

“

When I  
**look good,**  
 I feel good.

”

Look at the photo and discuss the questions.

- 1 Do you spend a lot of time thinking about your look (your hair, your clothes, etc.)?
- 2 What are the positive and negative points of looking different?
- 3 When did you last change your appearance? What did you do?

5

## Get the look!

### READING

topic: improving your look  
 skill: finding specific information; understanding detail  
 task: multiple matching

### GRAMMAR

comparatives and superlatives; (*not*) *as ... as*; *too/enough*

*much/a lot/a bit + comparative, not quite as ... as*  
 task: open cloze

### VOCABULARY

describing appearance

### LISTENING

topic: shops that offer more than shopping

skill: listening for specific information  
 task: sentence completion

### SPEAKING

topic: ways of shopping  
 skill: making guesses  
 task: describing a photo

### WRITING

topic: app and website reviews  
 skill: structuring and planning a review  
 task: review

### SWITCH ON

video: fashion factory  
 project: new clothing brand



## READING

## Power up

- 1 Replace the phrases in bold in the sentences with these verbs. Which sentences are true for you?

check out   dress up   save up   stand out   suit   try on

- I'd rather **check the size and style of** clothes at home than in a store. ....
- I like expensive trainers, so I have to **put money away** when I want a new pair. ....
- I often **look for information on** fashion blogs to get advice and ideas. ....
- I never **put on special clothes** for parties. I wear just jeans and a top. ....
- I always know when things don't **look good on** me. ....
- I'm happy not to **be easy to notice** in a crowd. ....

## Read on

- 2 Read the descriptions (1–4). What does each person want?

- 1 Ash is generally happy with his hair but he'd like to be more adventurous with clothes. He doesn't want to buy anything new but he needs a quick and practical style guide to help him be fashionable with what he already has. ►



- 2 Tom loves fashion and changing his hair. He's small for his age but very confident in his appearance. He hates looking ordinary, so he wants to spend the money he's saved up to get something that will help him stand out at a festival in a week's time. ►



- 3 Gemma's found a hairstyle that suits her but she wants to get something to wear for a party she's going to in three days. She isn't keen on the clothes she's got but she's avoiding the shops because she hasn't got much money. ►



- 4 Abi likes trying on clothes but doesn't know what suits her. She needs to look her best at a family wedding next month. She can afford something special but has no idea what to buy. ►



- 3 Read the exam tip and complete the task.

**exam tip: multiple matching**

Read the descriptions of the people first and find the key words. Then look for information in the texts that matches these key words. Don't just match individual words and phrases. Focus on the meaning of the whole text.

What are the key words in description 1? Read the reviews (A–F) quickly. Which reviews talk about advice on clothes? Which review is the best match for Ash's situation?

- 4 **e** Read the reviews again. Decide which service would be the most suitable for the people in Ex 2.

- 5 Find words/phrases in the reviews that have these meanings.

- people who know a lot about something (review A): .....
- the usual level or number for most people/things (review B): .....
- 'Would you like to ...?' (review C): .....
- repeated shapes, colours or lines (review D): .....
- things you add to your clothes to look attractive, e.g. a bag or hat (review D): .....
- a sentence that is easy to remember (review F): .....

## Sum up

- 6 Think of the positive and negative points of two of the services in the reviews. Work in pairs and discuss your ideas. Which one would you most like to try? Why?

## Speak up

- 7 What do you think these slogans mean? Which one would you choose to have on a T-shirt? Why?

- Buy less, choose well.**
- Friendship is always in fashion.**
- Life's too short to wear jeans every day.**
- Normal is boring.**

- 8 What other T-shirt slogans might be popular with young people?

SAMPLE



## HOW TO GET THE LOOK

Sometimes the hardest thing about fashion is knowing where to look for advice. Check out our reviews of the apps and services that might just help.

**A The Style Advisors**

Are you as confident with clothes as your friends? Do you need the perfect look for a special event? The Style Advisors can help. One of our fashion experts will find the best shapes, styles and colours for you, and then take you shopping to your favourite store. Hair and skin care tips are also on offer. It's not the cheapest advice and you need to wait two weeks for an appointment, but it's personal to you.

