

**МИНИСТЕРСТВО НАУКИ И ВЫСШЕГО ОБРАЗОВАНИЯ
РОССИЙСКОЙ ФЕДЕРАЦИИ
ФЕДЕРАЛЬНОЕ ГОСУДАРСТВЕННОЕ
АВТОНОМНОЕ ОБРАЗОВАТЕЛЬНОЕ
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**УЧЕБНО-МЕТОДИЧЕСКОЕ ПОСОБИЕ ПО ТЕМЕ
“SHOPS AND SHOPPING. CLOTHES”**

**Пособие для студентов 1 курса
факультета иностранных языков**

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Учебно-методическое пособие по теме “Shops and Shopping. Clothes” для студентов 1 курса факультета иностранных языков.

Данное учебное-методическое пособие рекомендовано для студентов 1 курса очного и заочного отделения, изучающих английский язык. Пособие включает задания различного характера, нацеленные на расширение лексического запаса студентов, закрепление грамматических явлений и структур; а также лингвострановедческий материал, отражающий особенности покупок в США, и подробный глоссарий по предлагаемым темам. Учебное пособие рекомендуется для практического использования во время занятий по Практике устной и письменной речи английского языка на 1 курсе факультетов иностранного языка.

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PART I.

Text “SHOPS AND SHOPPING”

Tradesmen or shopkeepers generally deal only in certain goods. The grocer sells a variety of foodstuff, such as flour, butter, eggs, biscuits, jams and jellies, cheese, sugar, spice, tinned and frozen foods. The greengrocer deals in fruit and vegetables. The florist sells flowers and plants, wreaths and bouquets. We go to the fishmonger for fish, and if he is a poulterer as well we can buy poultry there – chickens, ducks, geese or turkeys. A milk shop is called a dairy. There we buy dairy produce – milk, butter, cheese, cream and eggs. When we run out of bread we go to the baker’s and ask for a loaf of white or brown bread. A cake shop sells pastries and cakes of all kinds. The confectioner always does a good trade selling sweets – chocolates, bars of chocolate, toffees and other tempting things that make every child’s mouth water.

A draper sells cloth. A tailor sells men’s clothes, either ready-to-wear or made to measure. If a woman wants to buy ready-made clothes, she goes to a dress shop or a department store. A dressmaker makes ladies’ clothes in their own home. The hatter sells men’s hats, but the milliner sells hats for ladies. The hosier sells hosiery or knitted goods like stockings, socks or underclothes. A man’s outfitter sells everything a man needs in the way of clothes.

Those who need paper, pens, ink, rubbers, rulers, note-books and exercise-books can get them at the stationer’s. The bookseller sells books and magazines. If he doesn’t happen to have the particular book you want in stock, he will order it for you. The watchmaker repairs, regulates and sells clocks and watches. The jeweller sells jewellery, and also things of gold and silver, ornaments (that is candle-sticks, vases and other objects). The china-shop has a large stock of china, porcelain and earthenware.

The ironmonger supplies everything made of iron (hardware) from nails to gardening-tools and labour-saving devices for the home. The furniture shop sells furniture either for cash or on hire purchase, i.e. the customer pays a deposit on the goods and pays off the balance in instalments. A chemist, although a qualified pharmacist, sells many things

besides medicines – perfume, toilet articles such as soap, tooth-paste, sponges, and even cameras & films.

What a long list of shops we can make! In spite of this, many large stores, called department stores (or supermarkets), sell all the goods we mentioned under one roof.

Exercise 1. Find English equivalents in the text.

Губка, духи, лавочник, продукты питания, портной, ткань, одежда, букет, молочные продукты, сделанный на заказ, кондитерская (2), торговать чем-либо, гирлянда (венок), украшения, торговец домашней птицей, готовый (2) ириска, продавать за наличные, иметь в наличии, модистка, заставлять течь слюнки, продавец скобяных изделий, портниха, продавец мужской одежды, платить задаток за что-либо, трикотаж, выплачивать остаток частями, скобяные изделия, магазин фарфора, экономящие труд приспособления, магазин канцелярских товаров, продавать в кредит, керамика, ювелир, садовый инструмент, фарфор (2), часовщик, фотокамера.

Exercise 2. Confirm or contradict the following statements.

1. Tradesmen or shopkeepers generally deal in several goods at the same time.
2. The grocer sells a variety of foodstuff.
3. The greengrocer deals in fish.
4. The florist sells flowers and plants, wreaths and bouquets.
5. At the fishmonger's we can buy fish and poultry.
6. A milk shop is called a dairy.
7. When we run out of bread, we go to the confectioner's.
8. The confectioner sells pastries and cakes.
9. A draper sells clothes.
10. A tailor sells ready-to-wear ladies' clothes.
11. A woman can buy ready-made clothes at a dress shop or a department store.
12. The hosier sells hosiery or knitted goods.
13. At the stationer's you'll buy books and magazines.

14. The bookseller will order the book, which a customer wants, if he doesn't happen to have it in stock.
15. The watchmaker sells clock and watches.
16. The jeweller sells jewellery.
17. The china shop sells things brought from China.
18. The ironmonger supplies everything made of iron.
19. The furniture shop sells furniture only for cash.
20. Hire-purchase is a way of buying things, when a customer pays a deposit and later on pays off the balance in installments.
21. A chemist sells medicines.
22. Shops called department stores sell many goods under one roof.

Exercise 3. Translate from Russian into English.

1. В этой кондитерской такой выбор тортов и пирожных, от их вида у меня текут слюнки.
2. Он был сыном богатого торговца, продававшего различные продукты питания.
3. Мне надо к портнихе, я хочу заказать себе костюм.
4. Сначала мы сходим в рыбную лавку за копчёной рыбой, а потом заглянем к продавцу птицы. Я хочу приготовить сегодня утку с яблоками.
5. К свадьбе он заказал большой и очень красивый букет в цветочном магазине на Центральной улице.
6. Детям рекомендуется есть молочные продукты каждый день, особенно творог и кефир.
7. На рынке всегда большой выбор готовой одежды, но её качество зачастую оставляет желать лучшего.
8. Мы не можем себе позволить купить новый кухонный гарнитур за наличные. Поэтому придётся подождать с покупкой. – Неужели ты не знаешь, что в каждом магазине мебели действует целая система продажи мебели в кредит.
9. К зиме в трикотажном магазине обычно бывает большой выбор вязаных вещей и трикотажа.
10. В их доме много посуды из фарфора и керамики – они

коллекционируют фарфор.

11. Вы можете заплатить задаток за телевизор в размере 30 % от стоимости прямо частями, остаток вы будете выплачивать частями в течение полугода. Вас устраивает это?

12. В доме современной хозяйки много приспособлений, экономящих её труд, они часто пригождаются ей.

13. Я ходила в магазин головных уборов, но, к сожалению, в продаже не было шляпки, которая бы подошла мне.

14. Если бы ей позволяли средства, она бы каждый месяц ходила в ювелирный магазин. Она без ума от золотых и серебряных вещей.

Exercise 4. Retell the text.

Text “BUYING A FROCK”

- ◆ Mother, I've bought a summer frock for myself today.
- ◆ Bought a dress? But you told me you were going to buy a length of cloth and take it to a dressmaker.
- ◆ Yes, but today, on our way home, Ann and I dropped in at the Central Department Store and at the Ladies' dress department there were some nice summer frocks for everyday wear. I liked one in blue. It is made of artificial silk and it is the latest fashion.
- ◆ But does it fit you? Did you try it on?
- ◆ No, I didn't. The assistant was busy and Ann couldn't wait. But it is my size and I thought it would be all right.
- ◆ Well, I knew as much. Put it on & let me see.
- ◆ Well, I should say it's a bit too loose.
- ◆ A bit too loose? It doesn't fit you at all. It is broad in the shoulders and long in the sleeves.
- ◆ But it can be altered, can't it?
- ◆ Of course, it can. You can't always let out a tight dress, but if a dress is loose, it is always possible to take it in. But what is the sense in buying a ready-made dress if you have to bother your head about all these alterations.
- ◆ Oh, don't scold me, mother! I like the colour so much! It suits me and it

will match my new shoes & the handbag. You only help me to alter it and you'll see how smart I'll look in it.

◆ Oh, that's all there's left to do. Do you want it tight-fitting?

◆ Yes, rather. And I've got an idea, mother. Let us trim it with blue velvet, a shade darker than the dress.

◆ You don't know what you are talking about, a summer frock trimmed with velvet. You will suggest fur next! You are just like your father about clothes, you know. I can never persuade him to go to the tailor's and have a suit made to order. He says he hates all the bother of taking measurements & of those fittings and tryings on. He prefers to buy his clothes off the peg. Well, I wouldn't mind it so much if he could buy a suit as other people do. But the thing is he can't. He has no patience for that. So whenever he comes home with a new suit, it is either the trousers that are long and baggy or the sleeves that must be shortened or something else. Really, I'm tired of both of you. You want to save trouble, but in the end it is I who always has trouble with your clothes.

Exercise 1. Find English equivalents in the text.

Отрез ткани, отнести к портнихе; по дороге домой; заглянуть в универмаг; отдел женской одежды; летнее платье; для повседневной носки; Мне понравилось синее; Я так и знала; широко в плечах; длинные рукава; переделать (перешить); выпустить (расшить); узкое платье; ушивать; какой смысл покупать готовое платье; хочешь, чтобы оно было узким? Отделать платье синим бархатом; на тон темнее платья; убеждать; сшить костюм на заказ; купить готовый костюм; не иметь терпения для чего-либо; мешковатые брюки; избежать хлопот

Exercise 2. Confirm or contradict the following statements.

1. The daughter (Pam) bought a thick coat for herself.
2. She was going to buy a length of cloth.
3. She was going to make a dress herself.
4. Pam and Ann dropped in at the Central Department Store on their way home.

5. There were a lot of summer frocks for everyday wear.
6. She liked one in blue, made of cotton.
7. She tried it on.
8. The dress was Pam's size and it fitted her.
9. The dress was long.
10. The dress could be altered.
11. The mother was angry with the daughter.
12. Pam supposed that the frock would go with her shoes and handbag.
13. She asked her mother to help her alter the dress.
14. She wanted it loose-fitting.
15. Pam suggested trimming the frock with tape and lace.
16. The mother called this idea stupid.
17. The woman compared her daughter with her husband.
18. He always had his clothes made to order.
19. He preferred to buy his clothes off the peg.
20. The clothes, which he bought, always fitted him.
21. It was Pam's mother, who always had trouble with their clothes.

Exercise 3. Make up sentences in Russian for your group-mates to translate into English. Use the vocabulary of the dialogue.

Exercise 4. Retell the text on the part of Pam to Ann or her mother to her husband the day after the shopping.

Text "AT A BOOKSTORE"

- ◆ Good morning, what can I do for you?
- ◆ I've come to look over your collection of books.
- ◆ We've got a rich collection of books: fiction, science fiction, detective stories, dictionaries.
- ◆ Well, I would like to see what reference books you have got on sale.
- ◆ The section you are interested in is on your left.
- ◆ I am going to buy two reference books: a hard cover and a paper back.
- ◆ Anything else?
- ◆ These are all books you lend out, am I right?

- ◆ Sure. They are part of our lending library collection. The section you are standing by contains fiction.
- ◆ I see. I want to take two books: one for myself and the other for my son.
- ◆ Excuse me, how old is your son?
- ◆ He is fifteen years old. He is fond of science fiction.
- ◆ I recommend you to take this book. It enjoys great popularity among teenagers.
- ◆ Thanks. You have been most helpful.
- ◆ What kind of books are you interested in?
- ◆ I like detective stories.
- ◆ They are over there. Have you chosen any book?
- ◆ Yes, I have. I'll take this one.
- ◆ Oh, it has been on the best-seller list for more than two months.
- ◆ If it is so popular, why is it that book is still available here?
- ◆ It can easily be explained. There is a very great demand for it, so we have about ten copies of the book. It is always available.
- ◆ Thank you for the information.
- ◆ Thank you. Come again. If you are interested in any book, which is not available, I can let you know when it comes in, or I can order it for you.
- ◆ Thanks. Don't bother.

Exercise 1. Give Russian equivalents to the word-combinations.

To be on the best-seller list; to be available; a hard cover; a part of our library collection; fiction; a great demand for sth; a paper back; it enjoys great popularity among teenagers; you've been most helpful; reference book; science fiction; to be on sale; to look over sth.

Exercise 2. Answer the following questions.

1. What did the customer come to the store for?
2. Had they a rich or a poor collection of books?
3. What was the man interested in?
4. Where was the section, he was interested in, located?

5. What demand did he put for his reference books?
6. What service was also available for customers?
7. How many books did the man want?
8. Why was the shop assistant interested in his son's age?
9. What kind of book did she recommend him?
10. What kind of books did the customer prefer?
11. Did the book, he had chosen, sell well or badly?
12. What interested the man in the shop assistant's words?
13. How did he explain it?
14. What could the shop assistant do, if any book happened to be unavailable in that shop?

Exercise 3. Retell the dialogue in indirect speech.

Exercise 4. Act out a dialogue.

You've come to a bookstore to buy a present for the birthday of your boss, but you don't know what kind of book might interest him/her.

Text "MARKETING"

Ann: Good morning, Kate!

Kate: Oh, that's you, Ann! How nice that you have come.

A: I haven't seen you of late so I thought I'd —

K: I say, Ann, have you time to go with me to the market? Ma feels unwell and she wants me to do the shopping.

A: Why, yes! I am quite free.

K: Just wait a minute while I get ready the bag.

A: Have you taken the money?

K: Oh! What a silly I am! Going to the market without a penny in my pocket. Nice, indeed! (*Goes out & shortly comes back*). Well, seems to be all. Come on.

(At the market)

A: What do you want to buy?

K: Some meat, eggs, vegetables and some berries.

A: Are berries in season now?

K: They are. Now, what shall we buy first, vegetables?

A: I think so. Where do they deal in vegetables?

K: I don't know. This is the first time I'm out marketing. Over there, it seems.

A: Say, Kate, let's go over to that woman over there. See what a wealth of vegetables she has.

K: (*To a salesperson*). How do you sell the cabbage, by the head or by the kilo?

Salesperson: By the head. Here is a nice head, young lady.

K: Show me that one over there, please.

S: Here you are. See how firm it is.

K: Yes, I shall take it.

S: What else would you like?

K: A bunch of carrots, please. No, those are overgrown. Give me the bunch next to it. Yes, that one.

S: What else, young lady?

K: Now pick out ten cucumbers, please.

S: Here, please. Right from the garden. Some onions?

K: Yes. How do you sell them?

S: These — by the ten, and these of the smaller size — by the kilo.

K: I'll take ten of these.

S: Here you are.

K: Thank you.

Exercise 1. Translate the word-combinations into Russian.

in season, a wealth of, by the head, a bunch of, overgrown, by the ten, by the kilo

Exercise 2. What products are sold by the head, by the bunch, by the kilo, by the ten?

Exercise 3. Retell the text in indirect speech.

Exercise 4. Act out a dialogue "Shopping for food in the market or supermarket".

AT A GLOVE DEPARTMENT

- ◆ Is this the right counter for gloves?
- ◆ Yes, madam. What sort of gloves do you require? Kid, suede...?
- ◆ Well, let me see some of each.
- ◆ Certainly, madam. What size do you take?
- ◆ Six & a quarter, I believe, but you'd better measure my hand to make sure.
- ◆ I think six is your size. How do you like these? I can recommend them, they're very reliable.
- ◆ How much are they?
- ◆ Nineteen & eleven, madam.
- ◆ Very well, I'll take them. And now, how do I get to the shoe department?
- ◆ Come this way, please, & I'll show you ... just over there beyond the millinery department

Exercise 1. Give English equivalents.

Лайковая кожа, отдел женских шляп, прилавок, какой у вас размер, прочный (надёжный), убедиться (удостовериться), за отделом женских шляп, измерить руку, замша, какие перчатки вам нужны, сколько они стоят, отдел обуви, в этом отделе продают перчатки

Exercise 2. Answer the following questions.

