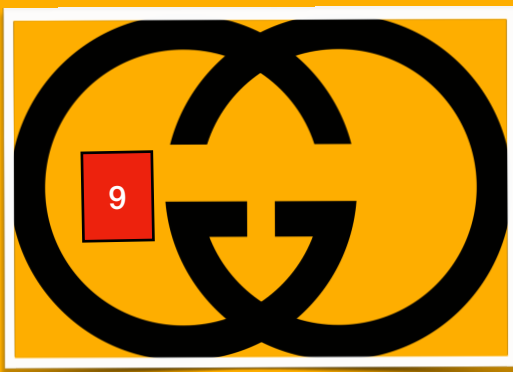
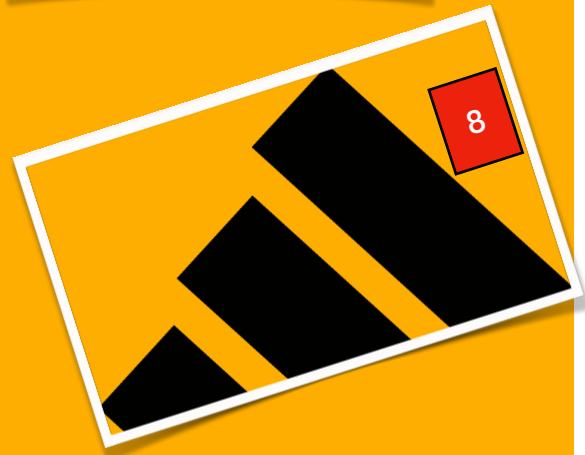
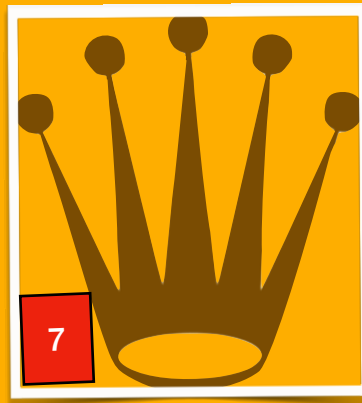
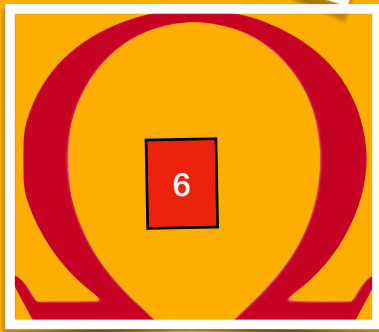
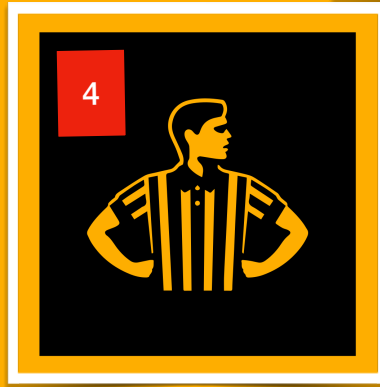
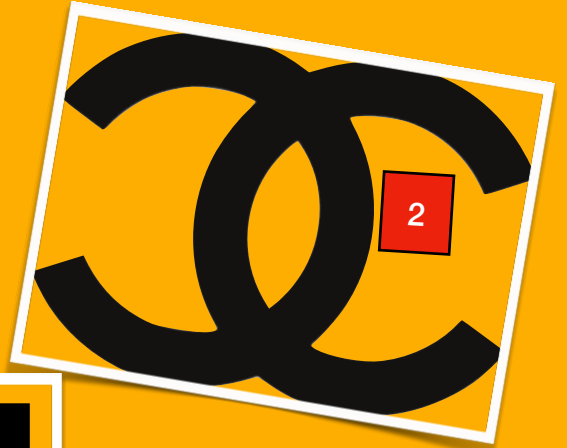


Exercise 1: Name the Brand - Compare answers with your partner in class (*no Googling*)



Exercise 1: Name the Brand - 5 points for each correct answer

1	2
3	4
5	6
7	8
9	10

Exercise 2: What year do you think each company was founded? - 5 points . no Googling

1	2
3	4
5	6
7	8
9	10

Top 10 Fashion Brands in the World – 2023

Exercise 3: Which fashion brand do you think emerged as the top earner in 2023?