**B From Small to Tall**

Are you taller or smaller than average? Would you like to have a bigger choice of clothes and shoes? Now you can. From Small to Tall does all the work for you, although the prices are high. They find the coolest fashions and put them together on one website. Now the slimmest and the biggest kids can buy the clothes they want; but delivery is up to twenty-eight days.

**C Swap Till You Drop**

Do you fancy getting a new look but high street clothes are too expensive? Welcome to Swap Till You Drop. Teens of all sizes can exchange clothes, shoes or accessories they don't need by using this simple app. It's the easiest way to make a change without spending anything and you can usually get your items in forty-eight hours. Find stuff to wear for hanging out with friends or for special occasions. It's better for the environment, too.

**D Your Look, Your Way**

If you're bored with the usual jeans, trainers and tops, check out Your Look, Your Way. This site lets you create a more interesting wardrobe. You select an item and use the online tools to make your own designs. Add colour, a pattern, a message or a photo of yourself to clothes, shoes or accessories. This service is expensive but in five days you get your special design. Go on, be different!

**E Hair Scare**

Have you ever wondered, 'Would I look better or worse with short hair?' Find out with the free Hair Scare app. Upload your photo and choose from different menus to find what suits you. Share the images and get your friends' opinion, too. Most of us aren't adventurous enough to have blue hair in real life but why not create a crazier look with a virtual new you?

**F Nat the Hat**

Nathan Miller, or Nat the Hat, is the most popular fashion vlogger right now. Follow his videos to get the latest free tips on clothes, skin and hair care. What's special about Nathan? He wants all teens to be confident enough to look good. And his advice is easy to follow in his weekly five-minute vlogs. His slogan is 'Five Minutes to Fashionable'!







LISTENING

Power up

- 1 What are the positive and negative points of online shopping? Add your ideas to the list. Then share them with the class.

positive	negative
cheaper than shops	slower because of delivery

Listen up

- 2 5.4 You will hear a man giving information about a new clothes shop for young people. Listen and choose the correct words to complete the sentences.

- 1 The speaker is giving information in a presentation / an advert.  
2 The information is for young people who are listening to the radio / looking online.  
3 The information would interest young people in general / only fashionable teenagers.

- 3 e 5.5 Listen again and complete the information. For each question, write the correct answer in each gap.

A shop called Attitude

People who go to Attitude can watch 1 .....  
Attitude's staff want to offer 2 ..... to their customers.  
Shoppers can pay less for 3 ..... at the moment.  
Attitude is open later than usual on a 4 .....  
The opening date for the new store is 5 .....  
There will be a prize for the first 6 ..... customers who visit.

- 4 Read the grammar box. Match the examples (1–4) with the explanations (A–B).

explore grammar

↗ p134

***much/a lot/a bit + comparative, not quite as ... as***

We use *much/a lot/a bit + comparative* to change the comparative to show either a bigger or smaller difference.

We use *not quite as ... as* to say that there is not much difference between the two things.

1 The shop is **a lot bigger** than most stores.  
2 It's **much more entertaining**.  
3 We welcome kids who are modern or just **a bit more traditional**.  
4 Some teens **aren't quite as confident as** others.

A describes a big difference: .....  
B describes a small difference: .....

- 5 e Read the article. For each question, write the correct answer. Write one word for each gap.

Shops aren't just about shopping

You go shopping to buy something at the best price, right? Well, nowadays it isn't quite 1 ..... simple as that. Shopping is becoming more about experiences, not just products. The internet is all about saving money with 2 ..... prices than the high street. This has made the world of business a 3 ..... more competitive. Stores need to be 4 ..... more creative in how they attract customers.

Take one of the 5 ..... famous sportswear brands in the world – Nike. In its latest New York store, there's an indoor basketball court, a running machine and an area for playing football. All this is to make your time there 6 ..... bit more fun. You can buy products too, of course, but the point of this store is to build the Nike brand. Teens get a cool place to hang out, but Nike gets something too: valuable publicity when young people talk about their brand on social media.