1. Was that the right counter for gloves?
2. What did the sales-woman ask the woman about?
3. The customer wanted to see suede gloves, didn't she?
4. Did the shop assistant ask the woman, what her size in gloves was?
5. What was her size?
6. Why did the woman ask the shop assistant to measure her hand?
7. What did her size turn out to be, after she measured her hand?
8. What did the shop assistant do after taking measurements?
9. Why did the shop assistant recommend those gloves?

10. How much were they?
11. Did the woman take them?
12. Where did she want to go after the glove department?
13. The shop assistant didn't show her the way to that department, did she?
14. Where was the shoe department?

Text "Shopping: A Must and A Pleasure"

Shopping can be both a "must" (необходимость) and a pleasure. Those who hate shopping place their orders by telephone and it saves them a lot of time. Ordering food products by telephone is therefore growing more popular. Some make a hobby of shopping tours, whether they actually buy anything or are just window-gazing. Besides, most housewives would like to see what they are getting for their money and do their shopping out themselves.

Different as people's feelings about shopping are, you somehow couldn't think of shopping for provisions in terms of pleasure, you always think of it in terms of necessity. In case you're not a hearty eater (гурман), you certainly feel happier just merely window-shopping at an expensive jeweller's than actually buying a joint of beef from your butcher's, with all your folks at home hoping for a good dinner after their day's work at an office, school or college.

My friend Alice Turner and I, we both do our shopping together, generally on Saturday morning. Last Saturday I went to the butcher's for a small joint of beef and then to the greengrocer's, which is also a fruiterer's, for some eating apples and cooking apples, a dozen oranges, beans, potatoes and a good-sized head of cabbage.

Then we went together to the baker's and paid for the bread that we had had, two brown loaves, two white loaves & six rolls, and bought some fruit-cake and half a dozen small cakes (he's a confectioner as well as a baker) - and then went home feeling rather tired.

I am also a regular customer at one of the big London stores. I went there today and enjoyed myself very much wandering from one department to another, looking at various articles on the counters. I thought the assistants were very helpful. There must have been hundreds of

salespersons and dozen of different departments including china, haberdashery, confectionery, hardware and even provisions.

We all wear clothes, and that is another necessity next to provisions. We all do our shopping for clothes in that same big department store. Last month we bought a nice summer frock for myself. The assistant showed me a green frock which I liked very much, and all the more so when I tried it on and admired myself in the dressing-booth mirror. What a darling it was! (Ну что за прелесть (было это платье)!) It said I'd wear it then and there, so there was no trouble changing again. My husband suggested also buying a hand-bag to match which we did.

Exercise 1. Translate the following words and word-combinations into Russian.

to hate shopping, to place the order by telephone, to make a hobby of shopping tours, window-gazing, shopping for provisions, to think of sth in terms of pleasure (necessity), folks at home, a good-sized head of cabbage, a regular customer, to wander from one department to another, counter, another necessity next to provisions, to grow popular, to save a lot of time, therefore, actually, gourmand, a joint of beef,

Exercise 2. Find equivalents to the following words and word-combinations in the text. Translate them into English.

хождение по магазинам, витрина, любоваться витринами (глазеть на витрины), экономить много времени, о закупке провизии невозможно думать как о чем-то приятном, магазин дорогих ювелирных изделий, гастроном, универсам, продавец, продавщица, продавцы были очень внимательны, отдел верхней одежды, пекарь, кондитер, скобяные изделия, фарфор, зеленщик, мясная лавка, торговец фруктами, галантерея, делать хобби из чего-нибудь, большой кочан капусты, «Всегда в продаже», гурман, необходимость, сделать заказ по телефону, становиться популярным

Exercise 3. Ask 7 General, 7 Alternative, 7 Disjunctive, 7 Special questions to the text.

Exercise 4. Enumerate the things, which one can buy at the butcher's, fruiterer's, greengrocer's, baker's, confectioner's, jeweller's, stationer's, hosier's, ladies' wear department.

Exercise 5. Make a plan of the text.

Exercise 6. Answer the questions.

1. Is shopping a “must” or a pleasure? Give your point of view.
2. Can shopping be made a hobby of? Why? Why not?
3. Would you like to see what you are getting for your money? Why?
4. What shop-windows do you find most interesting? Why?

Exercise 7. Retell the text according to the outline.

Exercise 8. Translate into English.

1. Что это за магазин? – Это продовольственный магазин. Моя дочь работает в этом магазине. Она продавщица. – В каком отделе она работает? – Она работает в кондитерском отделе. – Давай зайдём и купим немного дорогих конфет, карамель, пирожные и сухое печенье.
2. Какие отделы в вашем продовольственном магазине? – В нашем продовольственном магазине имеются мясной, рыбный, бакалейный, хлебный, кондитерский и овощной отделы. – Есть ли молочный отдел? – Нет, в нашем магазине нет молочного отдела. Но поблизости есть хороший молочный магазин.
3. Где вы покупаете мясо? – Мы покупаем его в мясном магазине. – Какое мясо вы покупаете? – Я обычно покупаю говядину. Иногда беру баранину или свинину. Я не люблю жирное мясо. Я предпочитаю постное.
4. Какие молочные продукты вы покупаете в этом молочном магазинчике? – Мы покупаем различные продукты: молоко, кефир, простоквашу, сметану, сыр, творог и яйца.
5. Кто покупает картофель, капусту, свеклу, морковь и другие овощи? – Мой сын.
6. Какие деликатесы вы покупаете в вашей кулинарии? – Мы можем

купить хороший паштет из печени, севрюгу горячего или холодного копчения, жареную горбушу и аппетитные пироги.

7. Мы ходим за хлебом в эту булочную. Мы покупаем черный и белый хлеб, сдобные булочки и сухарики.
8. Приходите в наш овощной магазин. У нас большой выбор овощей: свежая капуста, хороший картофель, морковь и свекла.
9. У нас нет гречневой крупы. У нас только рис и манная крупа.
10. Вам следует делать покупки в этом универсаме. Здесь большой выбор продуктов.
11. Вам следует составить список продуктов.
12. Где находится обувной отдел? – Он на втором этаже.
13. Я бы хотела купить летнее платье. – Какой размер вы носите? – 48.
14. Покажите мне что-нибудь в зелёных тонах, пожалуйста.
15. Костюм мне подходит. Но я не могу купить его. Он слишком дорогой.
16. Сколько стоит этот спортивный костюм?

Text “The Big Stores in London”

One of the features in London is the number of big stores, most of which are to be found in or near the West End. These stores are a mixture of tradition and modernity.

They developed in the nineteenth century; they maintain the dignity of that century, yet they are always ready to follow new trends.

The big stores of London are vast buildings, many storeys high, equipped with speedy lifts and escalators, with well-planned lighting, ventilation and heating.

Departments are carefully named; “Budget Dresses” are really cheap dresses – but no customer likes to be thought of as a “cheap” shopper. The same applies to “Ready-to-wear”; it used to be used for the garments that were not made-to-measure, though now off-the-peg clothes are the rule rather than the exception. “Mother-to-be” or “Lady-in-waiting” will often be found instead of the conventional “Maternity Wear”. Then there are newer words for the new trends in fashion – “Mix-and-Match”, “Unisex”,

which are used alongside the more old-fashioned names: “Haberdashery”, “Millinery”, ”Gowns”, and sometimes still the words derived from the French – “Mantels” for coats, “Layette” for baby-wear. Another feature of London’s shopping life is the chain-stores, in which the goods are displayed on open counters. A wide variety of goods is offered – chiefly foodstuffs, household goods, clothing and stationery. These chain stores have branches in most British towns of importance.

One very well-known firm of chemist’s has shops in many parts of London (and elsewhere); here you may buy not only medicines but also cosmetics and toilet supplies.

Dairy firms have shops in various parts of London, too, and in these you may buy not only dairy produce but also groceries, soap & household articles.

Most of the food stores, called supermarkets, operate on the self-service system: you go in, pick up a basket, walk round the shop and choose what you want. At the exit there is a check-out point, a cash-desk where you pay for all your goods together.

Exercise 1. Answer the following comprehension questions.

1. What kind of stores are the features of London’s shopping life?
2. Why are the big stores of London called a mixture of tradition and modernity?
3. Why are the departments in the stores carefully named?
4. Which stores have branches in most British towns of importance?
5. What is characteristic of the British chemist’s and dairy shops?
6. How do supermarkets operate?

Exercise 2. Find in the text equivalents to the following words & phrases.

Характерная черта; сочетание старого и нового; новые направления в моде; многоэтажные здания; продуманно названные; “экономичное платье”; общепринятый; старомодный; выставлать; широкий выбор товаров; филиал, значительные города; молокозаводы; фармацевтическая фирма; туалетные принадлежности; хозяйственные

товары; работать по принципу самообслуживания; контрольный пункт.

Exercise 3. Make up questions to which the following sentences might be the answers.

1. These are stores where a wide variety of goods is offered – displayed on open counters.
2. You may also find it at the local chemist's.
3. Most of the big department stores are to be found in or near the West End.
4. They sell cheap dresses there.
5. You pay for all your goods together at the exit.
6. In this department they sell clothes suitable for both sexes.
7. I think you should try the local chain-store. They have the same supply as in London.

Exercise 4. Find Russian equivalents to the following, paying attention to the use of prepositions.

to buy by mail-order, at a counter, the price per item, different prices for the very same item, the original price, to pay on delivery, the discounted price, to calculate the cost of the purchases, the sale price, an attractively dressed shop-window, to lower the price by 10 %, to discount the goods by 6 %, a low rate of discount, to advertise items on sale, to buy things from a second-hand shop, to own a chain of department stores, to sell a wide variety of goods, to order the goods from a catalogue, to go window shopping, discount stores.

Exercise 5. Fill in prepositions & adverbs where necessary or put a dash (-).

1) What size do you take ... hats? 2) What size ... collars do you wear? 3) I'm afraid these shoes won't go very well ... this gown. 4) What have you got ... latest things ... skirts? 5) These slacks will stand no comparison ... those beige corduroys. 6) This coat will last ... years. 7) It

wears well & it keeps ... shape. 8) This leather is ... very bad quality. 9) I should like a pair ... black laced boots. 10) What are these high fur lined boots made ...? 11) Can you show me those shoes ... snake skin? 12) Have you any like these, but ... leather soles? 13) I like this silk ... spots. 14) Cut ... 5 meters, please. 15) 3 meters ... that striped print, please. 16) I can never tell natural silk ... artificial. 17) Let me try that parka 18) ... what size are these vests? 19) Give me another one, ... 2 sizes bigger. 20) I'd like a cardigan ... this very shade, but this is ... a size too big ... me. 21) It looks awfully nice ... you. 22) "Does the greengrocer deal ... fruit & vegetables?" "To be more exact, he sells vegetables; & ... fruit we go ... the fruiterer who usually has a good assortment ... different kinds ... fruit." "Could I buy cherries there?" "I think they should be ... sale now, they are in season." 23) Oh, we've run sugar. 24) You may pay ... the cash-desk. 25) Ask ... a bottle ... milk. 26) A wide variety ... food products that save preparation time is available, & dozens ... new convenience foods appear ... the market each year. 27) ... most of us food is partly a luxury and partly a necessity. We could survive ... a diet ... enriched bread, margarine, nonfat dry milk, potatoes, & cooked dry beans. 28) In order to get good value ... the money we spend ... food, we have to make a two-step attack ... the problem. First, we will have to plan menus wisely, including items that are good sources ... nutrients ... a reasonable cost. Second, we will have to shop wisely ... the items we need to make ... the menu we have planned. 29) We've run short ... salt. 30) We're well stocked ... the nearest future. 31) Tomorrow we are going ... the supermarket. We've got to stock ... our holiday trip.

Exercise 6. Fill in the blanks with one the verbs (to fit, to suit, to become, to match, to go with) in the proper form.

1) This dress ... you nicely. 2) I want a hat to ... this coat. 3) What colour shoes ... best ... my suit, do you think? 4) I don't think the curtains & the carpet ... very well together. They simply don't 5) The blue blouse ... you marvellously. 6) I'm afraid this hairdo doesn't 7) You ... quite a beauty in this frock. 8) Why doesn't this pair of light-blue pumps ... you? 9) In my opinion, the shade ... perfectly well ... your eye colour. 10) I couldn't believe it was your size, but the dinner jacket ... you

perfectly. You ... so smart in it! 11) You ... swell in this new outfit of yours. Everything ...

fit, suit, become, match, go with, look

NOTE: To become is to be well & proper, to be suitable for; to match is to be equal or corresponding in colour, size, quality; to suit is: 1. to be convenient; 2. to become; to go with is to harmonise, to be fitting or suitable; to fit is to be the right shape or form.

Exercise 7. Name 5-10 things that fall under the following terms:

Summer wear, winter wear, underwear, footwear, textiles, tableware, bedroom suite, groceries, bric-a-brac, confectionery, canned foods, sporting goods, stationery, knitwear, frozen goods.

Exercise 8. Translate the following sentences into English.

1) Завтра мы идём покупать мне пальто. 2) Как привлекательна витрина этого магазина тканей. 3) Я ищу сумку к этому костюму уже три месяца. 4) Заверните, пожалуйста, мой старый меховой жакет. Я надену новый (Пойду в новом). 5) Покажите мне, пожалуйста, ожерелье, которое лежит рядом с тем большим кулоном. 6) Такие костюмы сейчас в моде. 7) Вот модели последней моды. 8) В этом магазине товары наилучшего качества. 9) Этот материал не выцветает. Он не линяет, к тому же. 10) Мне идут все оттенки зелёного. 11) По дороге домой зайти в гастроном и купи: килограмм сахарного песка, баночку вишнёвого варенья, бутылку томатного соуса и две банки сардин. 12) Ассортимент продуктов в этом супермаркете очень широкий. 13) В нашем гастрономе всегда в продаже свежее мясо. 14) Цены на свежие продукты меняются на протяжении года в зависимости от сезона. 15) Сейчас сезон яблок, и цены на них снижены. 16) Чтобы избежать лишних походов в магазин, я всегда составляю список необходимых продуктов. 17) На рынке некоторые продукты можно купить по более низкой цене. 18) Мне нужна пара новых брюк, но сейчас у меня туго с деньгами. - В нашем универмаге сейчас большая распродажа готовой одежды. - Прекрасно. В прошлом году я купил пару уличных ботинок на распродаже. Я ношу их каждый

день целый год, и они выглядят как новые. Очень выгодная покупка. - Пойдём, посмотрим. Может быть, ты найдёшь себе брюки, которым тоже сносу не будет. 19) Я люблю маленькие магазины. Булочная, кондитерский, мясной, овощной, молочный. Они все имеют свою индивидуальность, а супермаркеты какие-то безликие. К тому же, таким образом я избегаю лишних затрат, необдуманных покупок.

Text “A Dress for Cinderella”

58 years ago, in 1952, a young Italian girl was dreaming about marrying a young man she was in love with, but she knew they would have to wait for a long time because they had no money.

In 1952, a young actress Audrey Hepburn was planning her wedding to a London playboy called James Hanson. She had already played the leading part in a Hollywood musical and was making her film debut in “Roman Holiday”. While filming in Rome the actress ordered her wedding dress in a famous Fontana house. It was a perfect wedding dress – made of white lace, with a flowing train.

At last it was practically ready and Audrey had to go to the designers for the final fitting... but two weeks before the wedding Audrey called it off.

She could just keep the dress or sell it, but instead she phoned Fontana and said, “I want my dress to be worn by another girl, someone who couldn’t ever afford a dress like mine, the most beautiful poor Italian girl you can find.”

Now the three Fontana sisters who owned the house had to find a girl, poor, young, beautiful and pencil-slim like Audrey. They thought of a poor new town of Latina, not far away from Rome. The mayor of Latina gave them the name of Amabile Altobello. Amabile met all the requirements, and she got the dress. The people of Latina were so excited that the town gave Amabile kitchen furniture and organized a honeymoon in Paris. “It was a dream come true,” she said.

The story was soon forgotten. But this year the Fontana fashion house was planning an exhibition of dresses made for film stars and other celebrities, so the last of the Fontana sisters decided to find out what had

happened to Hepburn's dress and the girl who had got it.

Amabile Altobello still lives in the same town of Latina. She has three children and five grandchildren. She and her husband haven't become rich, but they have had a happy marriage, Amabile says that the dress brought her luck, so she kept it, carefully wrapped in tissue paper, all these years.

