
BUSINESS ENGLISH MATERIALS.com

ARMANI

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



CONTENTS

- | | |
|-----------------------------|-----------------------------|
| 2. Listening/Reading script | 12. Project |
| 3. Warm-ups | 13. Role play 1 |
| 4. Gap fill | 14. Role play 2 |
| 5. Correct the spelling | 15. Job interview role play |
| 6. Unjumble the words | 16. Discussion |
| 7. Insert the vowels | 17. Survey |
| 8. Punctuate the text | 18. Speed writing |
| 9. Choose the correct tense | 19. Letter of complaint |
| 10. Rewrite with spaces | 20. Letter of apology |
| 11. Choose the correct word | 21. Homework |

Follow me: <http://twitter.com/SeanBanville>



THE LISTENING / READING SCRIPT

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

Armani is known all across the world for being a leader in style. The Italian fashion house was founded by legendary designer Giorgio Armani in 1975. It is today one of the fashion world's most prestigious names. It produces a wide range of clothes, accessories, glasses and cosmetics. All of these are carefully branded as 'sub-labels' to target different markets. The Giorgio Armani collection is one of the most expensive in the world. For the not-so-rich, there is the Armani Exchange, which has more moderately priced items. The company operates several hundred stores around the world. Armani is branching out into luxury tourism by opening a chain of stylish, 5-star boutique hotels and resorts in the world's trendiest cities. The first opened in Dubai in 2010 in Burj Khalifa – the world's tallest building.





WARM UPS

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

1. BRAINSTORM CHAT: Write all the words you can think of about Armani on the board or on a piece of paper. Talk about these words with your partner(s).

2. ARMANI MORNING: Each student pretends to be an employee of Armani. They walk around the class and talk about the company and their job.

3. RUMOURS: Each student writes down a pretend rumour about Armani. They then walk around the class and talk to other students about their rumour.

4. GOOD AND BAD: Brainstorm good and bad things about Armani and write them on the board. Students talk about these in pairs.

5. TRUE OR FALSE: Students find out several facts about Armani. 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 Armani. 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/armani.html>

Armani is _____ world for being a leader in style. The Italian fashion house was founded by _____ Giorgio Armani in 1975. It is today one of the fashion world's most prestigious names. It produces _____ clothes, accessories, glasses and cosmetics. All of these are carefully branded as 'sub-labels' _____ markets. The Giorgio Armani collection _____ expensive in the world. For the not-so-rich, there is the Armani Exchange, which has more _____ items. The company operates several hundred stores around the world. Armani is _____ luxury tourism by opening a chain of stylish, 5-star boutique hotels _____ world's trendiest cities. The first opened in Dubai in 2010 in Burj Khalifa – the world's tallest building.





CORRECT THE SPELLING

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

Armani is known all across the world for being a dlaeer in style. The Italian fashion house was ednodfu by legendary designer Giorgio Armani in 1975. It is today one of the fashion world's most tugsiresipo names. It produces a wide range of clothes, accessories, glasses and cosmetics. All of these are carefully edndrab as 'sub-labels' to target different markets. The Giorgio Armani otnlilceco is one of the most expensive in the world. For the not-so-rich, there is the Armani Exchange, which has more yordemlaet priced items. The company aesetpro several hundred stores around the world. Armani is bngarnchi out into luxury tourism by opening a chain of stylish, 5-star etuquibo hotels and resorts in the world's desinetrt cities. The first opened in Dubai in 2010 in Burj Khalifa – the world's tallest building.





UNJUMBLE THE WORDS

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

Armani is all known a being for world the across leader in style. The Italian fashion house was founded by legendary designer Giorgio Armani in 1975. It is today the world's prestigious of fashion most one names. It produces a wide range of clothes, accessories, glasses and cosmetics. are branded All these carefully as of 'sub-
markets different target to labels'. The Giorgio Armani expensive of collection the is most one in the world. For the not-so-rich, there is the Armani Exchange, which has more moderately priced items. The company operates several world the around stores hundred. Armani is branching luxury into out chain a opening by tourism of stylish, 5-star in world's hotels resorts the boutique and trendiest cities. The first opened in Dubai in 2010 in Burj Khalifa – the world's tallest building.





