

English for Fashion, 8-Week Course

Level: B1 Upper to C1 Lower	English for Fashion
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English for Fashion: This module is a niche course - revolving around English for Specific Purposes – that has become popular in the last few years among students with interests in the arts, design and the fashion industry. The course is highly communicative in nature with an emphasis on enabling learners to interact with colleague and contacts in the clothing industry.

Learner outcomes:

- Students will improve their ability to communicate effectively in the workplace.
- Students will improve communication skills for day-to-day situations.
- Students will develop a knowledge of vocabulary and grammar specific to as fashion context.
- Students will learn about many different job types within the fashion industry.
- There is opportunity for differentiation depending on students' areas of interest.

Lesson Planning Expectations:

- Lesson outlines should be written and saved on the TopUp Drive in the designated folders.
 - All lesson outlines should have a clear and specific aim.
 - The skeleton procedure should indicate the scaffolding that will support students to successfully complete the final communicative tasks that will typically be the objective of these lessons.
 - Resources and materials used should be identified.
 - The main coursebook forms the foundation for this course, but supplementing with additional resources and materials, especially authentic ones is recommended.
 - Teachers should, where possible, make links to London and the UK during the course.
 - ~~Teachers should, where possible, make links between the target language~~ Teachers should, where possible, consider the target language/skills being covered and the specific context of the course content, and try to make links to other situations or environments in which the language and skills may be applicable/transferable.
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Main Coursebook

❖ English for the Fashion Industry, Oxford Business English, M.E. Ward, 2016

Week	Title	Topics	Language & Skills
1	Introduction to Fashion	<ul style="list-style-type: none">○ Working in fashion○ Garments and garment parts○ Colours	<ul style="list-style-type: none">○ Describing job roles○ Spelling -ING verbs○ Talking about current projects
2	History of Fashion	<ul style="list-style-type: none">○ Milestones in fashion○ Trends○ Illustration techniques	<ul style="list-style-type: none">○ Past simple○ Used to...○ Talking about illustration briefs
3	Textiles	<ul style="list-style-type: none">○ Types of fabric○ Fabric processing○ Fabric care instructions	<ul style="list-style-type: none">○ Explaining a process○ The passive○ Requests and responses
4	Garment Construction	<ul style="list-style-type: none">○ Pattern equipment○ Pattern pieces○ Measurements/specifications	<ul style="list-style-type: none">○ Talking about specifications○ Fitting phrases○ Adjusting measurements
5	Production	<ul style="list-style-type: none">○ Production problems○ Packaging methods	<ul style="list-style-type: none">○ Explaining causes and effects○ Reporting information○ Describing packaging
6	Promotion	<ul style="list-style-type: none">○ Promotional channels○ Branding○ Marketing campaigns○ Writing press releases	<ul style="list-style-type: none">○ Promotional verbs○ Explaining objectives and priorities○ Making/Responding to suggestions
7	Events	<ul style="list-style-type: none">○ Planning○ Job roles and responsibilities○ Fashion writing	<ul style="list-style-type: none">○ Talking about delegation○ Discussing problems and apologies○ Describing fashion
8	Retail	<ul style="list-style-type: none">○ Merchandising○ Displays○ Negotiating	<ul style="list-style-type: none">○ Asking for and offering help○