't shield your children forever from the dangers of the world | he was anxious to shield and protect me | they need to be shielded from the horrors of war*

**viral** /'vaɪrəl/ Adjective

when something on the internet goes *viral*, it suddenly becomes very popular and lots of people see it or download it

Collocates: go viral

*a number of their advertisements have gone viral | his blog went viral and a social media storm began | the video went viral with over a million views | viral videos can earn a lot of money through advertising*

Adverb: *virally*

Collocates: spread virally

*news about the game spread virally through blogs and Twitter | the ad was shown online and promoted virally*

## EXERCISES

### PREPOSITIONS

- A Complete the sentences with the correct preposition. Look up the word in bold if you need help.**
- I've got to **go easy** ..... the coffee or I won't sleep tonight.
  - He **opted** ..... a checked shirt and jeans for the interview.
  - You can't **shield** your children ..... all the dangers of life.
  - He never **participated** ..... any after-school activities.
  - I feel a bit **hesitant** ..... taking part in the fashion show.
  - He was always a great **champion** ..... civil rights.

### WORD FAMILIES

- B Complete the expressions on the right with the correct form of the word in bold.**
- a theory of **evolution** study how animals .....
  - a **piercing** in her nose have a ..... nose
  - broaden** the market increase the ..... of the market
  - hesitate** for a moment after a moment of .....
  - have feelings of **insecurity** feel .....
  - use an **analogy** be roughly .....
- C Tick the words in the unit that are both a verb and a noun.**
- lace .....
  - lining .....
  - champion .....
  - opt .....
  - wane .....
  - participant .....
  - hesitate .....
  - zip .....

### FASHION VOCABULARY

- D Complete the definitions with the correct fashion word from the box.**

Flats frayed	worn out Wedges	Lapels revealing	Bushy Flares
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- If a piece of clothing is ....., it leaves a part of the body uncovered that is usually covered.
- If clothes are ....., they are old and faded and do not look very good.
- If cloth or clothing is ....., the threads start to become loose, especially at the edges.
- ..... hair or fur grows very thickly.
- ..... are shoes where the soles are thin at the toes and become very thick at the heel.
- ..... are trousers which get wider at the bottom.
- ..... are women's shoes that do not have a high heel.
- ..... on a jacket are the parts that are folded back just below the collar.

### COLLOCATIONS

- E Complete the missing adjectives from the unit.**
- The video went v \_ \_ \_ l with over a million views.
  - My older sister had a p \_ \_ \_ \_ \_ d influence on my fashion choices.
  - Start a g \_ \_ \_ \_ \_ s campaign to save the old town hall.
  - I always wear good s \_ \_ \_ \_ y shoes for walking.
  - I thought his shirt was a bit l \_ \_ d for such a serious occasion.
  - He's in hospital for r \_ \_ \_ \_ \_ e tests. There's nothing to worry about.
- F Match the halves of the collocations from the unit.**
- |                  |                |
|------------------|----------------|
| 1 low            | a) shirt       |
| 2 a knock-on     | b) trait       |
| 3 a personality  | c) self-esteem |
| 4 a long-sleeved | d) effect      |
| 5 take           | e) on the wane |
| 6 be             | f) on board    |