The wedding dress will be displayed during the town of Latina's 70th anniversary celebrations in December. The mayor promises a huge party and in memory of Audrey Hepburn. He also promises to give a new wedding dress to the first girl to get married in the town after the anniversary.

Exercise 1. Answer the questions.

1. Who was Audrey Hepburn?
2. Did she plan her wedding to a London playboy called James Hanson in 1952?
3. Where did she order her wedding dress?
4. Did James and Audrey marry?
5. Did Audrey sell her dress?
6. Did she keep it as a memory?
7. What did she do with it?
8. Did they find a poor, young and beautiful girl?
9. What was her name?
10. Where was she from?
11. What did the people of Latina organize and give to Amabile?
12. Was it a dream come true?
13. What did Fontana fashion house plan in 2002?
14. What had happened to Hepburn's dress and the girl who had got it?
15. Have they had a happy marriage?
16. Did Audrey's dress bring her luck?
17. Where is it now?
18. Is it a love-story?
19. Does it sound like a fairy-tale?

Exercise 2. Make up a dialogue in the form of Amabile Altobello's interview to a correspondent of a local newspaper a) after she had been presented Audrey Hepbern's dress; b) in the present days.

DIALOGUE

- ◆ That's a nice suit. I haven't seen it before, have I?
- ◆ No. it's the first time I've worn it actually. I only got it about 4 days ago. You like it, do you?
- ◆ Very much. Did you have it specially made, or did you buy it off the peg?
- ◆ I had it made. I very rarely buy a suit, so I thought I'd have it tailored, and I am quite pleased with it.
- ◆ I should think so. It's very handsome. May I ask where you got it?
- ◆ The same place as I got my last one, nineteen years ago.
- ◆ Nineteen years? Do you really mean to tell me you haven't had a suit since then?
- ◆ That's right. I don't often wear a suit, you see, so they tend to last a long time.
- ◆ Nineteen years is certainly a long time; and even if you don't wear them much, your old one must have lasted well.
- ◆ Oh, it did. They did a very good job on it.
- ◆ What was the name of the tailor?
- ◆ Philipson. It's quite a small shop right at the end of King Street.
- ◆ I know it. Rather a shabby-looking place. I've never been in there.
- ◆ I wouldn't call it shabby, but it isn't very modern, I admit. However, they are very obliging, and take a great deal of trouble.
- ◆ So I can see. I think I'll go along there. I need a new suit. Oh, by the way, what sort of prices do they charge?
- ◆ Pretty reasonable, really. This was eighty pounds.
- ◆ That's not bad. I think I'll look in there tomorrow.
- ◆ Yes, do. Mention my name if you like. It won't do any harm, and it might do some good. I've just paid my bill.

Exercise 1. Confirm or contradict the following statements.

1. The man was wearing an overcoat.
2. It was an old suit.
3. He got it a week ago.
4. He got it off the peg.
5. The man seldom bought suits or had them tailored.
6. The new suit didn't fit him.
7. His friend complimented him on the suit.
8. He had his previous suit made to order 10 years ago.
9. The man preferred other articles of clothing to suits.
10. They admitted that the tailor had done a very good job on his last suit.
11. He had it made at a big shop in the centre of Piccadilly Circus.
12. His friend remembered it to be a shabby-looking place.
13. The man denied the shop to be shabby.
14. He considered the tailors there to be very helpful and obliging.
15. His acquaintance thought of dropping in there to order a suit for himself.
16. They charged sky-high prices there.
17. The suit was 100 pounds.
18. His acquaintance planned to look in there in a day.
19. The man had paid his bill and hoped it might help his friend.

Exercise 2. Translate.

1. Вообще-то, я редко ношу платья, но для особого случая нет ничего лучше, чем вечернее платье и лодочки под цвет к нему.
2. Мне частенько приходится заказывать одежду у портнихи, у меня нестандартная фигура.
3. Брючный костюм мне не узок ни широк, я вполне довольна им.
4. Я много хожу пешком, поэтому моя обувь быстро снашивается.
5. Она очень опрятна, и её одежда служит долго.
6. Должно быть, это залежалый товар, настоящие духи не могут стоить так дешёво.
7. Портниха хорошо поработала над блузкой и костюмом в цвет нему.
8. Его одежда потрёпана. Должно быть, он сводит концы с концами.

9. Следует признать, что портниха постаралась над моим сарафаном. Он сидит, как влитой, - ни узкий, ни широкий.
10. Продавцы, как считается, должны быть услужливыми и вежливыми.
11. Они должны стараться угодить покупателям.
12. В этом магазине цены баснословные, не покупай ничего здесь. Лучше заглянем в магазин на улице Кинг. Цены там вполне разумные.
13. Это не повредит вам, если вы оплатите счёт сразу же.

Exercise 3. Retell the dialogue in indirect speech.

Text "DRESS CODES"

We give ourselves away by how we dress. Nostalgia and traditionalism are also expressed in appearances. The majority of British people dress conservatively rather than fashionably. A small number of the upper and professional upper middle class, for example barristers, diplomats, army officers and Conservative MPs dress in the well-tried styles of the past 50 years or so. Many of the men still have their suits specially tailored, and are thus instantly recognisable as belonging to the upper echelons of society. Yet how they dress is wholly unrepresentative of society in general.

The vast majority of people buy their clothes at the high-street stores, of which Marks and Spencer must be the most famous. They wear the clothes of the British middle classes, perfectly passable but hardly stylish like the dress standards in much of Europe. Indeed, the British still have a reputation for being the worst dressed people in Europe, and they do not really care.

There is a tolerance, shabbiness and inventiveness in the way some, particularly the young, dress. There can be few countries where people, who can afford new clothes, deliberately choose to buy the "cast-offs" of others. Yet in Britain many people, especially students and other young people, happily look for bargains at the thousands of charity shops that exist all over the country. Many who buy their clothes from these shops are genuinely needy. But equally, many are not. They choose to buy their clothes in charity shops because they are cheap and because they sometimes

find wonderful bargains: almost new, high-quality items that cost next to nothing. In fact, some of the most dress-conscious young people find astonishing clothes at these shops, and manage to look sensational when they wear them. It is, perhaps, a flair for clothes that is peculiarly British.

Exercise 1. Translate from English into Russian the words and word-combinations from the text.

To give oneself away, to dress conservatively and fashionably, upper and professional upper middle class, well-tryed style, to have their suits specially tailored, to belong to the upper echelons of society, the vast majority of people, high-street store, passable clothes, to have a reputation for, deliberately, the “cast-offs”, bargain, charity shop, genuinely needy, high-quality items, dress-conscious people, tolerance, inventiveness, particularly, astonishing clothes, to look sensational, a flair for clothes

Exercise 2. Answer the questions to the text.

- 1) How do most British dress?
- 2) Why do many men have their suits specially made?
- 3) Where does the vast majority of British people prefer to buy their clothes?
- 4) How can we characterize the dress sense of young British people?
- 5) Why do they prefer to buy their clothes at charity shops? What kind of shops are they?
- 6) What is the peculiarity of British flair for clothes?

SPEECH PRACTICE.

1. React to the following. Make use of the sentences given below.

Model: The shoes are too narrow. They pinch in the toe. – Don't worry. They'll stretch with wearing.

1. Do you prefer brown (blue, green) or black shoes?
2. The sleeves are too short. I don't think I'll buy this dress.
3. Have you a blue tie to match the shirt?
4. Don't you think that striped (checked) sports blouse is very smart?

5. Do you think this cotton material washes well?
6. What size do you take in shoes? You'd better try them on.
7. I prefer a tailored to a ready-made suit.
8. They have a fine selection of silk (nylon, woolen) fabrics.
9. The pleated (straight) skirts like these are in general wear now.
10. Have you any silk (nylon, cotton) underwear, which is not too expensive?

Sentences to be used in answers:

- No, you'd better not buy this dress. It's old-fashioned.
- Brown, they'll match my dress nicely.
- Yes, we have a fine selection of ties and handkerchiefs of the same colour.
- It washes beautifully and dries in no time at all. (The colour does not run in the wash.).
- My size is 36. They seem all right. (It's a perfect fit.)
- Yes, the blouse is very smart and it suits you a lot.
- I need a warm woolen (nylon, silk) dress. Will you help me to choose a good material?
- Yes, but aren't they a bit too expensive?
- Certainly. How about this one? It really looks nice.

2. Make your fellow-students use "I'd rather + infinitive" or "I'd rather not + infinitive" in their answers to your questions. Use the topical words & phrases.

Model 1. - Will you take a pair of green pumps or a pair of white ones?

- I'd rather take black ones, they'll match my new dress nicely.

1. Will you prefer a pair of red slippers or a pair of white ones?
2. Will you take these open-toed shoes or those bare-heeled ones?
3. Will you try them on or have them wrapped up?
4. Will you have the shoes mended or buy a new pair?
5. Will you have a pair of heelless shoes or a pair of platform shoes? (patent leather or suede shoes, sandals, pumps, etc.)

Model 2. - Would you like to buy a new summer coat in green?

- I'd rather not. And would *you* like to buy a new summer coat in green, Ann?

- I wouldn't either. I'd rather have a coat in blue. Blue is my colour.

1. Would you like to have a ready-made (tailored) suit?
2. Would you take a sports blouse in blue stripes (with checks)?
3. Would you like to have a single-breasted (double-breasted) suit?
4. Would you like to have a sleeveless dress? (a pleated skirt, cotton underwear, etc.)
5. Would you like to have a straw hat (a kerchief, a scarf, black gloves) to match your coat?

3. React to the questions of a shop assistant, who missed what you asked her to do for you. Use the structure "to have sth done".

Model: - Could you change this banknote?

- Pardon? (What did you say?)

- I'd like to have my banknote changed.

1. Could you slice the ham?
2. Would you wrap it?
3. Could you tie up a parcel?
4. Could you tie the ribbon in a bow?
5. Could you weigh out flour, sugar and butter for a cake?
6. Would cut the cake in two?

4. Express your doubt, hesitation or disbelief in response to the following statements and keep the conversation going. Begin your answers with: "Really?; Is it so?; I shouldn't say so; I can hardly believe my ears; Too good to be true; Are you sure?; You can never tell; Do you really mean it?"

Model: - Ann is wearing a new hat.

- Are you sure? I think I've already seen it. In fact she's always in debt so I doubt that she can buy new hats so often.

1. They say her uncle gave her a beautiful pair of ear-rings as a birthday present.
2. Hats with wide brims have gone out of fashion.
3. Red goes well with all colours.
4. I think it suits me very well. But don't you think the skirt is a bit too short?
5. Short dresses are in general wear now.
6. There were so many attractive things in that store that it wasn't easy to make a choice.
7. She was wearing a hat that had seen better days.
8. These ties have gone out. Nobody wears them.
9. They have a wide choice of shoes. You are sure to find one you like.
10. These shirts are sold off at reduced prices.
11. They could not afford to buy a new car, so they bought a second-hand one in good repair.
12. That material feels like silk.
13. Can he spend so much? He is living beyond his means.
14. My coat was very expensive but it didn't stand long wear, though.

5. Fill in the blanks with 'fit, match, suit, become'.

1. I don't feel comfortable in these shoes. Do you think they ... me?
2. Could you show me a pair of gloves ... my bag?
3. Buy a blue scarf; this colour ... you more than any other and ... your coat.
4. The carpets should ... the curtains.
5. She was wearing a brown dress with a hat and gloves....
6. Oh yes, the size is all right; it ... you very well, but it doesn't ... you to wear such a short skirt.
7. You should also have shoes that ... well when you intend to go for a long walk.
8. Does the climate ... your health?
9. It doesn't ... you to have your hair cut short.

6. Read the following sentences & translate them into Russian. Pay attention to the usage of the word wear.

1. I would never wear this dress to the office.
2. It was a nice suit for

everyday wear. 3. Do you think these sandals will wear well? 4. I wore glasses so that I wouldn't be recognized. 5. The woman was wearing riding clothes – boots, breeches & a light-weight leather jacket. 6. The heels are quite worn down. I must have my shoes heeled. 7. I need a pair of shoes for outdoor wear. 8. The suit has been evidently in constant wear. It looks all shabby. 9. The coat is beginning to look worse for wear. 10. There is not much wear left in these shoes. 11. I've worn my shoes into holes. 12. Cheap things soon wear out. 13. She wore no lipstick & looked pale in the evening light. 14. Terry-toweling (махровая ткань) is a very suitable material for beachwear.

7. Complete the following dialogues.

1. – I'd like to buy a pair of blue jeans.
– You are welcome. What's your waist?
– ...
– Try on ...
– How much ...?
– ...
2. – What can I ...?
– I'd like to buy a strict suit.
– What's your size?
– ...
3. – I'd like to buy a pair of shoes.
– ...?
– I prefer "Salamandra". I like to wear soft leather.
– ... black or brown?
– ...
– Try on ...
– They are rather ...
– But they are all ...

8. Replace the blanks with one of the following verbs: to become, to fit, to suit, to match, to go (well) with, to flatter.

NOTE: *To become* is to be well and proper, to be suitable for; *to match* is to be equal or corresponding in colour, size, quality; *to suit* is:

1. to be convenient; 2. to become; **to go with** is to harmonise, to be fitting or suitable; **to fit** is to be the right shape or form; **to flatter** is to show a person as more beautiful or attractive than is the truth.

1. She has a kind of gift for clothes. Everything she wears ... her without fail. 2. Janet got her kerchief from the purse, settled it on her head, then tied it below her chin. I thought kerchiefs were very ... to her. 3. The old woman looked suspiciously at the trousered girls around her. She thought trousers didn't ... the occasion at all. 4. "It's cool," he said. "You'll need a wrap." "Bring me sth to ... my dress," she asked with a smile. 5. A woman should wear the length that ... her own proportions. 6. Do you think a pendant ornament will ... this outfit? 7. A dark wool costume ... her as a glove. 8. He was dressed in very correct English shooting clothes which nevertheless were not ... to him. 9. She wore a grey hand-knitted cardigan & a ... grey tweed skirt. 10. You should put on black gloves to ... your bag & shoes. 11. The dress doesn't ... her. It's tight in the waist. 12. The jacket doesn't ... me. I should have some alterations made. 13. That is ... in dress which ... the complexion, figure & other qualities of the wearer, so as to produce a pleasing effect.

9. Read the following and write out synonyms of to have sth on, to put on, to take off. Translate them into Russian. Make a note of the situations in which they are used.

1. She slipped into her gown and started off immediately. 2. Janet bathed and changed into a skirt and sweater. 3. I was trying to wriggle out of my slippers the way Miss Martha sheds her shoes at every opportunity. 4. Tommy pulled the sweat-soaked shirt from his torso, then used it to wipe the damp grime from his face, and flung it behind him. 5. She whipped off her apron and darted a glance at the mirror beside the sink. 6. It was late, so I shoved some clothes on and ran downstairs. 7. He shrugged out of his overcoat and hang it in the hall closet. 8. They had been living in these clothes for several days. 9. She took the wet clothes as the boy peeled them off. 10 I changed out of slacks into a dress. 11. He jerked at the coat and flung himself into it. 12. She went upstairs after she had disposed of her cape. 13. The old man sat down and removed his patent-leather shoes. 14. She slipped out of her coat and silently tip-toed upstairs.

10. Complete the following to make up short dialogues. Don't forget that "tastes differ", so try to protest against the following remarks.

Model: "Have a look at the trendy bag I've bought. I've been searching out a bargain and here you are. It's really cheap."

"Don't speak too soon! Cheap is dear in the long run."

1. It always annoys me when people have no dress sense. 2. I like that new chunky (*short and thick; stocky*) look that shoes have got. And what about you? 3. There is nothing like polyester knits for everyday wear. They wash and dry in a flash. 4. Look! Your shirt has got frayed at the cuffs. It's no good any longer. 5. Thanks to current trends, any line can be worn now. 6. To achieve the right look you must wear the right accessories. 7. Fringed shawls are in vogue. I'm going to crochet one for myself. 8. I don't like ribbed hand-knitted tops. I'd better knit a plain one. 9. They say hats are becoming increasingly popular. 10. I think your shoes are wrong today. They don't go well with your fancy dress. 11. Who'd suspect you of being so dress-conscious! 12. I admire her for her taste in clothes. They are always just right.

