

Unusual fashion gets you more respect

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Researchers at the Harvard Business School claim that people who do not follow "normal fashion" get more respect from others. Doctoral student Silvia Bellezza and two of her colleagues examined how we view the social status and competence of people who do not conform to "normal" ways of dressing. They discovered that the more outlandishly people

dress, the more respect they get. Participants in the research considered others who had a "weirder" fashion to be more unique. Researchers said that rather than think badly of someone scruffily dressed, many people believe that dressing down is a sign of confidence. Ms Bellezza said: "If you're willing to deviate, there are upsides."

Bellezza conducted a number of experiments to test how people reacted to non-conformity. In one, people in different types of clothes shopped at expensive boutiques in Milan. One group wore casual sports clothes, while the other donned expensive-looking outfits. The sales assistants assumed the ones in the sports gear were the bigger spenders. In another test, students rated an unshaven, T-shirt-clad professor above an academic wearing a suit and tie. Bellezza says high-profile entrepreneurs who dress down may be responsible for changing our perceptions. In particular, Facebook CEO Mark Zuckerberg's wearing of hoodies and the late Steve Jobs' trademark jeans, sneakers and polo neck tops.

Sources: *Business Insider* / *Wall Street Journal* / *NZ Herald*

Writing

It's better to be dressed down than dressed up. Discuss.

Chat

Talk about these words from the article.

researchers / fashion / colleagues / conform / unique / scruffily dressed / confidence / experiments / expensive boutiques / outfits / bigger spenders / entrepreneurs

True / False

- Researchers from Oxford University conducted the study on fashion. T / F
- Three people carried out the research. T / F
- People thought those who dressed weirdly were unique. T / F
- The study concluded that dressing down is a sign of confidence. T / F
- One experiment looked at sales assistant perceptions in Milan. T / F
- A group of people in sportswear were deemed to be bigger spenders.
- Students ranked a professor in a suit higher than one in a T-shirt. T / F
- The article says CEOs should not wear hoodies or jeans and sneakers. T / F

Synonym Match

- | | |
|---------------|------------------|
| 1. claim | a. evaluated |
| 2. colleagues | b. untidily |
| 3. view | c. wore |
| 4. scruffily | d. carried out |
| 5. upsides | e. co-workers |
| 6. conducted | f. understanding |
| 7. donned | g. assert |
| 8. rated | h. deceased |
| 9. perception | i. look at |
| 10. late | j. benefits |

Discussion – Student A

- Do you judge people by what they wear?
- What do you think if someone wears a suit?
- How do you think people judge you by what you wear?
- Do you believe the research that says people who dress down have more confidence?
- Are people who follow fashion a little like sheep?
- What do you think of people who dress really weirdly?
- Would you really like to go crazy with your fashion?
- What are the upsides to dressing down?

Phrase Match

- | | |
|--------------------------------------|------------------------------|
| 1. people who do not follow "normal" | a. looking outfits |
| 2. conform to "normal" | b. is a sign of confidence |
| 3. think badly of someone | c. to non-conformity |
| 4. people believe that dressing down | d. our perceptions |
| 5. If you're willing to deviate, | e. fashion" get more respect |
| 6. test how people reacted | f. spenders |
| 7. the other donned expensive- | g. scruffily dressed |
| 8. the bigger | h. there are upsides |
| 9. an unshaven, T-shirt- | i. ways of dressing |
| 10. responsible for changing | j. clad professor |

Discussion – Student B

- Why does society generally look at non-conformists as bad?
- Is fashion a waste of money?
- Do you prefer suits or sports gear?
- What image does an unshaven man give?
- What image does a woman in a suit give?
- Can women wear more outlandish clothes than men?
- Is it good that CEOs wear hoodies and sneakers?
- What questions would you like to ask the researcher?

Spelling

- two of her leogsulaec
- social status and npeocemtce
- reewird fashion
- fiycsulrf dressed
- a sign of diccnfonee
- If you're willing to eevdait
- how people reacted to non-omcrytnfio
- expensive uebustqoi
- sales tnaasistss
- an asnunhev, T-shirt-clad professor
- responsible for changing our eipcsetprn
- Steve Jobs' datramerk jeans

Answers – Synonym Match

1. g	2. e	3. i	4. b	5. j
6. d	7. c	8. a	9. f	10. h

Role Play

Role A – Suit

You think a suit is the best thing to wear. Tell the others three reasons why. Tell them things that are wrong with their clothes. Also, tell the others which is the worst of these to wear (and why): jeans and T-shirts, pyjamas or sportswear.

Role B – Jeans and T-shirt

You think jeans and T-shirts is the best thing to wear. Tell the others three reasons why. Tell them things that are wrong with their clothes. Also, tell the others which is the worst of these to wear (and why): a suit, pyjamas or sportswear.

Role C – Pyjamas (UK) / Pajamas (USA)

You think pyjamas are the best thing to wear. Tell the others three reasons why. Tell them things that are wrong with their clothes. Also, tell the others which is the worst of these to wear (and why): jeans and T-shirts, a suit or sportswear.

Role D – Sportswear

You think sportswear is the best thing to wear. Tell the others three reasons why. Tell them things that are wrong with their clothes. Also, tell the others which is the worst of these to wear (and why): pyjamas, jeans and T-shirt or a suit.

Speaking – Clothes

Rank these with your partner. Put your favourite clothes at the top. Change partners often and share your rankings.

- | | |
|---------------------|--------------------|
| • suit | • national dress |
| • T-shirts | • uniforms |
| • pyjamas / pajamas | • designer fashion |
| • sportswear | • smart casual |

Answers – True False

a	F	b	T	c	T	d	F	e	T	f	T	g	F	h	F
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Answers to Phrase Match and Spelling are in the text.