

LISTENING TAPESCRIPT (please read or listen once)

Paulina Hejazi, Fashion Stylist, Stockholm

The journey of finding the perfect profession can start at a very early age: first as a hobby that later, supported by studies, can grow into something bigger than just pure curiosity – your passion, your work, your future. This is exactly the story of **Paulina Hejazi**, the Stockholm-based fashion stylist and creative director. Her drive and passion has led her to many new opportunities. In 2010 she founded her own brand HEJAZI that was shown recently during the [Stockholm fashion week](#) AW13. Being in addition a Creative Director at the [Stockholm School of Entrepreneurship](#), where she lectures on Design & Styling, we asked her to share few words about how her career took off and what are her experiences in the fashion industry.

Q: How did you become a professional fashion stylist?

Becoming a stylist was always something I dreamt about. My interest started with early childhood, I used to organize mini shows for my family and friends, and I did all the styling for those shows together with my cousin. With the time, it grew into more serious interest and later it became my passion and my work.

In 2006 I had the chance to work with a wonderful stylist and costume designer Angelica Tibblin Chen. She taught me how the industry works and what it really takes to become a stylist and costume designer. I learned from her the importance of work ethic: work hard and always be nice to people were always her motto. After pursuing studies in pattern construction and fashion technology and working as a freelance stylist here in Sweden and also for some times in Australia, in 2010 I settled in Stockholm to work here as a stylist and also to start my own fashion brand Hejazi.

Q: Where do you find inspiration for your work?

I look around me – all the things my eyes catch. When I start with my sketches, I find inspiration from architecture, interior design and history. I mix the past, the present and the future. When it comes to the shoots, I keep it minimalistic and try focus on the cloths, leaving the background details simple and not dominating.

Q: What do you like the best about your job?

That I can put out my fantasy out there. I enjoy the whole creative process starting from research, preparing the whole look and then to finally presenting it. It is a feeling that I can never describe in words – it's a magic that is beyond my dreams.

Q: What do you find the most difficult about your job?

Time – it is difficult to manage time. My mother always says, “Everybody has 24 hours, spend it wisely and you'll make things happen”. Somehow though, with all the stress that comes along, I always manage to meet a deadline.

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Q: What qualities and skills one need to succeed in your job?

Curiosity and an open mind are crucial. Also, a lot of love for the industry is required. And last but not least – be really creative in what you do and how you build the brand.

Q: Your fashion brand HEJAZI has a very unique concept, can you tell a bit more about it?

The whole concept behind Hejazi clothing line was born from my imagination of a high-end rock-n-roll woman. I want to bring this woman to a reality, with all her inner fierceness and dynamism. I want people to feel the energetic and sassy vibe behind the Hejazi line – this is what our brand is all about. We have built a very distinctive brand with a strong personality.

Q: On a final note, what advice would you give to aspiring talent who is working to establish themselves in the fashion industry?

Work and work hard – never give up! Somehow it will come to you. Don't be afraid to ask for help and always push yourself outside your comfort zone. Also, get some work experience by working with established artists – it's ok to start from the bottom and work your way up.

ROLEPLAY

TEACHER

You are a sales manager of a small firm. You receive a telephone call from an angry customer who bought a home security system from your company but is not happy with it. Ask for details of the problem. Seek clarification of the problem. Apologize and offer to repair it.

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ROLEPLAY

STUDENT

You bought a home security system but it does not work properly. The alarm goes off at odd times when people are in the house. You are quite annoyed about this because you paid a lot of money. Explain what the problem is. Ask for your money back.

PICTURE STORY

Use the picture below to make a story with the title: ON A BOAT



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Answer key:

Grammar – 15 points (half point for each correct answer)

(1)=their, (2)=off, (3)=has, (4)=around, (5)=up, (6)=into, (7)=the, (8)=it, (9)=on, (10)=least, (11)=are, (12)=where, (13)=however, (14)=who, (15)=a/per, (16)=not, (17)=so, (18)=onto, (19)=any, (20)=if

21=D, 22=S, 23=D, 24=S, 25=D, 26=S
27=D, 28=C, 29=A, 30=B

Vocabulary – 10 points (half point for each correct answer)

1+2=marriage/school, 3+4=good/remarkable, 5+6=fishing/valid, 7+8=college/law
9=revelation, 10=basically, 11=bravery, 12=reproductive, 13=density, 14=characteristics,
15=aggression/aggressivity, 16=spiciness

17=C, 18=A, 19=D, 20=B

Reading comprehension

1=C, 2=C, 3=A, 4=B, 5=D, 6=B

7=NS, 8=T, 9=F, 10=T

Listening comprehension – 5 points (half point for each correct answer)

1=T, 2=F, 3=F, 4=NS, 5=T, 6=T

7=ethic, 8=freelance, 9=creative, 10=curiosity

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