11. Give the Russian equivalents to the following proverbs and sayings. Make up situations or stories to illustrate them.

1. A stitch in time saves nine.
2. Cut your coat according to your cloth.
3. Every cloud has a silver lining.
4. Every man has a fool in his sleeve.
5. If the cap fits, wear it.
6. It's not the gay coat that makes the gentleman.
7. When the pinch comes, you remember the old shoe.

12. Rewrite the following inserting the English translation of the sentences given in Russian. Pay attention to the usage of the verbs to wear, to dress, to get dressed, to put on, to change from ... into ... out of.

NOTE: One *wears* a frock *to* the concert. One *puts on* a dress. One *dresses well* (*is well dressed*). One *is wearing a blue dress* (or: *is dressing blue*).

1. Your hand-knitted sweater is a dear. Но я думаю, что тебе не стоит его надевать на вечер. 2. The burn has made the trousers unwearable. Тебе надо переодеться во что-нибудь другое. 3. Everybody admired her for her taste in clothes. But the key to her elegance was very simple. Она всегда носила свежестроенные или немнущиеся вещи. 4. "Take this one. It'll take an inch or two off your weight." "Yes. The dress is just the right length for me. Интересно, хорошо ли будет носиться материал?" 5. "I'm fifteen minutes early & I see you're not quite ready." "Ничего, я моментально оденусь." 6. "Would you like this trendy semi-fitting dress?" "Боюсь, что нет. Я ношу 46-й размер. It'll be loose on me."

13. Translate the following sentences into English.

1. Девочка была очень бедно одета: платье ее было выпущено до последнего предела, и подол был обтрепан; боковые швы были расставлены кусочками ткани, не подходившими по цвету. Было видно, что туфли ей малы и жмут. 2. У нее удивительное чувство стиля, не правда ли? Все, что она носит, имеет очень простой покрой, но очень ей идет. – Да, действительно, у нее своеобразный талант одеваться. 3. Как он выглядел вчера? – На нем был элегантный костюм из темной шерсти. 4. У тебя сильно стоптались каблуки на сапожках. Надо сделать набойки. 5. Было жарко, и мужчины были без пиджаков. 6. Я хочу отдать сшить себе платье к Новому году. Не посоветуешь ли, какой фасон лучше выбрать? – У меня много журналов мод. Давай выберем что-нибудь из них. 7. Я думаю, что учительнице не следует носить таких экстравагантных платьев в школу. 8. К костюму очень удобно иметь две пары брюк. 9. Ты не знаешь, какие пальто сейчас в моде? 10. Это не мой размер. Подберите мне, пожалуйста, костюм на номер больше. 11. Она всегда любила одеваться по моде, но не любила вычурных фасонов. 12. Тебе не кажется, что я вдруг стала расточительной? Купила себе такое дорогое платье! 13. Эта шляпа не идет к такому туалету. Иди лучше без шляпы. 14. Кажется, сейчас опять стали модными бусы. 15. Ты должна отдать это платье переделать. Оно плохо на тебе сидит. 16. Мне надо отутюжить костюм. Где я могу это сделать? 17. Мне бы хотелось шелковое белье. Пойдем в отдел женской одежды. Моя подруга сказала, что сейчас там

большой выбор нижнего белья. 18. Мне нужен костюм в полоску. Мне нравится фасон этого костюма. 19. Покажите замшевые туфли на низком каблуке. Мне нужны туфли для улицы. Ой, эти, кажется, малы. Дайте мне, пожалуйста, на номер больше. 20. Мне нужна фетровая шляпа. – Попробуйте вот эту. – Она мне идет? – Нет, это не ваш цвет. Что вы скажете об этой велюровой шляпе? – Мне нравится. Она подойдет к моему пальто.

14. What do we say or do when:

- 1) We want to prepare some special dish & discover that we are short of a few necessary ingredients. _____
- 2) We don't feel comfortable in some garments. _____
- 3) Somebody doesn't look smart in the clothes she/he is wearing. _____

- 4) We want to attend some showy event and haven't got proper clothes for the occasion. _____
- 5) We bought sth off the regular price. _____
- 6) We decided not to buy the item we are looking at. _____
- 7) We want to see whether some garment fits. _____
- 8) We want to say the material won't let water in. _____
- 9) Our skirt doesn't show creases. _____
- 10) Our jumper doesn't shrink after washing. _____
- 11) The cloth is of very light colour and we think it'll need frequent cleaning. _____

We've chosen some meat, a melon, grapes to buy and want the shop assistant to weigh it for us. _____

- 12) We think a joint of meat, a head of lettuce, a cabbage, a bunch of grapes to be too heavy for us. _____
- 13) We want to buy some cereal. _____
- 14) We see we haven't got any more bread. _____
- 15) We don't want to buy anything else. _____
- 16) We want to know the cost of all our purchases at the shop. _____
- 17) We plan to go on a picnic in the country. _____

15. Translate into English.

- 1) Если вы купили вещь, и она вам не подошла, вы имеете право в течение двух недель обменять её на другую или потребовать вернуть деньги.
- 2) Если одежда оказалась велика, то можно либо перешить самой, либо отдать портнихе и платить дополнительно.
- 3) В наше время бриджи стали популярны у молодёжи.
- 4) На распродаже в магазине одежды мне понравилась тёплая куртка, я её одела в примерочной, но она оказалась мне чуть узкой, к сожалению.
- 5) Чем я могу вам помочь? – Спасибо, я только смотрю. Рассматривать витрины – моё хобби.
- 6) Когда едешь отдыхать на природу летом, очень важно не забыть взять сандалии или обувь для прогулок, лёгкие брюки, футболку, солнечные очки и солнечную шляпу.
- 7) Его одежда была в строгом стиле – английский костюм, бабочка, ботинки из лакированной кожи и, в довершение всего, цилиндр.
- 8) Я хочу заказать себе брючный костюм с коротким рукавом из лёгкой ноской ткани.
- 9) Я купила отрез чистой шерсти. Я думаю, что на юбку мне этого хватит.
- 10) Мини-юбка всегда останется в моде.
- 11) Когда на улице жарко, люди обычно ходят без пиджаков.
- 12) Одежда узкого кроя тебе не идёт. Тебе лучше носить слегка прилегающую одежду.
- 13) Я хочу примерить вон то двубортное драповое пальто в полоску.
- 14) Женщины, ждущие ребёнка, как правило, носят одежду, расклешённую от линии груди.
- 15) Как думаешь, мне идёт это вечернее платье? – По-моему, да. Зелёный – твой цвет. Тебе ещё лучше купить к нему туфли и сумочку, тогда ты будешь выглядеть с иголочки.
- 16) Этот замшевый костюм тебе к лицу. Он отлично подходит к случаю. Да и сидит на тебе, как влитой.
- 17) Мне нужна блузка из натурального шёлка. Вы не можете показать мне красную? – Какой у вас размер одежды? – 46. – Примерьте вот эту. Кажется, она вам немного широка. Примерьте эту на размер меньше. Вот эта вам впору. – Да, я, пожалуй, возьму её.

- 18) Ты думаешь, пуловер и джинсы подойдут к случаю? Ты могла бы одеть это на дискотеку, но не на свадьбу лучшей подруги!
- 19) Шубы всегда в моде, дорогой! Поэтому, на мой день рождения лучше подари мне шубу или, по крайней мере, пальто, отделанное мехом.
- 20) Портниха сняла с меня мерки. Оказалось, что мой размер – 44.
- 21) Самая подходящая и удобная одежда на лето – футболка, шорты, ситцевое или шёлковое платье без рукавов или с короткими рукавами, сандалии и соломенная шляпка с широкими полями, чтобы не обгореть на солнце.
- 22) По этому специальному случаю он одел костюм-тройку строгого покроя – брюки, жилет, двубортный пиджак, кожаные ботинки и тёмно-синюю фетровую шляпу.
- 23) Сейчас уже не в моде цилиндры или котелки, если только это не какая-то тематическая вечеринка.
- 24) Когда она пришла в этот обувной магазин, она была поражена большим разнообразием обуви – туфли, сапоги, на высоком и низком каблуке, шпильки и на платформе, сделанные из лакированной кожи, замши или просто кожаные, и даже тапочки, достойные королевы.
- 25) Сейчас прозрачные или полупрозрачные вещи на лето опять в моде. Можно сказать, что это писк моды.
- 26) Если хочешь произвести впечатление на этой вечеринке, надень кожаную куртку и такую же юбку-мини, обувь на шпильках. Подбери много украшений.
- 27) Когда-то короткие и узкие юбки и брюки-клёш были в моде. Сейчас они тоже популярны у молодёжи.
- 28) В последнее время я сильно похудела, поэтому все вещи на мне висели. Я обратилась к портнихе, и он мне перешила их по фигуре (ушила).
- 29) Эта женщина – как новогодняя ёлка. Она увешана кольцами, серьгами, бусами, даже брошь есть. – может быть, она просто любит ювелирные украшения и хочет выставить их напоказ (to show off).
- 30) Извините, я просто хочу спросить, сколько стоит это вечернее платье.
- 31) По дороге домой я зайду в отдел головных уборов. Хочу подобрать шляпку к моему новому пальто. Надеюсь, у меня не будет

- трудностей в подборе необходимой шляпки.
- 32) Бархат – мой любимый материал, а зелёный – мой любимый цвет, т.к. идеально подходит цвету волос и кожи.
- 33) Мне пришлось отложить визит к портному.
- 34) Я подумываю о покупке летнего платья в фирменном магазине (designer shop), мне кажется, что в таких магазинах одежда отличного качества.
- 35) Я с нетерпением жду первой примерки.
- 36) Я рассчитываю, что мне удастся выбрать подходящий материал у моего портного.
- 37) Моей жене удалось выбрать блузку в тон юбке.
- 38) Продавец помог мне примерить костюм-тройку.
- 39) Я боялся, что портной неправильно отметит места для карманов и петель.
- 40) Я горжусь, что у меня стандартная фигура. Мне легко подобрать одежду по фигуре.
- 41) Я очень люблю шить одежду на заказ, ведь у меня нестандартная фигура. К тому же, так я получу вещь, не похожую на другие.
- 42) Элис была удивлена, обнаружив, что её любимое платье стало ей узко в груди и бёдрах.
- 43) Сюю была так поглощена процессом покупки одежды (a shopping spree), что забыла о времени.
- 44) Её муж всегда помогает ей застегнуть молнию на платье, самой ей неудобно делать это.
- 45) Мне надоело носить старые рваные джинсы, пришло время покупать новые.

16. There are spelling mistakes in some of these sentences. Find some mistakes and correct them.

0. If you buy more than two products in this range, you get a 25% discount. (discount)
1. The logo for the sporting goods company Nike is a trick.
2. Sports Clubwear lounched their spring collection at a huge street party in London.
3. Coca-Cola has always been famous for its expensive advertising campains.

4. Our teacher sent a letter of complaint to the Consumer Protection Authority.
5. My cousin Michael used to work for an advertising agency.
6. Film director, Ridley Scott, has also directed over 2000 advertisements.
7. Have you seen the latest Sony commercial? It's really good.

17. Read the text below and decide which answers (A, B, C or D) best fits each space. There is an example at the beginning.

THE HARD SELL

Most companies spend a large (0) *proportion* of their budgets persuading us to buy their products, and it is their (1) _____ executives who have to decide how to make consumers aware of new products. To do this, they usually set up an advertising (2) _____ of some kind. Generally, (3) _____ a new product involves TV and radio commercials, and there may also be large advertisements on (4) _____ along motorways and major roads. In the past, companies employed people to sell product (5) _____ but nowadays there is a far more popular technique which uses the telephone. Staff in large call-centers telephone potential (6) _____, tell them about the product and try to convince them that it is worth buying. Another technique is to (7) _____ the new product by post. The company sends colourful (8) _____ to every house even though people haven't asked for them. They are so unpopular that people call them (9) _____ mail – and even though they may contain free (10) _____ or discount vouchers, many people just put them straight into the rubbish bin!

0 A selection	B proportion	C division	D fraction
1 A selling	B publicity	C marketing	D propaganda
2 A programme	B campaign	C approach	D operation
3 A starting	B commencing	C launching	D beginning
4 A hoardings	B boards	C displays	D screens
5 A in person	B to face	C at hand	D on show
6 A shoppers	B investors	C buyers	D customers
7 A promote	B sponsor	C support	D demonstrate
8 A catalogues	B prospectuses	C reviews	D journals
9 A rubbish	B garbage	C junk	D waste
10 A samples	B tests	C pieces	D bits

18. Choose the best alternatives in the following sentences.

- This jacket was a _____ bargain. It was reduced from £100 to £25.
A big B real C important D complete
- I didn't have much cash so I decided to pay _____ cheque.
A in B on C with D broad
- There was a really _____ queue outside the cinema.
A large B long C wide D broad
- I always wait to buy my clothes _____ the sales.
A on B with C to D in
- We try to budget _____ all the unexpected expenses that can come up.
A with B for C to D on
- I got a big discount _____ this table because it had a scratch on it.
A with B for C to D on
- I asked them but they wouldn't _____ me a refund.
A give B do C make D have
- This DVD player doesn't work. We'll have to _____ it back to the shop.
A return B bring C have D take
- Do you have these trousers _____ grey?
A in B on C for D at
- The men's clothes are _____ the fourth floor.

A in

B on

C for

D at

19. Cross out the incorrect verb form in each sentence.

1. At the beginning of the last century many women *wore /used to wear / would wear* extremely uncomfortable underwear, called corsets.
2. Sometimes these were so tight that they *were having / used to have / would have* trouble breathing and *sometimes used to faint / had sometimes fainted / would sometimes faint*.
3. People *used to think / would think / thought* that women only looked attractive if they had tiny waists.
4. Some women *used to have / would have / had* waists that were almost as narrow as their necks.
5. These women *used to need / would need / needed* the help of at least one other person to do the corset up.
6. A servant *used to pull / would pull / was pulling* the laces of the corset until it was so tight that the woman could hardly breathe.
7. Only poor women who couldn't afford servants *didn't use to have to / wouldn't have to / didn't have to* wear corsets.
8. In the 1920s many women *started / were starting / used to start* to dress in comfortable loose-fitting clothes and to wear their hair cut short.

20. Read the text below and think of the word that best fits each space. Use only one word in each space. There is an example at the beginning (0).

RECYCLED FASHION

I went shopping with my mother the (0) other day. I (1) _____ used to going shopping on my own now but it was my birthday and she said she would buy me some new clothes as a present. I wanted to get a new top and some jeans, (2) _____ we went to a shop I really like called *STRADIVARIUS*. My mother started to laugh as (3) _____ as we got there because all the clothes in the window were just (4) _____ the things that she used (5) _____ wear when she was young. She told me that she (6) _____ to have lots of pairs of flared trousers and that very short skirts (7) _____ also really popular.

Back in the seventies, my mother and her friends (8) _____ spend every Saturday morning looking round the shops. Of course they (9) _____ not always afford to buy anything but they (10) _____ to decorate their old jeans to make them look new. My grandmother is very good at sewing and she (11) _____ help my mother sew coloured patches onto her old jeans. Apparently, even the hairstyles today (12) _____ very similar to the way my mother and her friends (13) _____ to wear their hair.

She says she really likes these styles and so do I – in fact, I'm (14) _____ used to the idea that my hair looks just (15) _____ my mother's!

21. Discuss the questions of advertising.

1. How do you usually learn about new products and services?
2. What is your favourite advert at the moment? Why do you like it?
3. Can you think of an advert that you don't like?
4. Have you ever bought anything just because you saw an advert for it? Were you pleased with it or not?

22. Consumer society. Choose the correct alternative in each of the following sentences.

1. More and more people live in a *customer / consumer* society.
2. The streets of our cities are full of *advertisements / propaganda*.
3. Television programmes are regularly interrupted by *commercials/ announcements*.
4. In some fashion magazines there is more *publicity / advertising* than there are articles.
5. A large company either has its own *marketing / selling* department or uses an advertising *agency / office*.
6. The *launch / take off* of an advertising *campaign / attack* for a new luxury product is often accompanied by massive *fame / publicity*.
7. Big stores often have special *promotions / publicity* or offer big *discounts / rebates* on certain products.