INSERT THE VOWELS

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

_rm_n_ _s kn_wn _ll _cr_ss th_ w_rld f_r b__ng
 _ l__d_r _n styl_. Th_ _t_l__n f_sh__n h__s_
 w_s f__nd_d by l_g_nd_ry d_s_gn_r G__rg__
 _rm_n_ _n 1975. _t_s t_d_y _n_ _f th_ f_sh__n
 w_rld's m_st pr_st_g___s n_m_s. _t pr_d_c_s _
 w_d_ r_ng_ _f cl_th_s, _cc_ss_r__s, gl_ss_s _nd
 c_sm_t_cs. _ll _f th_s_ _r_ c_r_f_lly br_nd_d _s
 's_b-l_b_ls' t_ t_rg_t d_ff_r_nt m_rk_ts. Th_
 G__rg__ _rm_n_ c_ll_ct__n _s _n_ _f th_ m_st
 _xp_ns_v_ _n th_ w_rld. F_r th_ n_t-s_r_ch,
 th_r_ _s th_ _rm_n_ _xch_ng_, wh_ch h_s m_r_
 m_d_r_t_ly pr_c_d_t_ms. Th_ c_m_p_n_y _p_r_t_s
 s_v_r_l h_ndr_d st_r_s _r__nd th_ w_rld. _rm_n_
 _s br_nch_ng __t _nt_ l_x_ry t__r_sm by
 _p_n_ng _ ch__n _f styl_sh, 5-st_r b__t_q__
 h_t_ls _nd r_s_rts _n th_ w_rld's tr_nd__st
 c_t__s. Th_ f_rst _p_n_d _n D_b__ _n 2010 _n
 B_rj Kh_l_f_ - th_ w_rld's t_ll_st b__ld_ng.





PUNCTUATE THE TEXT AND ADD CAPITALS

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

armani is known all across the world for being a leader in style the italian fashion house was founded by legendary designer giorgio armani in 1975 it is today one of the fashion world's most prestigious names it produces a wide range of clothes accessories glasses and cosmetics all of these are carefully branded as 'sub-labels' to target different markets the giorgio armani collection is one of the most expensive in the world for the not-so-rich there is the armani exchange which has more moderately priced items the company operates several hundred stores around the world armani is branching out into luxury tourism by opening a chain of stylish 5-star boutique hotels and resorts in the world's trendiest cities the first opened in dubai in 2010 in burj khalifa – the world's tallest building





CHOOSE THE CORRECT TENSE

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

Armani is (know) all across the world for being a leader in style. The Italian fashion house was (found) by legendary designer Giorgio Armani in 1975. It (be) today one of the fashion world's most prestigious names. It (produce) a wide range of clothes, accessories, glasses and cosmetics. All of these are carefully (brand) as 'sub-labels' to target different markets. The Giorgio Armani collection (be) one of the most expensive in the world. For the not-so-rich, there is the Armani Exchange, which (have) more moderately priced items. The company (operate) several hundred stores around the world. Armani is (branch) out into luxury tourism by opening a chain of stylish, 5-star boutique hotels and resorts in the world's trendiest cities. The first (open) in Dubai in 2010 in Burj Khalifa – the world's tallest building.





REWRITE WITH SPACES

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

Armani is known all across the world for being a leader in style. The Italian fashion house was founded by legendary designer Giorgio Armani in 1975. It is today one of the fashion world's most prestigious names. It produces a wide range of clothes, accessories, glasses and cosmetics. All of these are carefully branded as 'sub-labels' to target different markets. The Giorgio Armani collection is one of the most expensive in the world. For the not-so-rich, there is the Armani Exchange, which has more moderately priced items. The company operates several hundred stores around the world. Armani is branching out into luxury tourism by opening a chain of stylish, 5-star boutique hotels and resorts in the world's trendiest cities. The first opened in Dubai in 2010 in Burj Khalifa - the world's tallest building.





CHOOSE THE CORRECT WORD

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

Armani is known all across the world for being a _____ in style. The Italian fashion house was founded by _____ designer Giorgio Armani in 1975. It is today one of the fashion world's most _____ names. It produces a wide range of clothes, accessories, glasses and cosmetics. All of these are carefully _____ as 'sub-labels' to _____ different markets. The Giorgio Armani collection is one of the most expensive in the world. For the not-so-rich, there is the Armani Exchange, which has more _____ priced items. The company operates several hundred stores around the world. Armani is _____ out into luxury tourism by opening a chain of _____, 5-star boutique hotels and _____ in the world's _____ cities. The first opened in Dubai in 2010 in Burj Khalifa – the world's tallest building.

target
stylish
legendary
trendiest
branded
branching
leader
prestigious
resorts
moderately





PROJECT ARMANI

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

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

Main products			
How to improve them			
A brand new 'killer' product			
How Armani 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.





ARMANI – ROLE PLAY 1

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

Role A – Armani 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 – Armani 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 – Armani customer

You are a customer of Armani. 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 Armani. 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.





ARMANI – ROLE PLAY 2

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

Role A – Armani New Products Director

You have created a new product for Armani. 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 Armani.

Role B – Armani 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 – Armani 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 – Armani Shareholder

You know a lot about Armani'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. _____

Copyright © www.BusinessEnglishMaterials.com



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. _____

Copyright © www.BusinessEnglishMaterials.com



DISCUSSION (Write your own questions)

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

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





ARMANI SURVEY

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

Write five GOOD questions about Armani 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/armani.html>

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





WRITING 3 – LETTER OF APOLOGY

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

Write a letter of apology to the customer. Explain why you cannot give a refund. Show your partner your letter. 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 Armani. Talk about what you discover with your partner(s) in the next lesson.
- 3. MAGAZINE ARTICLE:** Write a magazine article about Armani. 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. ARMANI POSTER** Make a poster about Armani. 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 ARMANI LESSON:** Make your own English lesson on Armani. 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 Armani. Share your findings with the class.

