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GUCCI

<http://www.BusinessEnglishMaterials.com/gucci.html>



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THE LISTENING / READING SCRIPT

From: <http://www.businessenglishmaterials.com/gucci.html>

Gucci, or the House of Gucci, is a leading brand of fashion and leather goods. Its name is synonymous with style and luxury. It was founded in 1921 by fashion designer Guccio Gucci. Many of his designs are still with the company today, most notably the bamboo handle handbag. He also designed the company's trademark green and red striped finishing. Gucci has almost 300 stores worldwide and an annual revenue in excess of \$2.5 billion. The group has become a major force in the industry by acquiring other brands such as Alexander McQueen, Stella McCartney and Yves Saint Laurent. According to 'Business Week' magazine Gucci was in 41st position on the 2009 "Top Global 100 Brands". Gucci is also the biggest-selling Italian brand in the world.





WARM UPS

From: <http://www.businessenglishmaterials.com/gucci.html>

- 1. BRAINSTORM CHAT:** Write all the words you can think of about Gucci on the board or on a piece of paper. Talk about these words with your partner(s).
- 2. GUCCI MORNING:** Each student pretends to be an employee of Gucci. They walk around the class and talk about the company and their job.
- 3. RUMOURS:** Each student writes down a pretend rumour about Gucci. They then walk around the class and talk to other students about their rumour.
- 4. GOOD AND BAD:** Brainstorm good and bad things about Gucci and write them on the board. Students talk about these in pairs.
- 5. TRUE OR FALSE:** Students find out several facts about Gucci. They write these down and add the same number of things about the company that are false. Students test each other on which of their points are true or false.
- 6. FACTS:** In groups, students write down as many facts as they can about Gucci. The winner is the group with the most facts. Teacher may wish to have groups share their facts to make sure they are real.





LISTENING / READING GAP FILL

From: <http://www.businessenglishmaterials.com/gucci.html>

Gucci, or the House of Gucci, _____
fashion and leather goods. Its _____
with style and luxury. It was founded in 1921 by fashion
designer Guccio Gucci. Many of his designs are still with
the company today, _____ bamboo
handle handbag. He also designed the company's
trademark green and _____. Gucci has
almost 300 stores worldwide _____
excess of \$2.5 billion. The group _____
force in the industry _____ brands such
as Alexander McQueen, Stella McCartney and Yves Saint
Laurent. According to 'Business Week' magazine Gucci
was in 41st position on the 2009 "Top Global 100
Brands". Gucci _____ Italian brand in
the world.





CORRECT THE SPELLING

From: <http://www.businessenglishmaterials.com/gucci.html>

Gucci, or the House of Gucci, is a agediln brand of fashion and ehltaer goods. Its name is synonymous with style and uylrux. It was founded in 1921 by fashion designer Guccio Gucci. Many of his designs are still with the company today, most boanlyt the bamboo handle handbag. He also ingsedde the company's trademark green and red striped finishing. Gucci has almost 300 stores worldwide and an annual revenue in scexse of \$2.5 billion. The group has become a arojrm force in the ystrunid by acquiring other brands such as Alexander McQueen, Stella McCartney and Yves Saint Laurent. According to 'Business Week' magazine Gucci was in 41st spioiton on the 2009 "Top Global 100 Brands". Gucci is also the gitbegs-selling Italian brand in the world.





UNJUMBLE THE WORDS

From: <http://www.businessenglishmaterials.com/gucci.html>

Gucci, or the House of Gucci, is a leading brand of fashion and leather goods. with is Its synonymous name style and luxury. fashion was in by It founded 1921 designer Guccio Gucci. Many of his designs are still with most the company , notably the today bamboo handle handbag. company's the designed also He trademark green and red striped finishing. Gucci has almost 300 stores revenue excess and annual in worldwide an of \$2.5 billion. has a force group become major The in the acquiring by industry such brands other as Alexander McQueen, Stella McCartney and Yves Saint Laurent. According to 'Business Week' magazine Gucci was in 41st position on the 2009 "Top Global 100 Brands". Gucci is biggest in - the selling also Italian the brand world.