8. Products with well-known *logos / brands* are very popular.

23. Say the words in each set aloud and mark the stress. Then answer the question below.

Example: consumer consumption consume

1. announcer announce announcement
2. advertiser advertising advertise advertisement
3. commerce commercial commercialisation
4. promoter promote promotion
5. publicity publicize
6. economics economy economical

In which sets of words does the stressed syllable change?

24. Complete the following sentences using words from Exercises 18 and 19 in the correct form.

1. The c_____ of ready-prepared meals has increased dramatically in the UK.
2. Companies are always looking for new m_____ for their products.
3. Large department stores often give away free samples when they are p_____ a new range of make-up or toiletries.
4. The government has l_____ a massive publicity c_____ against smoking.
5. It is not permitted to a_____ cigarettes on TV.
6. Many well-known celebrities have c_____ against experiments on animals.

25. Discuss the advantages and disadvantages of the consumer society.

Example: *One advantage is that there is plenty of choice – for example, you can buy 20 different types of coffee in the shops.*

26. Read the text below quickly. Don't try to fill in the gaps yet. Is

the text describing:

- a) dangers of brand names?
- b) the good points about brand names?
- c) both the dangers and the good points?

Read the text carefully and decide which answer (A, B, C or D) best fits each space. There is an example at the beginning (0).

ARE BRAND NAMES WORTH IT?

How do famous companies get people to spend a (0) A on brand names? To find the (1) _____ to this question, just observe the children in any school playground.

Hannah is a (2) _____ nine-year-old student at an English primary school. She's not quite sure what a brand (3) _____ is, but she's sure of what she wants. As part of a new sales (4) _____, all the students in her class have been given a free bag with the Nike (5) _____ on it. Hannah hasn't really (6) _____ the connection yet, or asked for Nike trainers, but it's only a (7) _____ of time before she does. But is it right that companies should (8) _____ such young children for their promotional activities?

Brand names seem to have (9) _____ over us because they allow us to (10) _____ with a particular group of people. A brand name has a certain (11) _____. It suggests we are able to afford this product – and most of us like to (12) _____ off what we can afford. Some people also believe that brand names provide a (13) _____ of quality. So a brand has to provide this quality. (14) _____ people will eventually stop buying it.

So only time will (15) _____ whether it's really worthwhile paying extra money for a brand name. Meanwhile, Hannah is delighted with her free Nike bag.

0 A fortune	B treasure	C deal	D load
1 A reply	B response	C answer	D solution
2 A similar	B typical	C uniform	D regular
3 A certainly	B factually	C surely	D actually
4 A battle	B campaign	C attack	D propaganda
5 A diagram	B mark	C picture	D logo
6 A made	B taken	C done	D put
7 A situation	B problem	C question	D state
8 A target	B aim	C focus	D point
9 A rule	B meaning	C power	D force
10 A identify	B indicate	C sign	D point
11 A invention	B impression	C portrait	D image
12 A present	B show	C carry	D wear
13 A guarantee	B bond	C security	D receipt
14 A since	B otherwise	C but	D however
15 A say	B speak	C tell	D state

27. a) Match the adjectives and adverbs on the left with the nouns on the right to make collocations. There may be more than one possible combination.

- | | |
|------------------|---------------|
| 1. incredibly | a) control |
| 2. wide | b) compact |
| 3. special | c) sample |
| 4. total | d) selection |
| 5. revolutionary | e) discount |
| 6. amazing | f) appearance |
| 7. perfect | g) price |
| 8. free | h) product |

b) Now complete the following sentences using the collocations.

- It's light, _____ and fits easily in your pocket.
- Pop in and see our _____ of handy penknives today.
3. Take advantage of our _____ – it's 10% off today.
- You'll have _____ over unruly hair from now on.

you want it?"

31. a) Choose two of the words in brackets to complete the sentences.

1. I like shopping in the summer _____ when there are good _____ on everything! (*sales / bargains / reductions*)
2. Whenever you buy anything you should always keep the _____ in case you want to _____ it later. (*exchange / receipt / prescription*)
3. I never seem to be able to find a _____ although my friend seems to get a _____ on everything and never pays full price! (*discount / bargain / refund*)
4. Some people always pay _____ when they go shopping, but I prefer to pay _____ because I don't like carrying too much money. (*on credit / by cheque / in cash*)
5. I go shopping once a week – it's easier to _____ that way so it's more _____. (*economical/economic / budget*)
6. I hate waiting in a long _____ at the _____ in the supermarket. (*till / checkout / queue*)

b) Ask a partner these questions.

1. Do you like shopping in the sales?
2. Have you ever taken something back to the shop and exchanged it or asked for a credit note?
3. Are you good at finding bargains?

c) Now make more questions for Exercise 16.a, sentences 4, 5 and 6, and ask your partner.

32. a) Match the following descriptions to the leisure facilities below.

1. Large modern building with outdoor floodlit area, fitness room and snooker room. Wheelchair access to all areas.

2. Open 24-hours a day for a wide range of activities including skating lessons, ice hockey, public and disco skating sessions.
3. Includes displays of local history, archaeology, architecture and the environment.
4. A collection of books, videos, DVDs and CD Roms which can be borrowed by the general public. Reference and information services are also available.
5. Exhibitions by local painters and local contemporary craft, as well as a permanent display of British and international paintings.
6. An ongoing programme of day and evening classes including computer skills, dressmaking, First Aid and foreign languages.

- a) art gallery
- b) ice rink
- c) library
- d) museum
- e) sports centre
- f) Further Education college

b) Which of the facilities above does your town have? What other facilities are available?

c) Where would you go in your town or city:

1. to buy the trendiest clothes?
2. to buy the cheapest household goods?
3. to buy a really unusual present?
4. to listen to great music or dance till 2 a.m.?
5. to go for a relaxing walk?
6. to meet your friends for coffee?
7. to enroll for an evening class in pottery?
8. to get some serious exercise?

33. a) Complete each description using words from the boxes.

A

“This is the sort of outfit I expect an employee to wear. The suit is (1) _____ grey (2) _____. It's a (3) _____ cut, so it won't date. The shirt is (4) _____ blue (5) _____, and the tie is (6) _____, striped yellow and blue. And black (7) _____ (8) _____ shoes, of course.”

classic, cotton, dark, slip-on, leather, pale, silk, wool

B

“I think Stuart can wear (1) _____ colours. I think this green (2) _____ sweater really suits him – it (3) _____ his eyes. And the jacket's very practical, it's (4) _____, and a nice unusual colour. It (5) good with these (6) _____ trousers and (7) _____ (8) _____ shoes.”

beige, bright, brown, looks, matches, casual, round-neck, waterproof

b) Discuss these questions.

1. Which look is a) formal and professional) b) smart but casual?
2. How fashionable is each outfit?
3. Who do you think is speaking in each description, A and B?

c) Work with a partner.

- Plan a new outfit for Stuart. Think about:
 - the general look and image (e.g. formal, smart-casual, casual)
 - what items of clothing Stuart would look good in
 - the colour, material and design.
- Write a short description of the outfit you think would suit him.

34. a) Look at the title of the text below. What are vintage clothes? Why do you think people might want to collect them?

b) Now read the text quickly to see if you were right.

c) Read the text again and look carefully at each line. Some of the lines are correct, and some have a word, which should not be there. If a line is correct, put a tick (✓). If a line has a word which should not be there, write the word at the end of the line. There are two examples at the beginning (0 and 00).

TIP! Remember to read the text sentence by sentence, not line by line, so that you understand the meaning and structure of each sentence. Check the first and last word in each line in case either one is the extra word.

COLLECTING VINTAGE CLOTHES

0 If you look up in the fashion magazines nowadays, you may *up*
00 find that the latest fashion is something copied from the past. ✓
1 Designers are getting ideas from old styles, and many of followers
2 of fashion are taking this idea further, and actually searching
3 for old clothes. What there is called “vintage fashion” has become
4 the hottest style around, with famous people such like Julia Roberts
5 wearing vintage clothes in the public. But second-hand is not cheap.
6 As old clothes that become popular, their price rises. The name on
7 the label still matters, but the fashion is to be wear something made
8 by a designer from the past, and it is so a special challenge to find
9 something which made by a designer before he was famous. As
10 well as also this, vintage clothes may be valuable because of their
11 condition and the quality of the material. If a celebrity owned them or
12 was photographed been wearing them, this also adds to their second-
13 hand price. But if you buy such clothes as an investment, take this
14 advice on what you should and shouldn't do it. Don't alter the clothes,
15 store them carefully, and only get them dry cleaned by an expert.

d) What vintage fashions do you like best?

35. Phrasal verbs with up.

a) Match each phrasal verb with the best ending.

1. I wrapped up j)
2. I closed up
3. I finished up
4. I tidied up
5. I zipped up
6. I sewed up
7. I gathered up
8. I washed up
9. I drank up
10. I saved up
 - a) all the sandwiches but I was still hungry.
 - b) the shop and went home.
 - c) my books and left the library.
 - d) my jacket to keep the wind out.
 - e) the hole in my jeans.
 - f) all the dirty dishes.
 - g) enough money to buy a car.
 - h) my orange juice.
 - i) the whole house.
 - j) Jane's birthday present.

b) What do all the phrasal verbs above have in common?

- a) They are all to do with upwards movement.
- b) They are all to do with completing something.

SPEAKING EXERCISES

1. Dramatize the situations.

1. You are in a shop. Ask the shop assistant to show you a suit for summer wear.
2. You are in a shop. Ask the shop assistant for a pair of shoes of your size.
3. You are a shop assistant and a customer asks you for a coat for winter wear. You send him over for the next counter, as you sell only raincoats.

4. You are two friends. Both of you have run out of foodstuffs, so you must go shopping. One of you prefers buying food at supermarkets, the other is for looking in several small shops.
5. You must have some new things for foe spring wear. Together with your friend you go shopping for a pair of gloves, shoes, a hat and a raincoat. You buy almost everything, but you fail to find gloves of your size.
6. Two friends have different viewpoints on getting new clothes. One of them likes to have things specially made, the other prefers buying clothes off the peg. The former latter has just bought a pair of shoes, the former has ordered a new costumes.
7. You come to a bookstore. You don't plan to buy anything, you just want to have a look at the display of books there. But the shop assistant persuades you to buy a book.
8. You are a teenager claiming the freedom to wear modern styles and colours. Your grandmother is convinced that true elegance is lost.

2. What (exactly) did you wear to the last three parties you have been to?

3. What (again exactly) would you wear on each of the following occasions:

- an open-air rock concert;
- a formal garden party;
- a new discotheque's first night;
- a summer afternoon on the river;
- a quiet evening at home;
- a barbeque party.

4. In which period of history do you think men and/or women dressed especially attractively? Describe what you like about these clothes.

5. What clothes have you seen in the street or in shops recently that really appealed to you?

6. What clothes have you bought over the past year? How often have you worn them? Do you still like them? What condition are they in now?

7. What are your favourites in accessories?

8. What kind of footwear is suitable for the following occasions:

- a holiday;
- PT lessons;
- everyday wear;
- for special occasion;
- for summer wear;
- winter wear;
- autumn / spring wear.

9. Imagine yourself a correspondent of a fashion plate. Prepare a short article about the latest tendencies in fashion.

10. Discuss what skills and qualities you need to be an effective sales person.

11. Work with a partner. You are going to prepare a short advertisement for the radio.

a) Choose an object to sell and prepare a two-minute presentation. Think about:

- the advantages of the product
- the appearance
- what It can do
- how you can persuade people to buy it.

b) Give your presentation to the class. Which presentations were most effective in selling the product?

12. Discuss the following questions.

1. What sort of clothes do you like wearing for school/for work/at home?
2. What is your favourite item of clothing? When and where did you get it? Why do you like it? What sort of clothes don't you like to wear?
3. Have you ever bought an item of clothing that you have never worn? Why did you buy it? Why haven't you worn it?
4. How has fashion changed in the last five years? Do you like to keep up with the latest fashions?
5. Is there any type of modern fashion that you would never wear?
6. Do you like getting advice when buying clothes?
7. What trends in fashion do you know about?
8. What factors affect what we wear?
9. Do you think it's enough to follow a fashion trend to be up with the fashion? What else should be taken into consideration?
10. Do you think having dress sense is important? How to teach and to learn dress sense?
11. How should a teacher dress? Do you think conspicuous clothes should be a taboo in class? Give your reasons.

13. Read the newspaper story. Then tell the story to your partner. What is your attitude to dress codes?

GIRL BARRED FROM TOP STORE

A fashion-conscious Gilly Woodward left Harrods last Friday, she felt proud of the £120 designer jeans that she had just bought. But when Gilly, 31, returned to the store the next day to do some more shopping, she was barred from entry because she was wearing the same jeans.

Gilly, now back home in Liverpool, had been staying with her friends in London for a few days. She explained what had happened.

“I was walking through the swing doors, when suddenly I was stopped by a large, uniformed security guard. He pointed at my knees, and said that my jeans were torn and I couldn't enter. I tried to tell him that I had bought them in Harrods the day before, and that the torn bits were fashionable. But he didn't listen. He told me to get out. By this time, a crowd of people had gathered. I left immediately because I had never felt so embarrassed in my life.”

A spokesman from Harrods said that the dress code had been introduced in 1989, and it states: no beachwear, no backpacks, no torn demins.

14. Why do most people like fashion and its changes? Fashion is a word that wants examining, isn't it? Read the following to determine the pattern of thought each author employs. Express your opinion concerning the problem.

1

Whenever you see an old film, even made as little as ten years ago, you cannot help being struck by the appearance of women taking part. Their hair-styles and make-up look dated, skirts look either too long or too short; their general appearance is, in fact, slightly ludicrous. The men taking part in the film, on the other hand, are clearly recognisable. There is nothing about their appearance to suggest that they belong to an entirely different age.

This illusion is created by changing fashions. Over the years, the great majority of men have successfully resisted all attempts to make them change their style of dress. The same cannot be said of women. This year the designers decide in their arbitrary fashion skirts will be short and waists will be high; zips are in and buttons are out. Next year the law is reversed and far from taking exception, no one is even mildly surprised.

Changing fashions are nothing more than the deliberate creation of waste. Many women squander vast sums of money each year to replace clothes they have hardly even worn. Women who cannot afford to discard clothing in this way, waste hours of their time altering the dresses they have. Hemlines are taken up or let down; waistlines are taken in 'or let out; necklines are lowered or raised, and so on.

No one can claim that the fashion industry contributes anything really important to society. Fashion designers are rarely concerned with vital things like warmth, comfort and durability. They are only interested in outward appearance and they take advantage of the fact that women will put up with any amount of discomfort, providing they look right.

When comparing men and women in the matter of fashion, the

conclusions to be drawn are obvious. Do the constantly changing fashions of women's clothes, one wonders, reflect basic qualities of fickleness and instability? Men are too sensible to let themselves be bullied by fashion designers. Do their unchanging styles of dress reflect basic qualities of stability? That is for you to decide.

2

Fashion – why does it change? Because change is one of nature's laws. If there was no change, there would be no motion, there would be no life.

Change is ever going forward in nature. Today it is spring, and all nature is waking to new life. A few weeks hence, and every tree and shrub will be clothed in a robe of green, sprinkled with blossoms. Later, the green of various shades will merge into the autumn tints, and later still, nature will take off her robe entirely, only to clothe herself in the coming years again with various changes, according to the seasons.

So mankind instinctively changes in style of costume, often for the better, and sometimes, it must be admitted, for the worse. But the change ever goes forward, fashion repeating itself within the century, often within a generation, almost as certainly as the seasons do within the year.

There is no use, therefore, in issuing a fiat (*formal command*) against changes of fashion. Best judgement is shown in accepting of the inevitable and adapting ourselves to circumstances.

15. Read the following stories of legendary designers. Be ready to prepare a story about a designer to your liking.

COCO CHANEL

Gabrielle Bonheur “Coco” Chanel (1883–1971) embodied the true rags-to-riches story. When she was 12 years old, her mother died and her father left the family. She was put into an orphanage where she learned the seamstress trade. She became a licensed hatmaker and opened a boutique in Paris, which she called Chanel Modes. A theater actress wore her hats in a play, and Chanel’s company began to thrive. She opened a second boutique called Chanel Biarritz, in Deauville, France, and created casual jersey

clothes to sell for this boutique. By 1919, she was inducted into the Chambre de la Syndicale and was then able to establish her couture house in Paris.

