

If the cap fits...

Name _____ Date _____



Streetwear is all about staying ahead of the curve. Which is apt, seeing as the latest must have is a baseball cap.

American sportswear giant New Era makes baseball cap's that are easily identifiable: the wide flat brim; the deep fronts with the team insignias stitched carefully on. These caps are as American as hot dogs and apple pie.



rapper Jay-Z has several New Era caps, but his favourite remains the 59Fifty New York Yankees style, a classic navy cap that he wears whether he's on stage or taking in a game. Robert Pattinson, Justin Bieber, Rihanna and Kim Kardashian meanwhile all favour the 'snapback style' – an oversized and foamy number complete with stiff brims that should never be

bent or curved: the trick is to perch your New Era just so, rather than fitting it perfectly.

“The authentic silhouette, the 59Fifty cap, reaches an audience beyond baseball fans, says Paul Gils, vice-president of EMEA, New Era's parent company. Customers can choose from thousands of styles, designs and colours of Yankees hats alone. The art of customisation has also resulted in New Era caps featuring on the fashion runways in New York, London and Paris.”



Last month, the brand was main sponsor of the NFL game at Wembley where one of its pop-up shows was overrun with fans of its caps, team scarves and hats. British attendees might not have understood the rules of the game, but it's clear that the New Era look translates perfectly to UK street cred.

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Interesting words

Make a note of any unfamiliar words in the text.

Find out their meanings.

Word _____

Meaning _____

Word _____

Meaning _____

Word _____

Meaning _____

Word _____

Meaning _____



New Era Fits™

1. Can you identify the errors with the **punctuation** and **capital letters** in the article? Highlight them, and then write above the line what the mistake is.

The incorrect or missing punctuation marks could include:

- Apostrophes (')
- Commas (,)
- Full stops (.)
- Hyphens (-)
- Speech marks (" ")

2. In which type of media would you be likely to find this type of article?

3. Which section would it be in? _____

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4. What is meant by 'staying ahead of the curve'?

TIP: If you don't know, see if you can find out on the internet.

5. Why do people say things like 'staying ahead of the curve'? What is the name for these kind of sayings?

6. Can you see where the writer of the article has reported someone's spoken words? How has this been indicated?

7. Who is the speaker? _____

8. What does the writer mean by 'street cred' _____

9. Why is 'snapback style' typed in inverted commas? (' ')

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Answers



1. Correct punctuation and capitalisation shown in yellow highlighting

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Answers



Original version

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Source:

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