

STAY IN CONTACT

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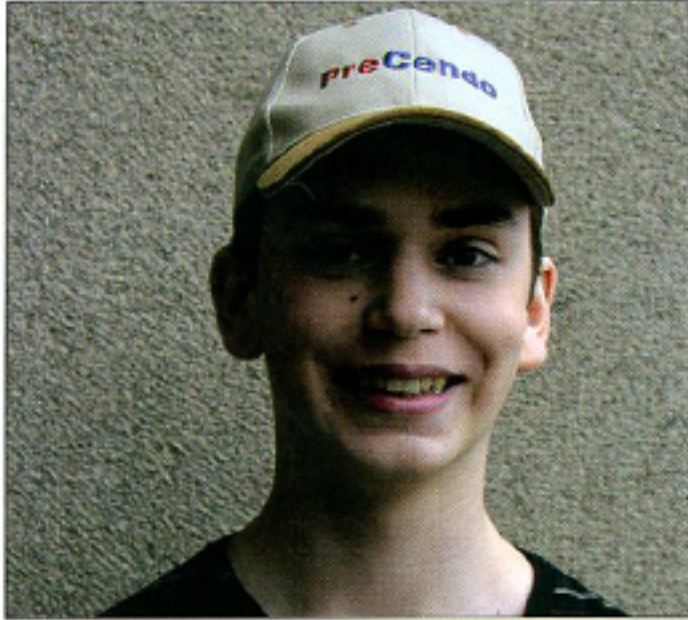
Clothes



Caps with labels from athletic clubs or design companies can be seen on both children and adults.

Here are a few!

Talk about the pictures!



My name is Dennis.
I am 15 years old.
This was my father's beige cap.
I have had it for 3 years.



My name is Jennifer.
I am 16 years old.
I love my red and white cap.
I have had it for 4 years.



My name is Eric.
I am 14 years old.
I like my blue and white cap.
It is brand-new.



My name is Caisa.
I am 9 years old.
I hate my blue cap and I have
no idea how old it is.



1940



War dominated peoples' thoughts.
Shoes were comfortable and practical.
Leather was restricted to military use.

Shoe designers used cork, string, artificial silk (rayon)
and the new material called plastic.



1950



A new style of shoes was introduced; the spike heel.
Every colour of the rainbow was used.

Loafers, coloured sneakers, sandals and ballet slippers
became increasingly fashionable among teenagers.

restricted – begränsat
artificial silk – konstsilke

increasingly – mer och mer
fashionable – moderna, moderiktiga

32 years later Levis introduced their jeans for women.

Making a typical pair of Levi's jeans takes about 1,5 m of denim and 200 m of thread.

The amount of thread Levi Strauss & Co uses each year would wrap around the world 50,2 times.

Perhaps you have a pair of favourite jeans from Levi Strauss, Lee or some other manufacturer.



thread – tråd
amount – mängden

manufacturer – tillverkare
wrap – linda, vira

In the 60's people began to dye and print pictures and messages on T-shirts.

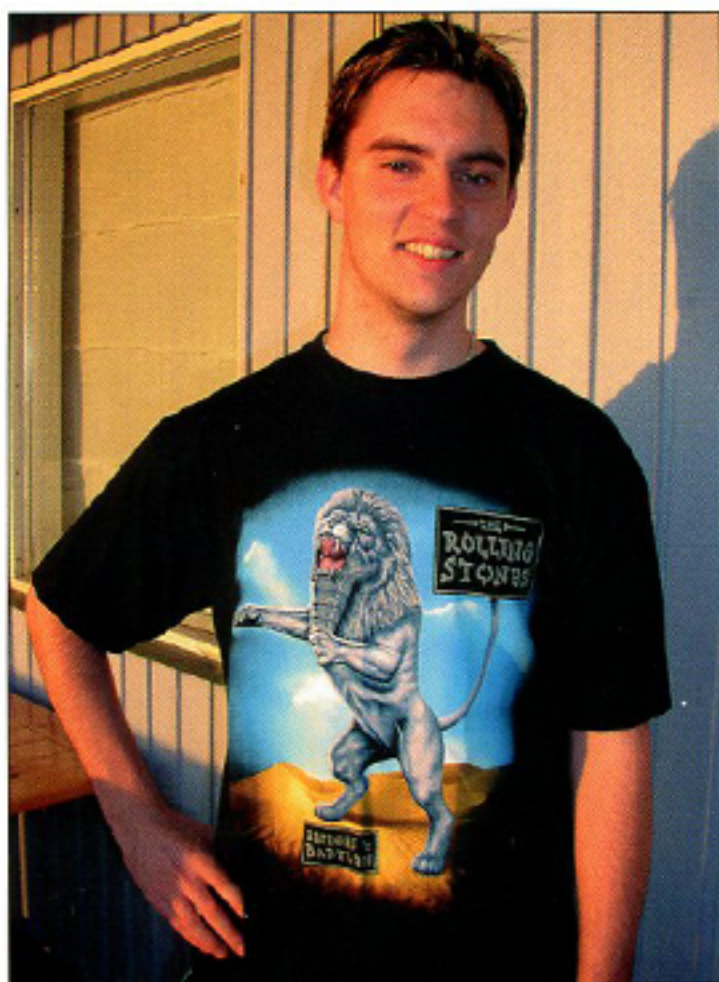
They now became a big commercial success.

Later, Rock and Roll bands realized they could earn lots of money by selling their special T-shirts.

The artwork on T-shirts symbolizes the cultural and social climate of the times.

The T-shirt is comfortable, casual and always in style.

Talk about the pictures!



This is Bill in his black Rolling Stones' T-shirt made for their World Wide Tour in 1998.



This is Jennifer in her new purple T-shirt. She bought it yesterday.

dye – färga
messages – meddelanden

artwork – konstverk
casual – ledig, sportig