Complete the table below 1- 10

<i>Lululemon</i>	<i>H&M</i>	<i>UNIQLO</i>	<i>Gucci</i>	<i>Cartier</i>
<i>Adidas</i>	<i>Nike</i>	<i>Zara</i>	<i>Louis Vuitton</i>	<i>Chanel</i>

	BRAND	VALUE (in billion dollars)
1		\$ 33.2
2		\$ 18.4
3		\$ 17.7
4		\$ 15.3
5		\$ 14.0
6		\$ 13.9
7		\$ 13.8
8		\$ 13.2
9		\$ 12.4
10		\$ 12.4

Fun Fact

Million versus Billion

1
million
meters is equal to 1,000 km
Approx.
Bremen to
Munich

1
billion
meters is equal to 1,000,000 km
Approx.
Earth to Moon
Moon to Earth
Earth to Moon

Exercise 4: Read

Match the descriptive text with the correct brand below

The World's Top Fashion Brands – 2023

- _____ is a German athletic apparel and footwear corporation headquartered in Herzogenaurach, Bavaria, Germany. It is the largest sportswear manufacturer in Europe, and the second largest in the world. It is the holding company for the _____ Group, which also owns an 8.33% stake of the football club Bayern München, and Runtastic, an Austrian fitness technology company..
- _____ is a French luxury fashion house founded in 1910 in Paris. It is now privately owned by the Wertheimer family and has been headquartered in London since 2018. The company specialises in women's ready-to-wear, luxury goods, and accessories and licenses its name and branding to Luxottica for eyewear. It is well known for its No. 5 perfume
- _____ is a French luxury-goods conglomerate that designs, manufactures, distributes, and sells jewellery, leather goods, and watches. Founded in Paris in 1847, the company remained under family control until 1964. The company is headquartered in Paris. The company operates more than 200 stores in 125 countries, with three Temples (Historical Maisons) in Paris, London, and New York City.
- _____ is a Canadian-American multinational athletic apparel retailer headquartered in British Columbia. It was founded in 1998 as a retailer of yoga pants and other yoga wear, and has expanded to also sell athletic wear, lifestyle apparel, accessories, and personal care products. The company has 574 stores internationally and sells online.
- _____ is a Japanese casual wear designer, fast-fashion manufacturer and retailer. In 1984 it opened a unisex casual wear store in Fukuro-machi, Naka-ku, Hiroshima, under the name "Unique Clothing Warehouse"
- _____ is a multinational clothing company based in Sweden that focuses on fast-fashion clothing. As of 23 June 2022, the group operated in 75 geographical markets with 4,801 stores under the various company brands, with 107,375 full-time equivalent positions

Cartier	UNIQLO	Adidas
H&M	Chanel	Lululemon



The Fashion Institute of Technology (FIT) is a public college in New York City, part of the State University of New York. It specialises in art, business, design, mass communication, and technology related to the fashion industry. In the video below, Michelle McVicker, the collections and education assistant at the Museum at FIT, offers a concise overview of fashion from the late 19th century to the 1950s.

[Click Here for Video](#) Listen for answers (questions begin at 6 mins)
(Switch on Subtitles/Closed Captions if necessary)

1. What boyish look was fashionable in the 1920s.....6:41 mins
2. What were two important factors inherent in Coco Chanel's designs6:57 – 7:21 mins
3. How did Vogue describe a Chanel dress in 1926?
4. What does the word "flapper" describe?8:14 – 8:24 mins
5. What does the term "cut on the bias" mean?.....9:12 – 9:20 mins
6. What type of clothes were worn by women to play golf?.....10:55 mins
7. Why were stretchy knit garments important in golf?.....11:05 mins
8. In the 1930s, what percentage of Americans were going to the movies once a week?
9. Which Hollywood studio did Gilbert Adrian work for?.....11:40 mins
10. What is "rationing"
11. What is a "boiler suit"?.....13:46 mins
12. What year did Christian Dior introduced his New Look ?.....15:10 mins
13. How did Dior want woman to look?
14. What is New York's Seventh Avenue also known as?
15. What year did Coco Chanel reopen her couture house?
16. What item is the most recognisable high fashion look of the 20th Century?

1.
2.
3.
4.
5.
6.
7.
8.
9.
10.
11.
12.
13.
14.
15.

Exercise 6: Discuss

Write down at least three questions on any aspect* of this material to ask your partner
(* Fashion, Brands, Luxury Goods, Sport, Fitness, Hollywood, Museum of Fashion, etc.)

1 _____ ?

2 _____ ?

3 _____ ?

4 _____ ?

5 _____ ?

6 _____ ?