

**EXERCISE 1**

Underline all the **common nouns**.

1. Denim jeans are a fashion item everywhere.
2. Hollywood films showed handsome and adventurous cowboys wearing denim.

Underline all the **proper nouns**.

3. A businessman named Levi Strauss, travelled to San Francisco, USA from Germany in 1853.
4. Jacob Davis and Levi Strauss are the fathers to some of the most daring fashion ideas of the last decades.

Underline all the **verbs**.

5. Most people own a pair of denim jeans.
6. Two men stand out for starting the global fashion industry for denim. (phrasal verb)



Underline all the **adjectives**.

7. Denim work clothes were comfortable and hard-wearing.
8. Hollywood films showed handsome and adventurous cowboys wearing denim.

Underline all the **adverbs**.

9. Very soon, audiences across the world wanted to wear denim too.
10. Each year, fashion designers from all over the world create a new must-have style for denim jeans. (to explain 'when' or the 'time' the verb was done)

**EXERCISE 2**

Answer the questions.

1. Who wore denim jeans in the cotton plantations in the southern states of America? slaves
2. What is a 'patent'? A document that says an invention cannot be copied by others for a set period of time.
3. When did both men and women start wearing jeans? In the 1960s.



Levi's metallic button  
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## Learning Activities

Discuss:

1. What makes jeans so popular among both sexes and all ages?
  - Comfortable, durable, can match with anything, reliable
2. Give comments on these quotes.

*"I'm like every other woman: a closet full of clothes, but nothing to wear. So I wear jeans." – Cameron Diaz*

*I have often said that I wish I had invented blue jeans: the most spectacular, the most practical, the most relaxed and nonchalant. They have expression, modesty, sex appeal, simplicity - all I hope for in my clothes. ~ Yves Saint Laurent*

3. The appropriateness of wearing jeans at the workplace.
  - This depends on what type of company you are working for and their acceptance of wearing jeans as part of their dress code. If the dynamics of the office is young, hip and urban, it would not seem out of place to wear jeans, so long as they are decent, not overly faded and not torn and tattered.
  - Some offices allow smart casuals on Fridays.

