



ROUND 34

# Creative Director Exits Supreme Amid 'Systemic Racism'

Source: Fast Company

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Round #33 ~ 44, 12회, 1회 2시간

요일	타입	마스터	국적	위치	세션 일자
Mon.	Study	Alex	Korea	GangNam	Sep 18, 25, Oct9(변경) 16 Oct 23, 30, Nov6,13 Nov20, 27, Dec4, 11
Tue.	Study	Shawn	Korea	GangNam	Sep19, 26, Oct10, 17 Oct24, 31, Nov7, 14 Nov21, 28, Dec5, 12
Wed.	Study	Alex	Korea	GangNam	Sep13, 20, Oct4, 11 Oct18, 25, Nov8, 15 Nov22, 29, Dec5, 12
Thu.	Class	Ben	U.S.	GangNam	Sep 7, 14, 21 ,Oct19 Oct26, Nov2,9,16 Nov23,30,Dec7,14
Thu.	Class	Ben	U.S.	GangNam	Sep 9, 16, 23, Oct21 Oct28, Nov4, 11, 18 Nov25, Dec2,9, 16
Thu.	Study	Alex	Korea	GangNam	Sep 9, 16, 23, Oct21 Oct28, Nov4, 11, 18 Nov25, Dec2,9, 16

1. Vocabulary *Check the meaning of these words/expressions in the dictionary.*

💡 Today's Expression(오른쪽 링크 클릭) - [For Good Measure](#)

- Definition
- Example

QR코드를 통해 **For Good Measure** 의 설명 영상을 보실 수 있습니다.



1. **Nods**(noun) A gesture or action that indicates agreement, approval, or acknowledgment.  
ex) She gave a **nod** of approval when she saw the finished project.

"Over the years, there have been products like t-shirts featuring images of Malcolm X and other **nods** to Black culture."

2. **To Appropriate**(verb) To take or borrow something, often cultural elements, ideas, or symbols, and use them in a way that may be perceived as disrespectful or without permission.  
ex) Some argue that the fashion industry has a history of **appropriating** elements from different cultures without understanding their significance.

"But there have always been questions about what it means for a company founded and owned by a White man to be engaging in Black culture without somehow **appropriating** it."

3. **To Come to a head**(idiom) To reach a critical or decisive point in a situation or problem.  
ex) The ongoing dispute between the two neighbors finally **came to a head** when they had a heated argument.

"And all of this **came to a head** last week when Tremain Emory decided to leave Supreme."

4. **Single-handedly**(adverb) - Done by one person without help or assistance from others.  
ex) She **single-handedly** organized the charity event, showing great dedication and leadership.

"In the end, James Jebbia decided **single-handedly** to pull all of those images from the marketing materials."

5. **To Shed light on**(Phrase) To provide information or insight that clarifies or explains a situation, issue, or topic.  
ex) The documentary **sheds light on** the challenges faced by endangered species in their natural habitats.

"Emory has used this incident **to shed light on** how systemic racism works in the fashion industry."

6. **What went down**(Slang) What happened or occurred in a particular situation, often implying something significant or noteworthy.  
ex) I heard there was an argument at the party last night. Can you tell me **what went down**?

"But what do you think about **what went down** at Supreme?"

## 2. Listening Drill

After only a year and a half, Tremaine Emory the creative director of Supreme is leaving his post. And in his resignation letter he ***cited that systemic racism*** was at the heart of the reason why he left. Supreme was founded 30 years ago by James Jebbia.

From its earliest days, Supreme has always ***engaged with*** Black culture. Over the years, there have been products like t-shirts featuring images of Malcolm X and ***other nods to*** Black culture.

But there have always been questions about what it means for a company founded and owned by a White man to be engaging in Black culture without somehow appropriating it. And all of this ***came to a head*** last week when Tremaine Emory decided to leave Supreme.

Now, the reason for Tremaine Emory's departure really comes down to a collaboration that Supreme was doing with an artist called Arthur Jafa. Now, Arthur Jafa is a Black artist whose work often ***depicts the horrors*** of slavery.

In fact, in the marketing campaign there were going to be depictions of formerly enslaved people with whiplashes on their back. Now, Tremaine Emory and another Black employee at Supreme disagreed about whether it was appropriate to incorporate such violent depictions of slavery in Supreme's marketing materials.

And there are really ***arguments to be made*** for both sides of this debate. In the end, James Jebbia decided ***single-handedly*** to pull all of those images from the marketing materials and Tremaine Emory thought it wasn't right that he wasn't consulted in this important conversation.