In 1924, Chanel established Parfums Chanel and Chanel No. 5 was the first perfume she launched and remains the highest grossing perfume of all time. The French government claims that a bottle of Chanel No. 5 is sold every thirty seconds.

A pivotal moment in Chanel's career came in 1931 when she was introduced to American film producer Samuel Goldwyn (of MGM fame) in Monte Carlo. He presented Chanel with an offer of a lifetime. For one million dollars, he would fly her to Hollywood to design costumes for all the stars of the great films of the time. Of course, she accepted.

At the beginning of World War II, Chanel closed all of her stores, and eventually reestablished her fashion house. She continued to work until the January 10, 1971, when at the age of 87, she died in her sleep, shortly after overseeing the finalization of her spring collection.

Her legend continues today with German fashion designer Karl Lagerfeld at the helm, carrying on her tradition for the house of Chanel. Several films, television shows, a Broadway musical, and many books have been written about her, including the fantastically inspiring children's book entitled *Different Like Coco*, written and illustrated by Elizabeth Matthews. Chanel will go down in history as a woman who lived life in her own way, on her own terms, and in the way she saw fit. Chanel was a pioneering fashion designer and woman whose modernist thought, menswear-inspired fashions, and pursuit of expensive simplistic classics made her a central figure in the world of fashion in the twentieth century. She was the only couturier to be named in the "Time 100: The Most Important People of the Century" list.

Fashion fades, only style remains the same.

— *Coco Chanel*

CRISTIAN DIOR

Christian Dior (1905–1957) was born into a wealthy family and lived in a seaside beach town on the coast of Normandy. Dior's parents insisted he study

political science with the hopes that he would one day become a diplomat, but Dior had other plans for himself, as he always had his sights set on the fashion world. He earned a living by selling his fashion sketches on the front stoop of his home and he then began working as an assistant for couturier Robert Piguet. After his deployment from the military, he began working for Lucien Lelong, as head designer alongside Pierre Balmain. Dior firmly believed that women were ready for a new, luxurious postwar look, and, in 1946, after hiring 85 employees, the House of Dior was born and decorated in Dior's favorite white and gray color combination. His first line was shown two years later, and clearly exhibited free-flowing, flowerlike, and billowing skirts with a striking hourglass silhouette.

In order to achieve this hourglass look, Dior lined his fabrics with percale (a plain-weave fabric made of cotton, polyester, or other blend), which made his dresses flare out from the waist, giving his models a very curvaceous form. Carmel Snow said to Dior of this collection, "It's quite a revelation, dear Christian, your dresses have such a new look." It was from that moment on that this became known as "The New Look." So the partnership and strong relationship that Dior shared with an editor led him to gain glorious press for his new idea, and in turn helped him gain incredible exposure and success. The Dior client list ranged from legendary film actresses Ava Gardner and Marlene Dietrich to Princess Margaret and the Duchess of Windsor. Dior died while vacationing in Italy in 1957.

Christian Dior was best known for his superior innovations and for creating, for the first time in fashion designer history, a global brand extending across various product categories. Fashion designer Christian Lacroix says of Dior, "He was so famous in France at the time, it seemed as if he wasn't a man, but an institution." Dior himself once related the story of a time when his grandfather took him and his cousins out to dinner, when they were little. His grandfather had asked his young grandson what he intended to be when he grew up, to which he replied, "Christian Dior."

*Zest is the secret of all beauty. There is no beauty that is attractive
without zest.*

— *Christian Dior*

TEST WORK. CLOTHES

1. Match the following names of materials with their definitions.

- | | |
|-------------|------------|
| 1. corduroy | 7. linen |
| 2. cotton | 8. nylon |
| 3. denim | 9. silk |
| 4. flannel | 10. suede |
| 5. lace | 11. velvet |
| 6. leather | 12. wool |

- a) a strong man-made substance made into cords, plastics, and material for clothes
- b) thick thread or cloth made from the soft thick hair which sheep and some goats have on their bodies
- c) soft leather with a rough surface
- d) cloth or thread made from the white hair of the cotton plant
- e) cloth made from the plant flax
- f) a fine closely woven material made of silk, nylon, cotton, especially with a soft furry surface on one side only
- g) animal skin that has been treated to preserve, used for making shoes, bags, etc.
- h) thick strong cotton cloth with thin raised lines on it, used especially for making outer clothing
- i) smooth soft cloth made from fine threads produced by a silk worm
- j) a strong cotton used especially for making jeans
- k) a decorative cloth made of fine threads
- l) a smooth loosely woven woolen cloth with a slightly furry surface

2. Decide if the following clothes are usually worn above the waist, below it, or both, and if they are worn usually by women or men, or both.

	above	below	both	women	men	below
Blazer						
Night-dress						

Skullcap						
Slip						
Suit						
Tights						
Top hat						
Turtleneck						
Underwear						

3. Choose the correct answer.

- The boxer in the dark _____ is sure to win.
a. costume b. pants c. trousers d. trunks
- Why don't you wear a(n) _____ when you do your housework?
a. apron b. cloth c. duster d. towel
- Sally was wearing a very _____ skirt, which swirled round her as she danced.
a. big b. full c. loose d. tight
- My brother is always wearing the same _____ shirt.
a. lined b. spotted c. striped d. tie
- The tailor made Bob a new _____.
a. clothes b. dress c. suit d. wear
- The most expensive _____ coats are made of mink.
a. feather b. fur c. hair d. skin
- He turned up his _____ to protect his neck from the cold wind.
a. cap b. collar c. scarf d. sleeve
- It's a smart restaurant and men have to wear a _____.
a. blouse b. coat c. dress d. jacket
- She bought a new _____ for the Christmas party.
a. cloth b. dress c. vest d. wear
- He was wearing a dark blue tie over his white _____.
a. blouse b. jacket c. scarf d. shirt

4. Put each of the following words in its correct place in the text.

Bones, bought, choose, chosen, feet, fit, pain, place, properly, protect,

quality, shape, shoes, size

SHOES AND HEALTH

Shoes should be 1 _____ with the idea that they are made to 2 _____ and support the 3 _____. They should be 4 _____ for shape, 5 _____ and the 6 _____ of the material. 7 _____ is no guarantee that 8 _____ will fit, and people should 9 _____ shoes that follow the 10 _____ of the foot. Only with 11 _____ fitting shoes will the wearer avoid the 12 _____ of having the small 13 _____ of the foot pushed out of 14 _____.

5. Fill in the blanks with a suitable word.

1. Some years ago people thought that _____ would replace the miniskirt with something more modern.
2. His clothes were so dirty that his wife had to send them to the _____.
3. You use _____ to change the colour of clothes.
4. This dress is a fantastic _____. It is only £10.
5. If your clothes are dirty, you should leave them in a bucket of water to _____ overnight.
6. I don't buy this blouse. I am sure it will _____ the first time I wash it.
7. She is dressed in _____ because she is a widow.
8. I can't _____ to buy this suit. It's too expensive.
9. He hung his raincoat on the coat _____ in the entrance hall.
10. I think this _____ of blue doesn't really suit you well.

6. Match the two parts of the sentences.

1. There are lots of ...
2. Charities have been delivering ...
3. I must buy something ...
4. Natalie was wearing ...

5. I used to hate ...
6. Don't forget to bring ...
7. Put your coat on ...
8. If you like these shoes, ...
9. If I take my glasses off, ...
10. Long skirts are ...
11. He's put on so much weight ...
12. My arms were bare ...
 - a.) ... to wear for Julia's wedding.
 - b.) ... your swimming things when we go to the beach.
 - c.) ... wearing school uniform.
 - d.) ... good clothes shops in Covent Garden.
 - e.) ... and they got badly sunburnt.
 - f.) ... food and clothing to the disaster area.
 - g.) ... why don't you try them all?
 - h.) ... very fashionable these days.
 - i.) ... a blue and purple outfit.
 - j.) ... that his clothes don't fit any more.
 - k.) ... if you are going out.
 - l.) ... I can hardly see anything.

TEST WORK. SHOPPING

1. In which shops would you buy the following items?

- | | |
|--------------------------|----------------|
| 1. apricots, radishes | at the _____'s |
| 2. aspirin, vitamins | _____ 's |
| 3. bread, cakes | _____ 's |
| 4. cigarettes | _____ 's |
| 5. dogs, cats, hamsters | _____ 's |
| 6. hammer, nails | _____ 's |
| 7. mutton, veal | _____ 's |
| 8. newspapers, magazines | _____ 's |
| 9. pens, writing paper | _____ 's |
| 10. roses, daffodils | _____ 's |

- | | |
|------------------------|----------|
| 11. salmon, herring | _____ 's |
| 12. tea, sugar, coffee | _____ 's |
| 13. very old furniture | _____ 's |

2. Match the kinds of places where you can buy things with their definitions.

- | | |
|----------------------|---|
| 1. bazaar | a. ... a large shop divided into smaller parts, in each of which different goods are sold |
| 2. mobile shop | b. ... a large shop selling mainly food where one serves oneself |
| 3. boutique | c. ... a large shop |
| 4. department store | d. ... a table or small one-fronted shop in a public place |
| 5. kiosk | e. ... shop for sale of cheap goods of great variety |
| 6. market | f. ... a part of a town limited to shopping; often without cars |
| 7. shopping arcade | g. ... a covered movable shop |
| 8. shopping centre | h. ... a small open hut, such as one used for selling newspapers |
| 9. shopping precinct | i. ... a small shop selling fashionable clothes |
| 10. stall | j. ... a group of shops of different kinds, planned and built as a whole |
| 11. store | k. ... a covered passage with a row of shops on either side |
| 12. supermarket | l. ... open place where people meet to buy and sell goods, especially food |

3. Match each container with its contents.

- | | |
|--------------|------------------------------|
| 1. barrel | a. bank notes, tickets |
| 2. basket | b. beer |
| 3. bin | c. boiling water |
| 4. box | d. business papers |
| 5. briefcase | e. cash, jewellery |
| 6. envelope | f. clothes for holidays |
| 7. flask | g. clothes for long holidays |
| 8. jug | h. coins |
| 9. kettle | i. flowers |

- | | |
|--------------|----------------------------|
| 10. purse | j. hot coffee, cold drinks |
| 11. safe | k. letters |
| 12. satchel | l. matches |
| 13. suitcase | m. school books |
| 14. tank | n. shopping |
| 15. trunk | o. suits, jackets |
| 16. vase | p. waste paper or bread |
| 17. wallet | q. water, petrol |
| 18. wardrobe | r. water, milk |

4. Choose the correct answer.

1. 250 \$ is too much for that coat. It is just not _____ it. (bargain; deal; value; worth)
2. She said she couldn't _____ a new dress on her small salary. (afford; save; spare; spend)
3. I'll have to buy _____ trousers. (a; a couple of; a pair of; two)
4. She's been trying to persuade her husband to buy her a new fur _____. (dress; handkerchief; muff; scarf)
5. I _____ the blouse in the fitting room but it was obviously too small. (tried; tried on; tried out; wore)
6. She couldn't make up her _____ whether to buy the green skirt or the red one. (brain; head; heart; mind)
7. Because of her small salary, she often buys clothes at that _____ stall in the market. (second-best; second chance; second-class; second-hand)
8. She wanted to buy a modern dress, she didn't want an old-_____ one. (formed; fashioned; shaped; styled)
9. Look at that brooch! I only paid 3 \$ for it at the sale. It was a real _____. (affair; bargain; benefit; occasion)
10. Would you like to _____ that suit to see if it fits you? (approve; experience; experiment; try on)
11. You'll _____ your money if you buy that hat; you will never wear it. (giving away; losing; saving; wasting)
12. There is a good _____ of cardigans in that store. (offering;

presentation; production; selection)

13. These trousers are too _____: I'll have to get a bigger pair. (close; loose; narrow; tight)

14. I wanted to buy you a dress, but I didn't know your _____. (cut; measure; size; waist)

15. All sweaters are _____ by the local people on a small Scottish island. (founded; knit; made; worn)

5. Put each of the following words and phrases in its correct place in the text below.

Advertising, department, different, employ, families, financial, floors, goods, handles, jobs, located, merchandise, needs, occupiers, optician's, personnel, price, purchases, records, roof, sales promotion, section, services, shopping, staff, store, travel agency, typical

DEPARTMENT STORE

A department store is a 1 _____ which sells many 2 _____ kinds of goods, each in a separate 3 _____. Modern department stores serve the 4 _____ of entire 5 _____. People enjoy 6 _____ in such stores because they can make all their 7 _____ under one 8 _____.

The 9 _____ department store 10 _____ one large building, with separate departments 11 _____ on a number of 12 _____. A number provide special 13 _____, such as a 14 _____ or 15 _____. Department stores 16 _____ hundreds of people for different 17 _____. Employees buy, 18 _____, and sell the 19 _____. The 20 _____ manager and his 21 _____ promote the sale of 22 _____ through 23 _____ and other techniques. The comptroller heads the 24 _____ that keeps 25 _____ and manages the store's 26 _____ affairs. The 27 _____ staff hires employees and 28 _____ other employment problems.

6. Match the two parts of the sentences.

1. There is a store across the street ...
2. The big chain stores have made it ...
3. Japanese companies export televisions ...
4. Microsoft has just brought out ...
5. They make most of their profits ...
6. There are so many different shampoos on the market ...
7. The money was used ...
8. We offer a 10% discount ...
9. Consumers are demanding ...
10. I got his T-shirt when I was in France – ...
 - a. and hi-fi systems all over the world.
 - b. from the sale of farm machinery.
 - c. buy new equipment for the hospital.
 - d. it was a real bargain.
 - e. to regular customers.
 - f. a new edition of its multimedia encyclopaedia.
 - g. more environmentally friendly products.
 - h. that it's hard to know which one to buy.
 - i. that sells ice cream.
 - j. very different.

PART II.

Магазины в США/ Shopping in the USA

В США можно купить все, что душе угодно, и даже немного больше. В рекламе одного универмага говорилось: «Если вы сами не знаете, что вам надо, заходите, у нас это есть». Постоянно увеличивающееся разнообразие товаров делает проблему выбора, на первых порах, достаточно сложной. Вы должны определить, что вам необходимо в первую очередь, и соответственно планировать свои покупки. Чтобы быть экономным в покупках, нужно следить за объявлениями в газетах, посещать магазины уцененных товаров и распродажи в обычных магазинах.

Самый насыщенный источник информации – газеты. Как правило, в трех разделах газет сообщаются сведения о продаже товаров и об услугах с указанием цен. Объявления, о распродажах (Sales) Помещаются на первом плане. Есть и рекламные приложения к газетам, целиком состоящие из объявлений.

На последних страницах газет печатается дел «классифицированные объявления» (Classified ads) по типу нашего «Рекламного приложения» к газете «Вечерняя Москва», в котором под заголовками «Дома для продажи», «Продажа велосипедов», «Продажа домашнего скота», «Продажа электротоваров» и т. п. люди, желающие что-то продать, обменять, сдать в наем и так далее, предлагают свои услуги.

Система «Товары – почтой» выпускает всевозможные каталоги разных объемов. В каталогах на нескольких сотнях страниц перечисляются почти все потребительские товары, которые только существуют. Самые известные каталоги – это «Sears, Roebuck and Co. Catalogue», «Montgomery Ward Catalogue», «Spiedel Catalogue». В этих каталогах даются не только названия товаров, но и иллюстрации со всей необходимой информацией – размеры, цвет, материал, упаковка, каталожный номер, то есть всё то, что нужно знать, чтобы выбрать и заказать понравившуюся вещь.

Товар должен быть продан – таков закон рынка. Поэтому

регулярно устраиваются различные распродажи по ценам, ниже обычных. Распродажи (Sales или On special) пользуются большой популярностью у американцев. Американцы, чтобы купить что-нибудь подешевле, поедут не то что на другой конец города – в другой штат. Бдительно следят за рекламой всевозможных распродаж. На Мичиган-авеню (г. Чикаго) магазин посуды и хрусталя переезжал в другое здание и объявил большую распродажу. Моментально образовалась длинная очередь – явление здесь редчайшее. Короче, они (американцы) большие рационалисты.