Speak up

- 6 How could a clothes shop attract more people of your age? Choose two things from the list. Add two more examples of your own. Then work in groups and discuss your ideas.

- a hair salon
  - a juice bar
  - an ice cream bar
- a fashion show
  - fashion tips
  - live music



SPEAKING

Power up

- 1 When you want to get information about a product, do you prefer window shopping or browsing online? Why?
- 2 Work in pairs. Look at the photos. How many things can you name in each photo?

- 3 5.6 Look at the photos and listen to eight sentences. Match each sentence (1–8) with photo A or B.

- 1 .....  
2 .....  
3 .....  
4 .....  
5 .....  
6 .....  
7 .....  
8 .....



- 4 5.7 Read the useful language and choose the correct words to complete these sentences. Listen and check your answers.
- 1 He sits / He's sitting on a seat inside a shoe shop.  
2 He's wearing white trousers and a blue sweatshirt but he isn't / doesn't wearing a jacket.  
3 He's wearing a T-shirt but no jacket, so it's probably / probable summer.  
4 He's got short brown hair. He's looking / He looks about fourteen to me.  
5 He maybe / might be a bit confused. Might / Maybe he doesn't know which shoes to buy.  
6 He looks / looks like interested in a pair of shoes in the shop window.

useful language: making guesses

He/She/It/They look(s) happy/bored/about fourteen.  
He/She/It/They might be/have ...  
Maybe he/she/it/they ...  
He/She/It/They is/are probably ...

- 5 Read the useful language. Work in pairs. Take turns to make more guesses about photos A and B.

In A, the boy is trying on formal shoes, so he might be buying them for a special occasion.

Speak up

- 6 e Work in pairs. Student A, turn to page 156. Student B, turn to page 160. Follow the instructions.

Speaking extra

- 7 Read the extracts from a conversation in a clothes store. Who is speaking: the sales assistant (SA) or the customer (C)?

- ☐ Medium, I think. ....  
1 Hi, can I help you? ..SA..  
☐ We've got this style in your size. Would you like to try them on? .....  
☐ I'm looking for a pair of black jeans. ....  
☐ Yes, please. Where are the changing rooms? .....  
☐ Sure, no problem. What size are you? .....  
☐ Just over there in the corner. ....

A little later ...

- ☐ Here you are. Can I have a bag, please? .....  
☐ Are the jeans any good for you? .....  
☐ So they're £50.00, less twenty percent in the sale. So that's £40 to pay. ....  
12 Of course. Here are your jeans and your change. ....  
☐ Yes, they fit really well. I'll take them. ....

- 8 5.8 Put the conversation in Ex 7 in the correct order (1–12). Listen and check your answers. Then work in pairs and practise the conversation. Take turns to be the shop assistant and customer.



## 5 Get the look!

# WRITING

## Power up

1 Imagine you have the money to buy the things in the photos. What would help you decide which type or brand to choose?

- a positive review on a website/ in a magazine
- advice from the sales assistant
- your best friend or a celebrity already has the same thing
- advice from someone older in your family

2 Share your ideas with the class. Which answer in Ex 1 was the most popular? Why?



## Plan on

3 Read the advert and choose the correct answers in these questions. Choose more than one answer in question 2.

- 1 The most important thing to do in a review is to
- A help the reader make a choice.
  - B make the reader laugh.
  - C describe an object in detail.
- 2 A good review has
- A a chatty style and interesting language.
  - B a lot of repetition.
  - C connectors to link ideas, e.g. *but*, *because*.
  - D a clear opinion at the end.
  - E an interesting title.
  - F very formal language.

## Do you have an opinion? Share it!

We want reviews of a shopping app or website you have used. Answer these questions:

- What is your review about?
- What was positive about your experience?
- What was negative?
- Would you recommend the app/site to people of your age?

4 Read reviews A and B on page 65 quickly and answer the questions. Use Ex 3 to help you.

- 1 Which review is for a website and which for an app?
- 2 Which review is more interesting to read? Why?
- 3 What are the problems with the other review?

