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Level 0 – 17th June, 2021

Car maker Ferrari launches fashion brand

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<https://breakingnewsenglish.com/2106/210617-ferrari-fashion-0.html>

Contents

The Reading	2
Phrase Matching	3
Listening Gap Fill	4
No Spaces	5
Survey	6
Writing and Speaking	7
Writing	8

Please try Levels 1, 2 and 3. They are (a little) harder.

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THE READING

From <https://breakingnewsenglish.com/2106/210617-ferrari-fashion-0.html>

Ferrari is famous for sports cars that are very fast. The company is now making clothes. It started its own clothes brand. It stopped making cars at its factory for a short time so models could walk down a catwalk. Ferrari wants its clothes brand to make up 10 per cent of its profits in ten years from now.

The designer of Ferrari's clothes used to work for the brand Armani. He used many bright colours in his new clothes, including "Ferrari red". He thinks his clothes will be popular with young people. They have energy and can show the power of Ferrari's brand. Ferrari wants its clothes to show the best of Italy's creativity.

Sources: <https://apnews.com/article/europe-sports-formula-one-business-lifestyle-fe1e1189507bf0b2869a6dbdf003c618>
<https://www.vogue.com/fashion-shows/spring-2022-ready-to-wear/ferrari>
<https://www.yahoo.com/lifestyle/ferrari-unveils-first-fashion-collection-182807157.html>

PHRASE MATCHING

From <https://breakingnewsenglish.com/2106/210617-ferrari-fashion-0.html>

PARAGRAPH ONE:

- | | |
|-----------------------|--------------------|
| 1. Ferrari is famous | a. time |
| 2. The company is now | b. clothes brand |
| 3. It started its own | c. now |
| 4. making cars at | d. down a catwalk |
| 5. for a short | e. for sports cars |
| 6. models could walk | f. its factory |
| 7. 10 per cent of its | g. making clothes |
| 8. in ten years from | h. profits |

PARAGRAPH TWO:

- | | |
|-------------------------------|-----------------------|
| 1. The designer of | a. be popular |
| 2. work for the | b. Italy's creativity |
| 3. He used many bright | c. brand Armani |
| 4. He thinks his clothes will | d. people |
| 5. young | e. Ferrari's clothes |
| 6. They | f. of Ferrari's brand |
| 7. show the power | g. colours |
| 8. show the best of | h. have energy |

LISTEN AND FILL IN THE GAPS

From <https://breakingnewsenglish.com/2106/210617-ferrari-fashion-0.html>

Ferrari (1) _____ sports cars that are very fast.

The company (2) _____ clothes. It started its

own clothes brand. It stopped making cars

(3) _____ for a short (4) _____

could walk down a catwalk. Ferrari wants (5) _____

to make up 10 per cent of its profits (6) _____

from now.

(7) _____ Ferrari's clothes used to work for the

brand Armani. He (8) _____ colours in his new

clothes, including "Ferrari red". He (9) _____ will

be popular (10) _____. They have energy and

can show (11) _____ Ferrari's brand. Ferrari

wants its clothes to show (12) _____ Italy's

creativity.

PUT A SLASH (/) WHERE THE SPACES ARE

From <https://breakingnewsenglish.com/2106/210617-ferrari-fashion-0.html>

Ferrari is famous for sports cars that are very fast. The company is now making clothes. It started its own clothes brand. It stopped making cars at its factory for a short time so models could walk down a catwalk. Ferrari wants its clothes brand to make up 10 percent of its profits in ten years from now. The designer of Ferrari's clothes used to work for the brand Armani. He used many bright colours in his new clothes, including "Ferrari red". He thinks his clothes will be popular with young people. They have energy and can show the power of Ferrari's brand. Ferrari wants its clothes to show the best of Italy's creativity.

FERRARI SURVEY

From <https://breakingnewsenglish.com/2106/210617-ferrari-fashion-0.html>

Write five GOOD questions about Ferrari 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.

WRITE QUESTIONS & ASK YOUR PARTNER(S)

Student A: Do not show these to your speaking partner(s).

a) _____

b) _____

c) _____

d) _____

e) _____

f) _____

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WRITE QUESTIONS & ASK YOUR PARTNER(S)

Student B: Do not show these to your speaking partner(s).

a) _____

b) _____

c) _____

d) _____

e) _____

f) _____

WRITING

From <https://breakingnewsenglish.com/2106/210617-ferrari-fashion-0.html>

Write about **Ferrari** for 10 minutes. Read and talk about your partner's paper.