Во всех магазинах всегда есть какие-либо товары на распродаже, однако ассортимент товаров и длительность времени распродаж варьируются. Если к вашему приходу товар, бывший на распродаже, уже закончился (Sold out), можно попросить талон (Raincheck), который гарантирует вам приобретение данного товара по распродажной цене при поступлении его в обычную продажу.

Для покупки товаров со скидкой предлагаются также купоны (Coupon), которые печатаются в газетах, на упаковках ранее купленных товаров (и вы эти купоны аккуратно вырезаете). Купоны могут прислать вам по почте. Зачастую на них указывается срок их действия. При покупке товара купон сдается кассиру в магазине, и вам предоставляется соответствующая скидка при оплате.

Есть также система продажи товаров по сниженным ценам, не связанная с распродажами. Она называется “Basement”, что означает полуподвальное помещение в универмагах, где по сниженным ценам продаются так называемые залежалые товары.

Существует система «оптовой» продажи (Wholesale). В понятие «оптовой» входит и продажа всего лишь нескольких одного товара, предоставляющая скидку до 30 % от первоначальной цены.

Путешественники из стран Восточной Европы, будучи в Нью-Йорке, предпочитают делать покупки на так называемой «Садовой улице» (Orchard street), в просторечии именуемой «Яшкин-стрит», где товары ориентированы на вкусы, кошельки, понятия моды и престижа жителей восточноевропейских стран и где продавцы – преимущественно еврейской национальности – сами выходцы из этих

стран.

Садовая расположена в районе Нижний Истсайд (East side). Здесь на улицах с 20 по 40-ю находятся магазины товаров по сниженным ценам, многие из них работают без выходных дней.

Магазины Америки предлагают широкий ассортимент товаров. Маленькие магазинчики, в основном, располагаются в жилых кварталах, крупные – в центре города (Downtown). Выбор товара производится как с помощью продавца, так и самообслуживанием.

Цены на один и тот же товар в одном и том же городе могут значительно отличаться в зависимости от места продажи (район города) и типа магазина. Есть известные престижные магазины с очень высокими ценами исключительно для состоятельных людей.

Чтобы с одного раза получить полное впечатление от магазинов, посетите крупный торговый центр, практически имеющийся в каждом городе, который называется Shopping Mall.

Типы магазинов

Супермаркеты (Supermarkets) – у нас им примерно соответствуют универсамы – это большие современные магазины по продаже практически всех видов продуктов. В них также могут продаваться моющие средства, косметика, журналы, кое-какая одежда, предметы домашнего обихода, лекарства, не требующие рецептов. В супермаркетах обязательно есть кафетерии или небольшие закулочные.

Американцы не пользуются хозяйственными сумками и авоськами. Купленные вами продукты укладываются кассиром на выходе в двойной бумажный мешок, и вы идёте домой по-американски – в обнимку с бумажным пакетом.

Универмаги (Department store) – наиболее распространенная сеть магазинов, продающих одежду, обувь, мебель, электротовары, хозяйственные товары и многое другое.

Размеры одежды и обуви в США отличаются от наших.

ЖЕНСКИЕ РАЗМЕРЫ

пальто, платье

Русск.	36	38	40	42	44	46	48
Амер.	8	10	12	14	16	18	20

блузки, свитера

Русск.	40	42	44	46	48	50	52
Амер.	32	34	36	38	40	42	44

обувь

Русск.	35	35	36	37	38	38	39	39	40
Амер.	5	5.5	6	6.5	7	7.5	8	8.5	9

Чулки

Русск.	0	1	2	3	4	5	6
Амер.	8	8.5	9	9.5	10	10.5	11

МУЖСКИЕ РАЗМЕРЫ

КОСТЮМЫ

Русск.	44	46	48	50	52	54	56	58
Амер.	34	36	38	40	42	44	46	48

рубашки

Русск.	36	37	38	39	40	41	42	43
Амер.	14	14.5	15	15.5	16	16.5	17	17.5

обувь

Русск.	39	40	41	42	43	43	44	44	45	45
Амер.	7	7.5	8	8.5	9	9.5	10	10.5	11	11.5

Комиссионные магазины (Thrift shops) продают по весьма умеренным ценам вещи, бывшие в употреблении. Американцев не смущает покупка подержанной одежды и мебели. Эти магазины обычно управляются благотворительными организациями.

Магазины Армии Спасения (Salvation Army stores) и магазины Доброй Воли (Goodwill industries stores) – это магазины, в которых можно купить подержанные вещи по чисто символическим ценам. Вещи жертвует население в благотворительных целях.

Сельскохозяйственные рынки есть практически во всех городах. На них в определенные дни фермеры продают свежие фрукты, овощи и цветы. Хотя цены на рынках могут быть и не ниже, чем в супермаркетах, но качество продуктов обычно выше.

Большие супермаркеты производят товары собственной марки, которые продаются дешевле.

Цена, указанная на товаре, не является окончательной. При оплате товара обязательно приплюсуют какой-либо налог (как наш 5-процентный) или сразу насколько. Величина налога зависит от стоимости товара и может составлять, от 2 до 8 процентов от его цены.

Цена товара фиксируется на упаковке кодовыми полосками, которые «считываются» у кассы. Если злоумышленник или просто забывчивый покупатель минует кассу, сработает сигнализация.

НЕ ОТРВАЙТЕ С УПАКОВКИ БУМАЖКУ С КОДОВЫМИ ПОЛОСКАМИ!

Расфасовка товаров различна. Один и тот же товар можно купить в маленьком пакете и в большой коробке. Товары, предназначенные для длительного пользования (стиральный порошок, например), дешевле покупать в большой расфасовке.

На упаковках всех скоропортящихся продуктов указывается срок окончания хранения, после которого магазин не вправе продавать этот товар.

Если вы приобрели товар, который по какой-либо причине вам не подходит (к продуктам это не относится), и хотите вернуть его и получить назад деньги (to refund), сохраняйте чек. При наличии чека деньги будут возвращены незамедлительно. Чек также пригодится, если вы зайдёте в магазин, торгующий аналогичными товарами.

Торговаться не принято. Однако при покупке дорогих вещей, таких как дом, машина, а также на сельскохозяйственных рынках, толкучках или при сделках между частными лицами американцы торгуются.

В Америке существуют две системы продажи товаров в кредит. Система «Лэйвэй» (Layaway) используется для товаров стоимостью до 300 долларов. Покупатель вносит от 10 до 50 процентов стоимости

покупки с обязательством погасить оставшуюся сумму в течение месяца. При этом товар остается на хранение в магазине до его полной оплаты. Если же покупатель не смог выплатить полную стоимость покупки к указанному сроку, он теряет внесённую сумму залога.

Система “Installment plan” действует при продаже дорогих товаров домашнего пользования, как-то: холодильник, стиральная машина, мебель и т. п. Вы приобретаете товар в долгосрочную рассрочку под довольно высокий процент, вплоть до 20 процентов. Первоначальный взнос может быть и небольшим, скажем, 10 %. На оставшуюся сумму начисляются проценты.

Покупка товаров в кредит может быть проведена по общим кредитным карточкам (Master Card, Visa, American Express) и по кредитным карточкам самого магазина, в котором вы совершаете сделку.

ЭКОНОМНЕЕ СРАЗУ ПОЛНОСТЬЮ ОПЛАЧИВАТЬ ПОКУПКУ.

Время работы магазинов варьируется даже в одном городе. Большинство магазинов открыто с понедельника по субботу с 9 – 9.30 до 17.30 или с 10 до 18 часов. Но они могут закрываться и позже. Во многих городах есть правило, что один вечер в неделю (обычно это четверг или пятница) магазины открыты до 9 часов вечера. Часто магазины открываются и в воскресенье на несколько часов во второй половине дня. Время работы магазинов можно проследить по газетам.

Самые крупные дорогие магазины Нью-Йорка: универмаг «Мэйсиз» (Macy’s), универмаги на 5-й авеню и Мэдисон авеню – работают с понедельника по пятницу с 10 до 18 часов.

USEFUL WORDS & EXPRESSIONS

СЛОВА И ВЫРАЖЕНИЯ

НАДПИСИ, ВЫВЕСКИ, ОБЪЯВЛЕНИЯ

Adjustments	Наладка
Antiques	Антиквариат
Auto Sales	Продажа автомобилей
Bakery	Булочная
Book Shop	Книжный магазин
Bike Shop	Продажа велосипедов
Camera Shop	Фототовары
Candy Store	Магазин «Конфеты»
Cards. Gifts	Открытки. Подарки
Carpets	Ковры
Coats & Dresses	Пальто и платье
Cookware	Посуда
Cosmetics	Косметика
Customer Service	Обслуживание покупателей
Exchange	Обмен
Returns	Возврат
Repairs	Ремонт
Dressing Rooms	Примерочные
Food Bazaar, Food Market	Продовольственный магазин
Furniture	Мебель
Gift Shop	Магазин «Подарки»
Girls	Для девочек (отдел в магазине)
Gold. Diamond	Золото. Бриллианты
Watches	Часы
Greengrocer	Овощи-фрукты
Liquor Shop	Крепкие напитки
Menswear	Мужская одежда
No Food, Drinking, Smoking or Pets Permitted in Store	В магазине не разрешается есть, пить, курить и ходить с животными.
40% to 70% OFF	Скидка на 40 – 70 %
Plants. Flowers	Растения. Цветы

Records. Tapes
Refrigerators. Freezers
Runner's Shop

Shoe Store
Sporting Goods
Sportswear
Spring & Summer
Store Hours
Monday thru Saturday
9 AM – 8 PM
Sunday 10 AM – 6 PM
Thank you for shopping
I must do some shopping today
I'm looking for ...

- a book store
- a china shop
- a clothing store
for children
for women
for men
- a department store
- a drug store
- a souvenir shop
- a jewellery store
- a liquor store
- a market
- a newsstand
- a record store
- a toy shop
- an electrical appliances store
- a shopping centre/mall

Пластинки. Плёнки
Холодильники
Магазин «Всё для занимающихся бегом»
Обувной магазин
Спортивные товары
Спортивная одежда
Весенняя и летняя одежда
Часы работы
Понедельник – суббота
9 – 20
Воскресенье 10 – 18
Спасибо за покупку
Мне надо сегодня кое-что купить
Я ищу ...

- книжный магазин
- магазин фарфора
- магазин одежды
для детей
для женщин
для мужчин
- универмаг
- аптеку
- сувенирный магазин
- ювелирный магазин
- винный магазин
- рынок
- газетный киоск
- магазин пластинок
- магазин игрушек
- магазин электротоваров
- торговый центр

ОБЩЕНИЕ С ПРОДАВЦОМ

Can you help me?	Будьте добры!
I'm just looking around.	Я только смотрю.
Can you show me some ...?	Покажите мне, пожалуйста ...
Do you have any ...?	Есть ли у вас ...?
I want a ... (big) one.	Я хочу ...
I don't want anything too expensive.	Я не хочу ничего слишком дорогого.
Do you give discount?	Вы делаете скидку?
Where do I pay?	Где касса?
How much is this?	Сколько это стоит?
I'd like a refund.	Я хотел бы получить деньги обратно.
May I help you?	Чем могу служить?
I would like to buy a sport blouse.	Я бы хотел купить спортивную рубашку.
What's your size?	К сожалению, я не знаю своего размера. Не могли бы Вы снять с меня мерку?
I'm sorry, but I don't know my size.	
Can you take my measurements?	
Where can I try this on?	Где я могу это примерить?
It is too large.	Слишком велико.
Do you have smaller sizes?	Есть размеры поменьше?
It's too tight at the waist.	Слишком тесно в талии.
The sleeves are too long.	Рукава слишком длинные.
Do you do alterations?	Вы можете переделать?
Do you charge extra for alterations?	Вы берёте дополнительную плату за переделку?
When will it be ready?	Когда будет готово?
This size fits me OK.	Этот размер мне подходит.
Does this have to be dry-cleaned?	Это нужно отдавать в химчистку?
Can you wash this at home?	Это можно стирать дома?
Does this have to be hand-washed?	Это нужно стирать руками?
Is this machine-washable?	Это можно стирать в машине?
Does this have to be ironed?	Это нужно гладить?
This is too expensive. I would like	Это слишком дорого. Я бы хотел

something cheaper.
This is a little too fancy for me.

Is this on sale?
What was the regular price?

что-нибудь подешевле.
Это слишком экстравагантно для
меня.
Это на распродаже?
Какова была обычная цена?

CLEANING CLOTHES

At the dry cleaner's:

I would like this dry-cleaned.
No starch on the shirts, please.
I would like to have it Friday
afternoon. Is that possible?
Is there a laundromat around here?

At the laundromat:

How much money do you have to
put in the washing machine?
About how much is a load?

Excuse me. How do you operate this
machine?
How much soap should you use for
one load?
When do you add soap?
What kind of detergent do you use?
About how long will it take?
Excuse me. Are you using this
machine?

В химчистке:

Я бы хотел отдать это в химчистку.
Не крахмальте рубашки, пожалуйста.
Я бы хотел забрать вещи днём в
пятницу. Это возможно?
Здесь есть поблизости прачечная
самообслуживания?

В прачечной самообслуживания:

Сколько денег я должен опустить в
стиральную машину?
Каков приблизительный вес одной
загрузки белья?
Простите, как управлять этой
машиной?
Сколько мыла нужно на одну
загрузку?
Когда добавлять мыло?
Каким порошком вы пользуетесь?
Сколько это займёт времени?
Простите, вы пользуетесь этой
машиной?

SEWING CLOTHES

Is there a fabric store around here?
I need some thread.

Здесь есть поблизости магазин
тканей?
Мне нужны нитки.

I need some needles.
Where are pattern books?
How much is a yard of this material?
sewing machine
fabric
tape measure
button
zipper
hooks and eyes
lining
pattern

Мне нужны иголки.
Где находятся книги с образцами?
Сколько стоит ярд этого материала?
швейная машина
ткань
рулетка, метр
пуговица
молния
крючки (застёжки)
подкладка
образец/рисунок

В ПАРФЮМЕРНОМ МАГАЗИНЕ

cream
cleansing cream
foundation cream
moisturizing cream
night cream
hand cream
bath essence
bath salts
bath oil
deodorant
eye pencil
eye shadows
(face) powder
lipstick
cream lipstick
pearlite/frosted lipstick
lip pencil/crayon
lip gloss
lip protector/balm
liquid make-up
nail polish

крем
очищающий крем
жирный крем
увлажняющий крем
ночной крем
крем для рук
пенящаяся жидкость для ванны
экстракт для ванны
масло для ванны
дезодорант
карандаш для глаз
тени для век
пудра
помада
жирная помада
перламутровая помада
карандаш для губ
блеск для губ
гигиеническая помада
тональный крем
лак для ногтей

nail polish remover	жидкость для снятия лака
nail clippers	кусачки для ногтей
nail file	пилочка для ногтей
make-up (sponge) bag	косметичка
rouge	румяна
shampoo	шампунь
suntan cream	крем для загара
suntan oil	масло для загара
shaving cream	крем для бритья
shaving brush	кисточка для бритья
after-shave lotion, cologne	лосьон после бритья/одеколон
Kleenex	бумажные платки
tissues	бумажные салфетки
powder puff	пуховка