5 Find words/phrases in review A that have these meanings.

- 1 I really wanted to (para 1): .....
- 2 great thing (para 2): .....
- 3 really love (para 2): .....
- 4 it's disappointing (para 3): .....
- 5 easy to use (para 4): .....

6 Link these sentences from review B with suitable connectors.

- 1 I needed it for school. My bag had a hole in it.
- 2 They had different sizes and colours. The bags were cheap.
- 3 It was big. It didn't have any pockets for my stuff.
- 4 It wasn't very good material. I returned it.

# SAMPLE

Don't leave home without it!

I've just used Giftpocket. I was keen to try it because the idea came from a teenager, Brooke Yoakam. She recognised a common problem: how to manage gift cards.

The best thing about the program is that it lets you store all your cards in one place on your phone. Another fantastic feature is that you can exchange cards you don't want for brands you adore.

The only problem with Giftpocket is that you have to be thirteen to download it. Younger kids receive gift cards, so it's a shame they can't use it too.

All in all, I would recommend Giftpocket. It's a clever program and it's really user-friendly. Is your wallet full of cards? Then check out Giftpocket.

B

I ordered a backpack from FreshLook last month. I needed it for school. My bag had a hole in it. I wanted a cheap bag quickly.

FreshLook had a big range of bags. They had different sizes and colours. The bags were cheap. They said the bag I chose would arrive the next day.

The bag arrived three days later. It was big. It didn't have any pockets for my stuff. It wasn't very good material. I returned it. They didn't give me my money back.

7 Read the useful language and this improved version of review B. Complete it with these phrases. Then compare the two versions of the review. What other changes has the writer made?

a good thing   another fantastic feature   I was keen to   it was a shame  
the first problem was   the worst thing was   my advice is to avoid

I ordered a backpack from FreshLook last month. I needed it for school because my bag had a hole in it. <sup>1</sup>..... get a low price and quick delivery.

<sup>2</sup>..... about FreshLook was that they had a huge range of bags. They had different sizes and colours and the bags were cheap. <sup>3</sup>..... was the promise of next-day delivery.

<sup>4</sup>..... the bag arrived three days later. It was large enough but didn't have any pockets for my stuff. <sup>5</sup>..... that it wasn't very good material, so I returned it. <sup>6</sup>..... they didn't give me my money back.

<sup>7</sup>..... FreshLook because the pictures on the site look a lot better than the products.

## useful language:

### reviews

#### positive points

A good thing about ... is/was ...

The best thing about ... is/was ...

Another fantastic feature is/was ...

#### negative points

The (only) problem is/was that ...

The worst thing is/was the ...

It's a shame that ...

#### recommendations

All in all, I would/wouldn't recommend ...

On the whole, I think this ... is/was ...

My advice is to try/avoid this ...

8 Choose the best title for the improved review in Ex 7.

A My opinion of FreshLook

B A terrible website

C Don't waste your money!

## Write on

9 Read the advert in Ex 3 again. Copy and complete the paragraph plan with notes for your review.

What are you reviewing?

positive points

negative points

recommendation

10 Write your review in about 100 words.

## Improve it

11 Check your review.

Did you:

- 1 give an interesting title?
- 2 use interesting language?
- 3 link your ideas with connectors?
- 4 give a clear recommendation at the end?





## SWITCH ON

### Fashion factory

- 1 Work in pairs. Think of as many items of clothing as you can. You have two minutes.
- 2 Watch the clip. What are the three challenges/tasks the children do?
- 3 Watch again. How is Ellie different from the other children?

### Project

- 4 Work in pairs. You will create a new clothing brand. Prepare a short presentation for the class about your company and draw a poster advertisement. Think about these things.
  - what kind of clothes you will design and why
  - who you are designing your clothes for (boys, girls, old people, young people, etc.)
  - what your logo looks like
  - the colours of your clothes
  - where you will sell them
- 5 Present your ideas to the class.

Our design is streetwear / sports clothes / party clothes / school uniform ...

