

# 15 TRENDS

## STUDENT'S BOOK 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 | I've got to go easy on the coffee or I won't sleep tonight*

- no excedir-se

### 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 | he nearly tripped over his laces*

Verb: lace

Collocates: lace up

- cordó

### 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*

Verb: line

Collocates: line something with something

*I've bought the material I need to line the curtains*

- capa / folre

### 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?*

- llampant

### 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*

- sortir-se'n

### 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*

- costura

### sleeve /sli:v/ Noun

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

*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*

- màniga

### 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 | our red front door stood out like a sore thumb*

- cridar l'atenció

### 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 statue was lowered onto a sturdy base | he was a quiet, sturdy boy, and an excellent tennis player*

Adverb: *sturdily* | Noun: *sturdiness*

Collocates: the wooden steps were *sturdily* constructed | the *sturdiness* of the new tent was impressive

- robust

### wig /wɪg/ Noun

a *wig* is artificial hair that someone wears on their head

*she wore a blonde curly wig | he took off his wig and fake beard*

- perruca

### 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

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

- tancat amb cremallera

## 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*

## STUDENT'S BOOK PAGES 136–137

### **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

*he drew an analogy between sport and war | the only way I can explain it is by using an analogy*

Adjective: *analogous*

*the situation is roughly analogous to what happened in 1939*

### • *analogia*

### **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 | she championed the cause of open government*

Noun: *champion*

Collocates: a champion of something

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

### • *donar suport*

### **disorientating** /dɪs'ɔːriənteɪtɪŋ/ 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 | none of the streets are straight, which can be quite disorientating after a while*

Verb: *disorientate* | Adjective: *disorientated*

*the strange colours and shapes disorientated many of the visitors | she awoke the next morning confused and disorientated*

### • *que desorienta*

**endorsement** /ɪnˈdɔː(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*

Verb: *endorse*

*athletes are not expected to endorse tobacco products*

- *promoció*

**epidemic** /ˌepɪˈdemɪk/ Noun

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

*his grandmother had died in the flu epidemic of 1919 | after a few days the epidemic spread to nearby towns and villages*

- *epidèmia*

**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 theory of evolution was first put forward by Darwin*

Verb: *evolve* | Adjective: *evolutionary*

*camels have evolved to withstand extremes of heat and cold | eventually the two species went down different evolutionary paths*

- *evolució*

**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*

- *taques / marques*

**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 | we need to change how we define masculinity*

Adjective: *masculine*

*she argued that most human beings have both masculine and feminine qualities*

- *masculinitat*

**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 | she rose from poverty and obscurity to become a national newspaper editor*

Adjective: *obscure*

*an obscure 17th century poet*

- *foscó*

**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 | I opted for drama school rather than university | she opted for a leather jacket and jeans*

Noun: *option* | Adjective: *optional*

*there are plenty of additional options available*

- *optar*

**piercing** /ˈpɪə(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

*nose piercings are still popular in India | they wore several ear piercings and tattoos*

Verb: *pierce* | Adjective: *pierced*

*Nina pierced her own ears | she had a pierced nose and a pierced lower lip*

- *pircing*

**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*

Adjective: *pinpoint*

Collocates: *pinpoint accuracy*

*the bomb was dropped with pinpoint accuracy*

- *determinar / concretar*

**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*

Adjective: *predatory*

*hedges are kept tall to attract predatory insects*

- *depredador*

**profound** /prə'faʊnd/ Adjective

something that is *profound* is very significant and important

*this simple idea has profound evolutionary implications | this experience had a profound effect on his career*

Adverb: *profoundly*

*he was profoundly saddened by her departure*

- *profund*

**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*

Adjective: *routine* | Noun: *routine*

*a routine maintenance check | my daily routine begins with a 5 km run*

- *de manera rutinària*

**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*

*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*

- *previst*

**take on board** /,teɪk ɒn 'bɔ:(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*

- *adoptar una idea nova*

**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*

- *tret*

**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*

- *decreixement*

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## STUDENT'S BOOK PAGES 138–139

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**broaden** /'brɔ:d(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 | 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 | that feeling was broadly shared by most people in the audience*

- *ampliar*

**cosmetics** /kɒz'metɪks/ Noun plural

*cosmetics* are things like lipstick and powder that people put on their faces to look more attractive

*none of our cosmetics are tested on animals | a range of expensive cosmetics*

Adjective: *cosmetic*

*we stock a wide range of cosmetic products*

- *cosmètic*

**grassroots** /,grɑ:s'ru:ts/ 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*

Noun: *grassroots*

*tennis needs to focus on the grassroots and get more people playing for fun*

- *bases*

**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*

Noun: *hesitation* | Adjective: *hesitant* | Adverb: *hesitantly* | Adverb: *hesitatingly* || Opposites – Adjective: *unhesitating* | Adverb: *unhesitatingly*

Collocates: *hesitant to do something | hesitant about (doing) something*

*I said yes with not a moment's hesitation | I was a bit hesitant about calling them again | he hesitantly agreed to her suggestion | his voice was clear and unhesitating*

- *dubtar*

**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 | several newspapers are holding him up as the possible next prime minister*

- *posar com a exemple*

**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*

- *incidència*

**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*

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

*as a child, he was anxious and insecure | he wanted the security of knowing his mother was in the next room*

- *inseguretat*

**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 | another knock-on benefit of the scheme was that we all saved money*

- *efecte col·lateral*

**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 | the material is neatly divided into four separate subject areas*

Adjective: *neat*

*this was a neat solution to the problem*

- *clarament*

**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 | this year's event attracted 65 participants*

Verb: *participate* | Adjective: *participatory*

Collocates: *participate in something*

*he never participated in any after-school activities*

- *participant*

**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*

*success leads to higher self-esteem | our goal is to promote positive self-esteem*

- *autoestima*

**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*

*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*

- *protegir*

**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 | the video went viral with over a million views | viral videos can earn a lot of money through advertising*

Adverb: *virally*

Collocates: *spread virally*

*the ad was shown online and promoted virally*

- *viral*