

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 | 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

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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

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'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 | 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 /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

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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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**