

## 21 Obliekanie a móda - CLOTHING, FASHION :)

### a) The influence of weather and climate on what people wear

Weather and climate are important factors affecting our choice of clothes. Our types of clothes vary with each different season. In spring we start wearing light clothes during days but in the morning and evening we have to wear warmer clothes like jackets and sweaters. In summer, we may choose to wear light clothes made of cotton so that we will not feel too warm when temperatures are high. People prefer white or light-coloured clothes because such colours reflect the sunlight. Women wear short skirts and tops or dresses. Men usually wear shorts and a T-shirt or a short-sleeved shirt. We put on sandals or mules. It is also recommended to wear straw hats or flat caps because they serve as sunshades. Sunglasses protect our eyes against the sun. We dress swimming suits, when we go swimming. In autumn, the most popular clothes are long-sleeved shirts, pants and sometimes a jacket or sweater. It is also necessary to have an umbrella or a raincoat because it often rains. In winter, people wear warm garments made of fur or wool to be protected from snow and freeze. People wear anoraks, winter and fur coats or jackets. We also need warm underwear and it is good to have a pair of gloves, warm scarf and a cap. We usually put on boots on our feet.

### b) Clothes and accessories for various occasions

Every occasion needs different style of clothing. When we go to the theatre, ball or special dinner, we have to put on formal clothes. Women usually wear long dresses or skirt suits with stylish blouses. Going to the theatre is an excellent occasion to wear jewellery, such as a necklace, a bracelet, earrings and rings. Men choose dark suits, white shirts with ties or bowties. Not only special occasions require special clothes. Professionals such as policemen, soldiers, doctors wear uniforms. It is still a tradition in some schools in Britain to wear a school uniform. It usually consists of a white shirt and grey or dark trousers and a dark sweater or blazer with a school badge on the breast pocket. A girl's uniform is composed of a plain coat, a blouse and a skirt in dark colour. The main reason why students and pupils have to wear the uniform is to hide social and financial differences among children.

When we go out with friends, it is enough to put on something comfortable to keep us in fine mood. For sports we put on a T-shirt and a track suit and to the mountains a waterproof jacket or an anorak and sports shoes. At home we prefer leisure wear that is first of all comfortable for us. Many of us prefer jeans, a loose T-shirt and slippers.

### c) How people decide what to wear (fashion, age, mood/atmosphere, possibilities) care of clothes

Fashion can be a way of self-expression, especially for the young people. They show their mood, interests and attitudes towards society. Many young people try to follow the latest fashion trends and want to buy only branded clothing. Brand name clothing is considered to have a better quality, but on the other hand this type of clothing is rather expensive. The most popular clothes among the young are jeans. The style and cut of jeans is still changing.

Taking care of our clothes will not only make them last longer, but will also make us look better. We should follow the washing and ironing instructions on the clothes labels. Some clothes require dry cleaning or need to be washed only by hand. We can also use laundry service.

### d) Fashion trends – clothes, designers, fashion shows

Fashion includes not only clothes but also hair style, make-up, and accessories. The fashion is changing faster than before. One style is almost every year replaced by other style. Fashion styles often return back, only materials are changing. The most famous fashion centres are Paris, London, New York and Milan. Paris is regarded as a city of fashion.

Nowadays dressmaking has become a profitable business. The most popular fashion designers are Calvin Klein, Donatella Versace and Vivien Westwood. Their fashion shows have become important social events presented in the mass media and plenty of people like watching it on TV because they want to know what to wear the following year. However, it is very expensive to buy clothes from fashion designers, but their clothes are unique and very beautiful. The famous Slovak fashion designers are Kimlička, Hanečka and Mikloško. Many young girls often dream about becoming models because they love fashion and they want to be famous and rich. There are many famous models like Kate Moss, Naomi Campbell and many other.

### e) Fine feathers make fine birds/clothes make the man, made-to-measure/tailor-made clothing/tailored clothing or mass-producing clothing (in the clothes shop, at the tailor's/dressmaker's)

The proverb fine feathers make fine birds refer to the artificiality of modern day lives. Although literally it means that people are judged on the basis of what they wear, it also satirises on people who dress elegantly, which makes people think that they are elegant. It can be used ironically to suggest that even though someone dresses well, he or she is not a high-class person. For every person fashion means something different. Some people wear comfortable clothes and do not spend all their money on clothes. Others, especially some women are very choosy and spend a lot of money on clothes. Some people prefer going to tailor´s to have their clothes made to measure. We can also buy clothes in a second-hand shop.

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