We chose sports clothing because we like skateboarding.

We are designing for young people.

We will sell our clothing at school.

## INDEPENDENT LEARNING

### Speaking skills

- 1 What makes a person good at speaking? Choose the two most important ideas from the list and compare with the class.
  - Perfect pronunciation
  - Interesting ideas
  - Never making a mistake
  - Including others in the conversation
  - Explaining ideas and opinions
  - Listening to others
- 2 How much have your speaking skills improved? Mark your score in the questionnaire (5 = highest).

### SPEAK UP!

After studying half the course, I

- 1 feel more confident in speaking.  
1 2 3 4 5
- 2 can share more of my ideas with others.  
1 2 3 4 5
- 3 keep talking if I make a mistake.  
1 2 3 4 5
- 4 think my pronunciation is better.  
1 2 3 4 5
- 5 give longer answers (not just 'yes' or 'no').  
1 2 3 4 5
- 6 always invite other students to speak.  
1 2 3 4 5

- 3 Work with a student you know well. Write his/her scores for the sentences in Ex 2. Then compare your scores. What did you agree/disagree on?
- 4 Think about your scores and complete the lists to help you improve your speaking skills.

I'm going to continue to:  
— speak as much as possible in class.

I need to start to:  
— give longer answers.

# SAMPLE

## UNIT CHECK

### Wordlist

#### Describing appearance

height  
1 m 64 tall (*phr*)  
average height (*phr*)  
short (*adj*)  
small (for your age) (*phr*)  
hair  
curly (*adj*)  
dark (*adj*)  
fair (*adj*)  
long (*adj*)  
short (*adj*)  
straight (*adj*)

#### face

(have/wear) braces (*n*)  
(have) freckles (*n*)  
(wear) glasses (*n*)  
(wear) make-up (*n*)  
**accessories**  
(carry a) backpack (*n*)  
(wear a) baseball cap (*n*)  
(wear) jewellery (*n*)  
(carry a) wallet (*v*)

#### Phrasal verbs

check out  
dress up  
save up

stand out  
try on

#### Other

accessories (*n*)  
appearance (*n*)  
average (*adj*)  
behaviour (*n*)  
do you fancy ... ? (*phr*)  
expert (*n*)  
high (*adj*)  
look like (your sister) (*phr*)  
pattern (*n*)  
personality (*n*)  
preference (*n*)

slim (*adj*)  
slogan (*n*)  
stripe (*n*)  
suit (*v*)

#### Extra

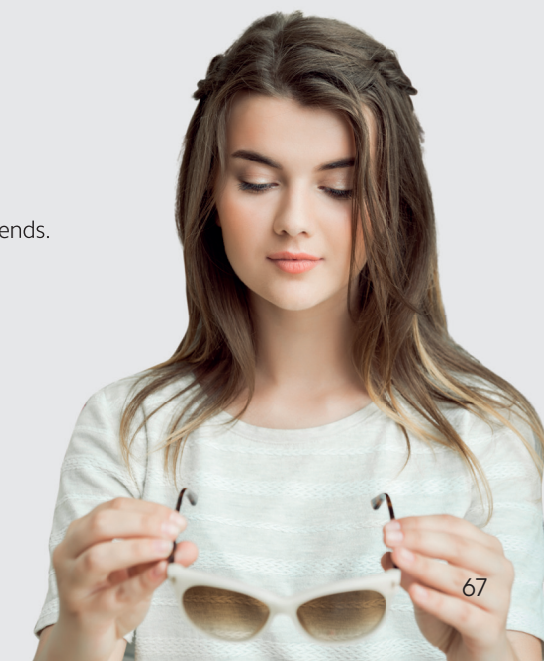
changing room (*n*)  
customer (*n*)  
fit (*v*)  
sale (*n*)  
sales assistant (*n*)  
size (*n*)  
style (*n*)