Emory has used this incident to ***shed light on*** how systemic racism works in the fashion industry. There are many fashion brands today that hire Black creatives ***in top roles***. So there's Louis Vuitton that brought on Pharrell as a creative director. Gap brought on Kanye West to design a collection.

But Emory's point is that it is not enough to just bring in Black talent and put them in these roles. You really need to empower them to be making decisions. This is not just a lesson for the fashion industry. This is really a lesson for any brand in any industry that is looking to create an ***equitable culture***. But what do you think about what went down at Supreme? Let us know in the comments. (thoughtful music)

### 3. Summary

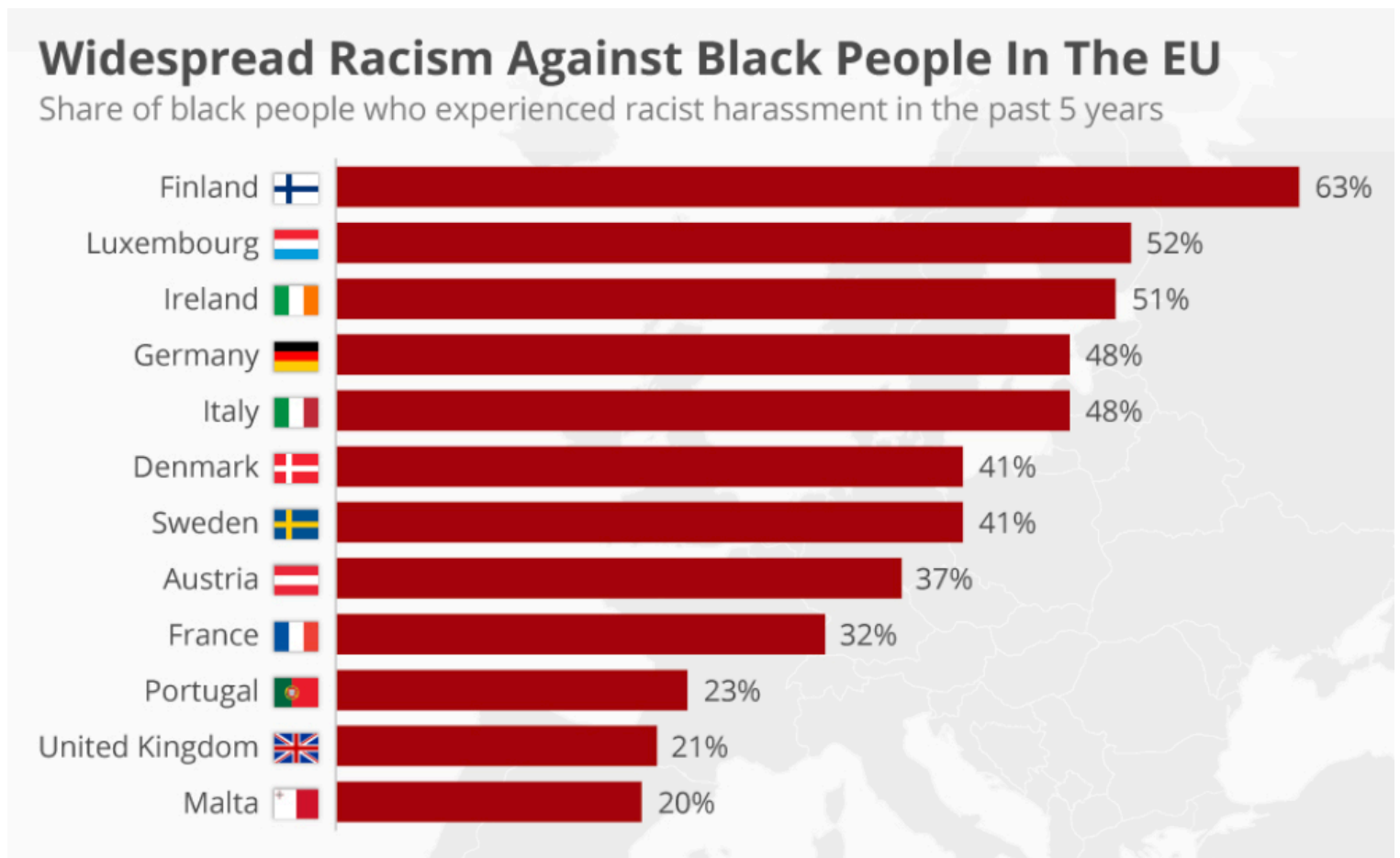
Summarize what you have seen/heard in two or three sentences

**Tip.**

Answer the questions using vocabularies that you learned in the vocabulary section.

### 4. Describing The Chart

Describe what is the general idea being expressed by the graph. Discuss it to your class. Try to interpret what you see in the chart.