VOCABULARY

TYPES OF SHOPS

antique shop – антикварная лавка/магазин

appliance store – магазин бытовой техники

auto repair/garage – авторемонтная мастерская

baker's – булочная

butcher's – мясная лавка

beauty salon/parlour – салон красоты

bookshop/bookstore – книжный магазин

boutique – бутик

building society – жилищно-строительная кооперация/кооператив

chain store/multiple shop – магазин сети (магазин, который является частью розничной сети); магазин, принадлежащий целой сети магазинов одного и того же владельца (как правило, в таких магазинах продаются одни и те же товары по примерно одинаковым ценам)

charity shop – благотворительный магазин (магазин, торгующий подержанными вещами, отдающий выручку на благотворительные цели)

chemist's/drug store – аптека

clothes store/clothing store – магазин готового платья/одежды

confectioner's/candy shop/sweetshop/pastry shop – кондитерская

convenience store – вечерний магазин, ночной магазин (небольшой магазин, торгующий самыми необходимыми товарами, в основном продуктами, и работающий дольше других магазинов, иногда круглосуточно)

corner shop – лавка на углу, угловой магазин (небольшой, продовольственный магазин на углу улицы в жилом районе города)

delicatessen (deli) – гастрономический магазин, гастроном; кулинария, отдел кулинарии

a department – отдел (в магазине)

department store – универсальный магазин, универмаг

DIY store – магазин «умелые руки» («сделай сам»)

dry cleaner's – приемный пункт химчистки, химчистка

estate agent's – контора/агенство по продаже недвижимости

flea market – блошинный рынок, барахолка

florist's – цветочный магазин

furniture store – мебельный магазин
greengrocer's – магазин/лавка по продаже овощей и фруктов
gift shop – магазин подарков
grocer's – бакалейная лавка
hairdresser's – парикмахерская
hardware shop/hardware store/ironmonger – скобяная лавка; магазин бытовой техники (торгует телевизорами, магнитофонами и т. п.) – компьютерный магазин (магазин, торгующий компьютерами и их комплектующими (платы, монитор и т. д.)
health food store – магазин диетических продуктов
jewelry store/jewelry shop/jeweler's – ювелирный магазин
launderette – прачечная самообслуживания, Лондеретт, прачечная-автомат (самообслуживания с жетонными или монетными автоматами)
market – базар, рынок
newsagent's (Br.)/newsdealer (Am.) – газетный киоск
newsstand (Br.)/bookstall (Am.) – газетный ларек, киоск
novelty shop – магазин, торгующий мелкими недорогими товарами (галантереей, косметикой, сувенирами)
garden center – цветочный/садовый центр
off-licence (Br.)/ package store, liquor store (Am.) – магазин/бар, где разрешена продажа спиртных напитков на вынос
optician's – оптика (магазин, где можно заказать и приобрести очки)
pet shop – зоомагазин
petrol station (Br.)/gas station (Am.) – бензозаправочная станция, автозаправочная станция, бензоколонка
rag fair – барахолка, толкучка
repair shop – ремонтная мастерская/цех
sandwich shop (Am.) – закусочная
second-hand shop – магазин секонд-хенд
shoe shop – обувной магазин
shopping center/mall – торговый пассаж (крытая улица, состоящая из множества различных магазинов и торговых лавок)
souvenir shop – магазин подарков/сувениров
sports shop – спортивный магазин
stationery shop/ stationer's – магазин канцтоваров
supermarket – супермаркет, большой магазин самообслуживания,

универсам

superstore/hypermarket – гипермаркет, очень большой супермаркет

tea shop/tearoom – кафе-кондитерская

tobacconist – табачная лавка

toy shop – магазин игрушек

travel agent's – бюро путешествий

warehouse store – магазин-склад

HATS

fur hat – меховая шапка

felt hat – фетровая шляпа

beret – берет

straw hat – соломенная шляпа

hat with a broad (narrow) brim – шляпа с широкими (узкими) полями

top hat – цилиндр

boiler – котелок

TEXTILES

satin – атлас

natural silk – натуральный шелк

artificial silk – искусственный шелк

nylon – нейлон

linen – парусина (переплетённая ткань), лён, (постельное) бельё

print – набивная ткань, ситец

cambric – батист, кембрик (батист, тонкая бумажная ткань из Камбре во Фландрии)

pure-wool(en) cloth – чистая шерсть

worsted – ткань из гребенной шерсти, камвольная ткань (пряжа)

velvet – бархат

cotton velvet – вельвет, плис, полубархат

thick-wool cloth – драп

corduroy – рубчатый плис, вельвет, вельветовые брюки, бриджи

tweed – твид (1. грубошёрстное сукно 2. пестротканая шерстяная ткань саржевого плетения), ткань в мелкую клетку, костюм из твида

CLOTHES

overcoat – пальто

raincoat – плащ, дождевик

blazer – (яркая) спортивная куртка, клубный пиджак, блейзер

suit – костюм

trousers – брюки

waistcoat – жилет

jacket – пиджак, жакетка, френч, кофта, куртка

shirt – рубашка

pull-over – свитер, надеваемый через голову (без застёжки), верхнетрикотажное изделие, фуфайка

necktie – галстук

collar – воротник

shorts – шорты

handkerchief – носовой платок

socks – носки

dinner jacket – смокинг

pinafore dress – сарафан

house-coat – халат

lounge-suit – пиджачный костюм

wind-jacket – ветровка

parka – парка (удлиненная утеплённая куртка с капюшоном), куртка-штормовка

costume – костюм, женский костюм (обыкн. юбка и жакет), исторический, маскарадный костюм

blouse – блуза

skirt – юбка

jumper – сарафан, надеваемый на блузку, блуза, детский комбинезон, куртка, джемпер (надевается через голову, без застёжек и воротника, с характерным круглым воротом)

sweater – свитер (в отличие от джемпера, имеет характерный высокий ворот-стойку)

underwear – нижнее бельё

nightgown – ночная сорочка

gown – платье, ночная рубашка, свободная домашняя одежда, мантия

(судьи, преподавателя университета), медицинский халат
pyjamas – пижама
stockings (stretch stockings) – чулки
shawl – шаль, платок, покрывало (накидка)
scarf – шарф
kerchief – головной платок, косынка
turtleneck, polo neck, roll neck, roll-neck sweater – водолазка
jumpsuit – комбинезон, спортивный костюм
a strict suit – строгий костюм
a one-of-a-kind garment/clothing – уникальная, единственная в своём роде одежда, изготовленная по индивидуальному заказу, единственном экземпляре
custom-made garment – выполненная по заказу, на заказ одежда, предмет одежды
according to sb's exact measurement and specification – по точным меркам и требованиям кого-либо
to be crafted at the haute couture [əʊtku:ˈtʃuə] level – быть созданным на высоком уровне, от кутюр

CLOTHING DETAILS

flap – пола (одежды), отвороты (шапки), загнутый край
flounce – тесьма для окантовывания одежды, обшивки подола юбки
lace (to lace) – тесьма, шнуровка, кружево, шнурок; отделывать, шнуровать, стягиваться корсетом
tape – лента, тесьма
trimmings – отделка, аксессуары, украшения
embroidery – вышивка
strap – ремень, ремешок, завязка, бретелька, пояс
belt – ремень, пояс
brooch – брошь
ear-rings – серьги
beads – бусы, бисер, чётки
pendant – подвеска, кулон, брелок
ribbon – лента
zipper – застёжка-молния

snap – кнопка для одежды, застёжка (браслета)

stitch – стежок

applique – аппликация

SKIRTS

brief – короткая юбка

long – длинная

wide – широкая

skimpy – короткая, откровенная юбка (короткая и узкая)

straight – прямая

flare – расклешённая

pleated – плиссированная, в складку

gathered at the waist – в сборку

POCKETS

inside pocket – внутренний карман

patch pocket – накладной карман

slit pocket – прорезной карман

slanting pocket – карман, скроенный по косой

SLEEVES

tight – узкий

wide – широкий

shortened – укороченный

short – короткий

long – длинный

raglan – реглан

puffed (puff sleeves) – буфы на рукавах

sleeveless – без рукавов

the sleeves are cut in one – цельнокроенные рукава

set-in sleeve – вшивной, втачной рукав

COLLARS

round – круглый

up-right – воротник-стойка
turn-down – отложной воротник
yoke – кокетка (на платье)
a neckline – горловина
a V-neckline – горловина, в виде буквы V
collarless – без воротника
roll collar/shawl collar воротник-шалька

CUT

of severe cut – строгого покроя
loose-fitting – не облегающий, просторный
close-fitting – в обтяжку, плотно облегающий, тесный
lightly-fitted – слегка облегающий
single-breasted – однобортный
double-breasted – двубортный
to button up down the front – застёгиваться на пуговицы спереди
cut at the waist – отрезной по линии талии
a dress with a low cut – платье с заниженной талией
flared from the bust-line – расклешённое от линии груди
trousers flared the hip, the knees – брюки, расклешённые от бедра, колен

DRESSES

sheath dress – платье-футляр
shirt dress – платье-рубашка
dropped waist dress – платье с заниженной талией
slip dress – платье-комбинация, на бретельках
shirtwaist dress – отрезное платье спортивного покроя
sun dress (sleeveless) – сарафан, платье без рукавов
A-line/flare dress – платье трапециевидной формы
cheongsam – чонсам, китайский женский халат, платье с разрезами по бокам и воротником-стойкой
coat dress – прямое платье на пуговицах, платье-пальто
wrap dress – платье с запахом, платье-халат
pouf dress – платье-пуф, с буфами
tent/trapeze dress – свободное платье-колокол

mermaid dress – платье с юбкой-годе (расширяется в районе колен)
plain – простое
gaily-patterned – с весёлым рисунком
multi-coloured – разноцветное
spotted – в горошек
checked – в клетку
striped – в полоску
pin-striped – в тонкую полоску
dotted – в горошек
Polka dot dress
flowered – в цветочек, с цветочным узором, принтом
trimmed with lace – отделанное кружевом
padded shoulders – плечики
seam – шов
hem – кайма, кромка
detachable lining – пристёгивающаяся подкладка

FOOTWEAR

shoes – туфли, ботинки
boots – ботинки
wedgies – танкетки
sneakers – кроссовки
slippers – тапочки
slip-ons – шлёпки, лёгкие кеды без шнуровки
sandal – сандалии
pattern shoes – модельные туфли
flats – туфли без каблуков
loafers – лёгкие кожаные туфли типа мокасин
clogs – клоги (обувь на деревянной подошве), сабо, туфли-сабо, деревянные башмаки
moccasins – мокасины
sling backs – женские туфли шанель, туфли без задника с ремешком сзади
evening wear shoes – вечерние туфли
espadrilles – балетки, эспадрильи, сандалии на верёвочной подошве
shoe-horn – рожок для обуви, ложка

shoe-polish – крем для обуви
pumps – бальные туфли, лакированные
high-heeled – на высоком каблуке
low-heeled – на низком каблуке
flat-heeled – на плоском каблуке
bare-heeled shoes – с голой пяткой
high fur-lined boots – высокие ботинки, отделанные мехом
jackboots, knee high boots – ботфорты
Oxford shoes – оксфорды
laced boots (shoes) – ботинки (туфли) на шнурке
slender heels – тонкие каблуки
stiletto heels – высокие и очень тонкие каблуки
shoes for walking – обувь для прогулок
shoes for country wear – обувь для загородных прогулок
rubber-soled shoes – обувь на резиновой подошве
thick-soled shoes – обувь на толстой подошве
leather shoes – кожаная обувь
patent leather – лакированная, лаковая кожа
suede – замшевая кожа
leatherlet – искусственная кожа
There isn't much wear left in these shoes. = to be worn out

SOME HELPFUL WORDS & PHRASES

to attend (to), to serve – обслуживать (клиента, покупателя)
to be attended to, to be served
to be stock size – иметь стандартный размер
to take size 8 gloves, shoes – носить перчатки, туфли 8 размера
to wear shoes size 38 – носить туфли 38 размера
to be long-wearing – быть носким (об одежде, материале)
to wear well – хорошо носиться
to be shrinkproof – безусадочный, несадящийся
colour-fast (fadeproof) – нелиняющий, невыцветающий (о ткани), прочный (о краске)
showerproof (waterproof) – непромокаемый, водонепроницаемый
crease-resistant – несминаемый (о ткани, складках), немнущийся

to stock up – запастись
to be out of stock (to be sold out stock) – не в продаже, не в наличии, распродано, отсутствует в продаже, закончился
summer outfit – летний костюм, одежда
chic – шикарный
to pick sth you like – выбрать что-то по вкусу
price tag – ярлык, бирка
tight at (about) the bust – узкий в груди
Designer clothes are unique – дизайнерская одежда уникальна
tattered old jeans – драные, изорванные старые джинсы
to indulge in a real shopping spree – предаться походу по магазинам, позволить себе, дать волю
to zip up the dress – застегнуть молнию на платье
What are the latest styles in summer (winter) clothes?
to be Sunday best – надеть лучшую, праздничную одежду
to be spick and span – свежий, безусловно чистый, опрятный, аккуратный, одетый с иголки, щеголевато
to be faultlessly dressed – быть безусловно одетым
to be dressed up = to be a dressy person – нарядно, модно одеваться
to be gaudy (gaudily dressed) – быть одетым безвкусно, аляповато, кричаще
for the occasion, for special occasion – быть одетым по случаю
all the rage – писк сезона
shop-soiled goods – залежалый товар
substandard goods – товар низкого качества
faulty goods – бракованный товар
overdue goods – просроченный товар
sky-high prices – баснословные цены

IDIOMS

1. a bad hat – никудышный человек, мошенник
2. to have a bee in one's bonnet – быть с причудами, быть помешанным на чём-либо
3. the boot on the other leg (foot) – ответственность лежит на другом
4. a feather in his cap – предмет гордости, достижение, успех
5. cap in hand – покорно, смиренно, униженно, в роли просителя, подобострастно
6. the cap fits – не в бровь, а в глаз
7. to set one's cap заигрывать с кем-то, завлекать кого-то
8. to cast pearls before swine – метать бисер перед свиньями
9. down-at-heel – стоптанный (об обуви), конченный (о человеке), захудалый, со стоптанными каблуками
10. dead man's shoes – наследство после чьей-либо смерти
11. out at elbow(s) – с протёртыми локтями (об одежде), без средств, бедный, оборванный, плохо одетый, обтрёпанный
12. to make ends (both ends) meet – сводить концы с концами
13. hand in (and) glove – в сговоре, в тесной связи
14. to wear one's heart on one's sleeve – не уметь скрывать своих чувств, не отличаться сдержанностью, душа нараспашку
15. to laugh on (up) one's sleeve – радоваться втихомолку, смеяться в кулак, исподтишка
16. to lose (to break) the thread; pick up the thread – потерять нить разговора, отойти от темы (разговора); возобновить разговор, знакомство с кем-то
17. mad as a hatter – не в своём уме, совсем сумасшедший, рассвирепевший
18. in a person's shoes – на чьём-то месте, в шкуре
19. on a shoe-string – на скудные средства, нищенский, практически без денег, с небольшими средствами
20. that is another pair of shoes – это совсем другое дело, другой коленкор
21. where the shoe pinches – причина трудностей, неудобств
22. to stand in a white sheet – публично, открыто каяться
23. to take off one's hat to – преклоняться перед кем-либо
24. to talk through one's hat – хвастать, нести чушь
25. to be on one's uppers – быть без гроша, в стеснённых обстоятельствах;

ходить в стоптанных башмаках

26. to trail one's coat – быть воинственно настроенным, держаться вызывающе, лезть в драку

27. to take off one's coat – приготовиться к драке

28. to turn one's coat – менять свои убеждения, взгляды; перейти на сторону противника

29. to take up the glove – принять вызов (на дуэль)

30. to put the shoe on the right foot – обвинять, кого следует, справедливо обвинять

31. to be tied to someone's apron-strings – быть под каблуком у кого-либо (жены, матери), держаться за юбку, не сметь и шагу ступить без кого-либо

32. as neat as a new pin – в образцовом порядке

33. to be in pocket – быть в выигрыше, выгадать; иметь деньги, быть при деньгах

34. to pay through the nose – платить бешеные деньги, с лихвой

35. to pay the devil (hell) – поплатиться за ч.-л.

36. the deuce (devil) to pay – беда, неприятность, трудная задача, сам черт ногу сломит

37. to pay (dearly) for one's whistle – (дорого) заплатить за свою прихоть

38. to pay smb in his own coin – отплатить к.-л. той же монетой

39. into the bargain – в придачу

40. a bargain is a bargain – уговор дороже денег

41. no bargain (sl.) – не бог весть что (о непривлекательном ч-ке)

42. I don't pay it (coll.) – не верю (объяснениям)

43. I'll buy it – сдаюсь, не знаю (разг.)

44. to be a good seller – хорошо продаваться (о товаре)

45. to sell one's saddle – впасть в нищету (ам. диал.)

46. to sell smb short – подводить, предавать к.-л.

47. to sell one's rival short – недооценивать противника

48. to buy a pig in a poke – купить кота в мешке

49. to cost (charge) an arm and a leg – стоить (назначить цену) очень (непомерно) дорого

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