INSERT THE VOWELS

From: <http://www.businessenglishmaterials.com/gucci.html>

G_cc_, _r th_ H__s_ _f G_cc_, _s _ l__d_ng
 br_nd _f f_sh__n _nd l__th_r g__ds. _ts n_m__s
 syn_nym__s w_th styl_ _nd l_x_ry. _t w_s
 f__nd_d _n 1921 by f_sh__n d_s_gn_r G_cc__
 G_cc_. M_ny _f h_s d_s_gns _r st_ll w_th th_
 c_mp_ny t_d_y, m_st n_t_bly th_ b_mb__ h_ndl_
 h_ndb_g. H_ _ls_ d_s_gn_d th_ c_mp_ny's
 tr_d_m_rk gr__n _nd r_d str_p_d f_n_sh_ng.
 G_cc_ h_s _lm_st 300 st_r_s w_rldw_d_ _nd _n
 _nn__l r_v_n__ _n _xc_ss _f \$2.5 b_ll__n. Th_
 gr__p h_s b_c_m__ m_j_r f_rc__n th_ _nd_stry
 by _cq__r_ng _th_r br_nds s_ch _s l_x_nd_r
 McQ___n, St_ll_ McC_rtn_y _nd Yv_s S__nt
 L__r_nt. _cc_rd_ng t_ 'B_s_n_ss W__k'
 m_g_z_n_ G_cc_ w_s _n 41st p_s_t__n _n th_
 2009 "T_p Gl_b_l 100 Br_nds". G_cc_ _s _ls_ th_
 b_gg_st-s_ll_ng _t_l__n br_nd _n th_ w_rld.





PUNCTUATE THE TEXT AND ADD CAPITALS

From: <http://www.businessenglishmaterials.com/gucci.html>

gucci or the house of gucci is a leading brand of fashion and leather goods its name is synonymous with style and luxury it was founded in 1921 by fashion designer guccio gucci many of his designs are still with the company today most notably the bamboo handle handbag he also designed the company's trademark green and red striped finishing gucci has almost 300 stores worldwide and an annual revenue in excess of \$25 billion the group has become a major force in the industry by acquiring other brands such as alexander mcqueen stella mccartney and yves saint laurent according to 'business week' magazine gucci was in 41st position on the 2009 "top global 100 brands" gucci is also the biggest-selling italian brand in the world





CHOOSE THE CORRECT TENSE

From: <http://www.businessenglishmaterials.com/gucci.html>

Gucci, or the House of Gucci, (be) a leading brand of fashion and leather goods. Its name (be) synonymous with style and luxury. It was (found) in 1921 by fashion designer Guccio Gucci. Many of his designs (be) still with the company today, most notably the bamboo handle handbag. He also (design) the company's trademark green and red striped finishing. Gucci (have) almost 300 stores worldwide and an annual revenue in excess of \$2.5 billion. The group has (become) a major force in the industry by (acquire) other brands such as Alexander McQueen, Stella McCartney and Yves Saint Laurent. According to 'Business Week' magazine Gucci (be) in 41st position on the 2009 "Top Global 100 Brands". Gucci (be) also the biggest-selling Italian brand in the world.





CHOOSE THE CORRECT WORD

From: <http://www.businessenglishmaterials.com/gucci.html>

Gucci, or the House of Gucci, is a leading brand of fashion and _____ goods. Its name is synonymous with style and _____. It was founded in 1921 by fashion designer Guccio Gucci. Many of his designs are still with the company today, most _____ the bamboo _____ handbag. He also designed the company's trademark green and red _____ finishing. Gucci has almost 300 stores worldwide and an annual revenue in _____ of \$2.5 billion. The group has become a major _____ in the industry by _____ other brands such as Alexander McQueen, Stella McCartney and Yves Saint Laurent. According to 'Business Week' magazine Gucci was in 41st _____ on the 2009 "Top Global 100 Brands". Gucci is also the biggest-_____ Italian brand in the world.

handle
force
position
striped
selling
leather
notably
acquiring
luxury
excess





PROJECT GUCCI

From: <http://www.businessenglishmaterials.com/gucci.html>

Part 1. Your mission is to increase the profits and sales of Gucci. Complete this table with your project partner(s):

Main products			
How to improve them			
A brand new 'killer' product			
How Gucci is better than the competition			
How to beat the competition			

Part 2. Change partners and look at their project. Suggest improvements. Ask for advice on your project:

Part 3. Make a presentation on your project. Give it to the class. Vote the best projects.





GUCCI – ROLE PLAY 1

From: <http://www.businessenglishmaterials.com/gucci.html>

Role A – Gucci CEO

You believe your company is the best in the world. It pays its workers very well and working conditions are great. Your company is very green – it cares about the environment. You think your levels of customer service are great. Disagree with person B, C and D.