# Widespread Racism Against Black People In The EU

by Niall McCarthy, Nov 29, 2018

A new [study](#) has found that black people living in the [European Union](#) are experiencing "widespread and entrenched prejudice and exclusion". The European Union Agency for Fundamental Rights polled 6,000 people of African descent living in 12 EU countries to find out if they had experienced racism at some point in the past five years.

According to the research, [Finland](#) has the highest rate of racism in the EU with 63 percent respondents saying they had been racially harassed. Luxembourg and Ireland were second and third highest with 52 and 51 percent respectively. Rates of racism were found to be lower in the United Kingdom and Malta who were at the bottom of the ranking.

## Questions

1. What 's the take away of the graph?
2. What extra information can help you understand the graph even better?
3. Do you have any interesting findings? What's your guess about it?

## 5. Discussion Questions

*Let's begin at the easy category. You are expected to have prepared your answers already before the class begins.*

### Easy

1. When you think about diverse backgrounds in Korea, what types of diversity come to mind?

### Average

1. If you were to choose the trendiest fashion brand these days, what are some candidates, and what distinguishes them? Are there any notable creative directors associated with those brands?

## 5. Discussion Questions

*Let's begin at the easy category. You are expected to have prepared your answers already before the class begins*

### Average

2. "In the end, James Jebbia decided single-handedly to pull all of those images from the marketing materials and Tremaine Emory thought it wasn't right that he wasn't consulted in this important conversation." What's your quick take on the founder's decision?
  - Should creative directors have complete creative freedom, even if their work includes potentially offensive or sensitive subjects like slavery?

### Difficult

1. Do you believe that actively granting decision-making authority to Black talent could lead to a more equitable and inclusive work environment?
  - How do you perceive whether such a change would have a positive or negative impact on a company's overall performance and effectiveness?

These expressions and idioms can **be used when describing various trends, changes, or patterns** in charts, graphs, or data presentations.

1. **Shoot up** (phrasal verb) - to increase rapidly and sharply  
ex) The sales figures for the new product **shot up** after the marketing campaign.
2. **Plummet** (verb) - to fall or decline steeply  
ex) The stock prices **plummeted** after the negative news was released.
3. **Level off** (phrasal verb) - to stabilize or reach a steady state  
ex) After a period of growth, the demand for the product **leveled off**.
4. **Skyrocket** (verb) - to increase dramatically and quickly.  
ex) The company's profits **skyrocketed** after the successful launch of their new product.
5. **Plateau** (noun) - a period of stability or little change  
ex) The revenue growth **reached a plateau** and remained steady for several months.
6. **Fluctuate** (verb) - to rise and fall irregularly or unpredictably  
ex) The stock prices **fluctuated** throughout the day, responding to market conditions.
7. **Bottom out** (phrasal verb) - to reach the lowest point and then stabilize  
ex) The housing prices finally **bottomed out** and showed signs of recovery.
8. **Surge** (verb) - to experience a sudden and significant increase  
ex) The website experienced a **surge** in traffic after being featured in a popular blog.
9. **Slump** (noun) - a sudden and significant decline or decrease  
ex) The company's profits **suffered a slump** due to the economic downturn.
10. **Rebound** (verb) - to recover or bounce back after a decline  
ex) After a period of recession, the economy **rebounded with** strong growth.
11. **Peak** (noun) - the highest point or level  
ex) The chart shows that sales **reached their peak** during the holiday season.
12. **Downturn** (noun) - a period of decline or decrease in economic activity  
ex) The industry **experienced a downturn** due to changes in consumer preferences.
13. **Accelerate** (verb) - to increase in speed or rate  
ex) The company's expansion plans **accelerated** after securing additional funding.
14. **Slow down** (phrasal verb) - to decrease in speed or rate  
ex) The production rate **slowed down** due to a shortage of raw materials.
15. **Flattening curve** (idiom) - a gradual reduction or stabilization of a trend  
ex) The chart indicates a **flattening curve** in COVID-19 cases, suggesting a decrease in infection rates.
16. **Break-even point** (noun) - the point at which total costs equal total revenue  
The business needs to **reach the break-even point** to start making a profit.
17. **Double-digit growth** (idiom) - a growth rate of more than 10%  
ex) The company **achieved double-digit growth** in sales for the third consecutive quarter.
18. **Taper off** (phrasal verb) - to gradually decrease or diminish  
ex) The demand for the product **tapered off** after the initial launch hype.
19. **Upswing** (noun) - an upward or positive trend  
ex) The market **experienced an upswing** as consumer confidence improved.
20. **Hit a plateau** (idiom) - to reach a point of stability or little change  
The number of subscribers **hit a plateau** and remained steady for several months.