### Vocabulary

- 1 Listen to six sentences. When you hear a beep, write the correct word from the *Describing appearance* section of the wordlist.  
1 ..... 3 ..... 5 .....  
2 ..... 4 ..... 6 .....
- 2 Listen and check your answers.
- 3 Read the definitions and write the correct words/phrases from the wordlist.
  - 1 You do this when you collect money over a long time to buy something.  
.....
  - 2 If your hair isn't short, it's this. ....
  - 3 Things like hats and bags that you have because you think they look good.  
.....
  - 4 If you aren't very tall or short, you're this. ....
  - 5 If your hair isn't straight, it's this. ....
  - 6 If your hair is light in colour, it's this. ....
  - 7 You do this when you put on special clothes that you don't wear every day.  
.....
  - 8 You wear this on your head to keep the sun out of your eyes or just for fashion.  
.....

- 4 Match 1–6 with A–H to make sentences. You do not need two of the endings.

- |  |   |
|--|---|
| 1 My teeth are straighter because I've had                         | A make-up, but I put some on at weekends. |
| 2 I was so tired after carrying my                                 | B like my brother very much at all.       |
| 3 With her red hair and those colourful clothes, she really stands | C backpack all the way up the hill.       |
| 4 I'm a twin but I don't think I look                              | D braces for about six months.            |
| 5 It's one of the school rules that we can't wear                  | E glasses but I quite like them.          |
| 6 I'm the shortest in my class but I'm quite happy being small     | F out from the crowd.                     |
|  | G long hair since I was a young child.    |
|  | H for my age.                             |





## UNIT CHECK

### Review

- 1 Complete the signs and notices with these comparative and superlative adjectives.

fastest funniest more modern taller and fitter  
the lowest the most brilliant

1 **Sale!**

We have .....  
prices in town!

2 **Basketball players wanted!**

Are you ..... than average?

3 **See this!**

It's .....  
movie of the year.

4 **Win £100!**

Send us your  
.....  
selfie.

5 **Are your clothes  
old-fashioned?**

Read our tips to look .....

6 **The ..... way  
to get across town!**

- 2 **5.11** Listen to three people talking about fashion. Match the names (1–3) with the sentences (A–F).

1 Ellie                      2 Mark                      3 Joe

- A has an unusual hairstyle.  
B doesn't like being in photos very much.  
C doesn't wear dark colours as often now.  
D thinks some young people care too much about how they look.  
E decides for himself what to wear.  
F is thinking of working in fashion.

- 3 Choose the correct answers to complete the text messages.

Messages

Can you give a game back to Ali from the youth club? He needs it over the weekend. I can't do it now as it's <sup>1</sup> ..... late to go to his house.

I don't think I know him. What <sup>2</sup> ..... he look like?

He isn't <sup>3</sup> ..... taller than us. He's got short, dark hair.

That could be anyone! Be <sup>4</sup> ..... more helpful!

You'll recognise him! He really <sup>5</sup> ..... out because he always wears the <sup>6</sup> ..... amazing boots in bright colours.

- 1 A as                      B too                      C enough  
2 A is                      B has                      C does  
3 A much                      B quite                      C more  
4 A some                      B a bit                      C too  
5 A looks                      B walks                      C stands  
6 A more                      B most                      C very

- 4 **e** Read the article. For each question, write the correct answer. Write one word for each gap.

## How to look confident (even when you're not)

Who are the most confident kids in your school? Truth may be that they're not quite as confident <sup>1</sup> ..... you think. They just know how to appear confident. And you can too. Here's how:

- Stand up straight. Be proud of your height, even if you are shorter or taller <sup>2</sup> ..... average.
- Walk with confidence. Take bigger steps and move slowly. This makes you appear a <sup>3</sup> ..... more positive.
- Change your look. Throw out anything that is <sup>4</sup> ..... big or small to wear. You don't have to spend a lot to be <sup>5</sup> ..... bit more adventurous.
- Think positively. Try not to say, 'I can't do that. I'm not confident <sup>6</sup> ..... ' but 'That sounds fun. How can I try it?'

- 5 A fashion blog is asking for writers. Write a paragraph about you to the editor. Describe your style of clothes and hair, and any changes you'd like to make to your style.