

15 TRENDS

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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 /ˌpʊl '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 ˈsɔ:(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

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

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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 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 /ˌiːvəˈluːʃ(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 /ˈmɑː(r)kɪŋ/ 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 /ˌmæskjʊˈlɪnəti/ 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 /əbˈskjʊərəti/ 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 /ˈpiə(r)ɪŋ/ 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 /ˈpɪnˌpɔɪnt/ 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 /ˈpredətə(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 /prəˈfaʊnd/ 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 /ruːˈtiːnli/ 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 /ˈteɪk ɒn ˈbɔː(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*

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broaden /ˈbrɔːd(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 /ˈgrɑːs'ruːts/ 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 /ˈhezɪteɪt/ 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 /ˈhəʊld 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 /ˈɪnsɪd(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 /ˌɪnsɪˈkjʊərəti/ 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 /ˈnɒk ˌɒn/ 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 /pɑː(r)ˈtɪsɪpənt/ 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 /ˌself ɪˈstiːm/ 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 /ʃiːld/ 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 /ˈvaɪrəl/ 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 _ _ _ I 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 |