

London Life

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BBC WORLD SERVICE LEARNING ENGLISH



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Anna: Hello, I'm Anna Jones, and this is London Life. In the programme today we visit Carnaby Street, one of the most famous streets in London, especially in the 1960s. But what is it famous for exactly? I asked two people in BBC learning English what Carnaby Street means to them.

Yvonne talks about what it must have been like in the 1960s. She describes how women dressed at that time - wearing very short skirts – mini skirts and long white boots that are not made of real leather – they are pretend or fake. The women liked to have big hair styles and wore lots of black make up around their eyes.

Yvonne Archer

To me, I think Carnaby Street must have been a great place to shop in the 60s – I think of mini-skirts and white pretend leather boots and big hair styles with lots of black make- up around the eyes and that's what I think of when I think of Carnaby Street.

Music “You really got me” The Kinks

Anna: Well, Carnaby Street was certainly known as a street where people wore the latest fashions. But it was also known for its music.

Callum talks about its ‘heyday’ – meaning when it was at its most popular and fashionable. He says that it was best known during the 10 years of the 1960s – the era or period known as the ‘Swinging Sixties.’ During the 60s people started to wear their own ‘unique’ or individual clothes – some of which he describes as ‘outrageous’ – very shocking.

Callum Robertson

Certainly in its hey day I would associate it with the 1960s– the era that was called the swinging 60s when people started to go against the traditional styles, fashion and music of their parents – very unique and outrageous styles of clothing. And also you'd associate it with music as well –artists like the Kinks who sang about people who were 'Dedicated Followers of Fashion.'

Music “Dedicated Follower of Fashion” The Kinks

Anna: So in the 60s Carnaby street was a centre for music and fashion. But what about today? Well one small record shop in Carnaby Street is trying to make it a centre for music again.

Deal Real records was set up in 2002 by five friends to celebrate music from Britain's inner cities. Tony Tego is one of the people who started the shop. Every week singers and rappers who find it hard to find places to perform their songs come to the shop to meet other musicians and play music.

Tony Tego explains why they started the shop. He says that there has never been a '**platform**' an opportunity for artists from the '**grass roots,**' for musicians who come from the streets of Britain's main cities. He says that the music industry has never really '**catered for**' – it has never provided young black British people with what they need. Listen out for those phrases.

Tony Tego

To this day there's not been any **platform** where these artists can perform where you can actually see artists from **grass roots level**. We can see that the industry has not really **catered for** those types of artists for the black youth and so we thought OK, it's very

important that we try and bring that to the West End and that's one of the reasons we set up the store in Carnaby Street.

Anna: Angus Batey who is the music critic at The Times newspaper thinks that shops like Deal Real are helping with the rejuvenation of Carnaby Street - the shop is helping to make the street young and fashionable again. The independent shop is proof that small businesses like this can 'thrive' they can be very successful.

Angus Batey

I think the rejuvenation of places like Carnaby Street is down to shops like this because their success is the only way of proving to everyone else that independent shops can still thrive in the current environment.

Anna: Now before we go here's some of the language we've heard today:
What was the word meaning not real?
pretend

What phrase means to be at its most popular?
Hey day

Which word means to give people an opportunity to do something
Platform

And finally, what's the word which means that small businesses can be very successful
thrive

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That's all for now but don't forget to practise more with the London Life section of the website.

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