Role B – Gucci worker

You think it's a bad company to work for. You're very unhappy with pay, raises and bonuses. You are very unhappy with the working environment. You don't like the company's policy on the environment. You keep hearing profits are more important than customers. Disagree with A and C. Tell D the truth.

Role C – Gucci customer

You are a customer of Gucci. You used to think it was great, but not now. Its workers are always very rude. No one ever answers the phone. You are shocked about its policy on the environment. You think all staff should get less pay. You disagree with person A and B. Tell D the truth.

Role D – A journalist

You keep hearing bad things about Gucci. You want to tell the world in your newspaper. You heard the CEO gets a huge bonus every year. You found a company memo saying profits are more important than the environment. You want to know why so many staff are ill. Find the truth.





GUCCI – ROLE PLAY 2

From: <http://www.businessenglishmaterials.com/gucci.html>

Role A – Gucci New Products Director

You have created a new product for Gucci. You believe the new product will be the company's best ever. It will be a bestseller. There are people who do not agree with you. You need B, C and D on your side. Tell them why this is a product that will bring great things to Gucci.

Role B – Gucci Marketing Director

You think the company's new product is a really bad idea. It will give your company a really bad name. You think the New Products Director is trying to destroy the company. Try to get him/her to understand there's no way the new product will sell. Try to get person C and D on your side.

Role C – Gucci Market Researcher

You have interviewed thousands of people about the new product. They don't like it or hate it. You think it will be successful if they make many changes. Tell the New Products Director he/she needs to change the product. You neither like nor trust person B. Disagree with him/her.

Role D – Gucci Shareholder

You know a lot about Gucci's new product. You are worried it will not sell and share prices will go down. You think A is crazy and must find a new job. You agree with everything B says. You don't agree with C. The new product should not go on the market.





JOB INTERVIEW ROLE PLAY

INTERVIEWER (Write the questions you want to ask the candidate.)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

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JOB INTERVIEW ROLE PLAY

INTERVIEWEE (Write questions you want to ask the interviewer.)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____





DISCUSSION (Write your own questions)

STUDENT A's QUESTIONS (Do not show these to student B)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

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DISCUSSION (Write your own questions)

STUDENT B's QUESTIONS (Do not show these to student A)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____





GUCCI SURVEY

From: <http://www.businessenglishmaterials.com/gucci.html>

Write five GOOD questions about Gucci in the table. Do this in pairs. Each student must write the questions on his / her own paper.

When you have finished, interview other students. Write down their answers.

	STUDENT 1 _____	STUDENT 2 _____	STUDENT 3 _____
Q.1.			
Q.2.			
Q.3.			
Q.4.			
Q.5.			

- Now return to your original partner and share and talk about what you found out. Change partners often.
- Make mini-presentations to other groups on your findings.





WRITING 1 – SPEED WRITING

From: <http://www.businessenglishmaterials.com/gucci.html>

Write anything about Gucci for 10 minutes. Show your partner your paper. Correct each other's work.





WRITING 2 – LETTER OF COMPLAINT

From: <http://www.businessenglishmaterials.com/gucci.html>

Write a letter to Gucci. Complain about one of its products. Ask for a refund. Show your partner your paper. Correct each other's work.





HOMEWORK

- 1. VOCABULARY EXTENSION:** Choose several of the words from the text. Use a dictionary or Google's search field (or another search engine) to build up more associations / collocations of each word.
- 2. INTERNET INFO:** Search the Internet and find more information about Gucci. Talk about what you discover with your partner(s) in the next lesson.
- 3. MAGAZINE ARTICLE:** Write a magazine article about Gucci. What have they done recently? What are their plans? Read what you wrote to your classmates in the next lesson. Give each other feedback on your articles.
- 4. GUCCI POSTER** Make a poster about Gucci. Make sure you sell the company to the public. Show it to your classmates in the next lesson. Give each other feedback on your posters.
- 5. MY GUCCI LESSON:** Make your own English lesson on Gucci. Make sure there is a good mix of things to do. Find some good online activities. Teach the class / another group when you have finished.
- 6. ONLINE SHARING:** Use your blog, wiki, Facebook page, MySpace page, Twitter stream, Del-icio-us / StumbleUpon account, or any other social media tool to get opinions on Gucci. Share your findings with the class.

