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Alexander McQueen fashion label to live on

http://www.breakingnewsenglish.com/1002/100219-alexander_mcqueen.html

Contents

The Article	2
Warm-ups	3
Before Reading / Listening	4
While Reading / Listening	5
Listening Gap Fill	6
After Reading / Listening	7
Student Survey	8
Discussion	9
Language Work	10
Writing	11
Homework	12
Answers	13

19th February, 2010

THE ARTICLE

From http://www.BreakingNewsEnglish.com/1002/100219-alexander_mcqueen.html

The luxury goods maker PPR has announced it will continue with the Alexander McQueen fashion label. It was uncertain what would happen to the brand after the death of its designer Alexander McQueen on February 11th. PPR is the world's third largest manufacturer of luxurious goods. It's chairman Francois Henri Pinault said: "The trademark Alexander McQueen will live on. This would be the best tribute that we could offer to him." The British label is part of the Gucci fashion group. It has 11 boutiques and employs 180 people worldwide. The top stores are in London, New York and Milan. Many celebrities love Alexander McQueen's designs, including Nicole Kidman, Penélope Cruz and Rihanna. Pop star Lady Gaga often wears his creations in her music videos.

The British fashion designer was born Lee Alexander McQueen in East London in 1969. He was the son of working class parents but became one of the fashion world's leading lights. He took his own life in his London apartment, leaving a suicide note. People close to him believe he never recovered from the death of his mother in early February. McQueen graduated with a Master's degree in fashion at London's most prestigious fashion school, Central Saint Martins College of Art and Design. He soon made a name for himself worldwide and very quickly became the chief designer at Givenchy. He won the British Designer of the Year award four times. He will be remembered for his unconventional designs and for his fashion shows being unforgettable experiences.

WARM-UPS

1. FASHION: Walk around the class and talk to other students about fashion. Change partners often. Sit with your first partner(s) and share your findings.

2. CHAT: In pairs / groups, decide which of these topics or words from the article are most interesting and which are most boring.

luxury goods / fashion labels / designers / trademarks / tributes / music videos / working class parents / suicide / fashion school / awards / unforgettable experiences

Have a chat about the topics you liked. Change topics and partners frequently.

3. SUPERSTARS: What do they give the world? Complete this table with your partner(s). Change partners and share what you wrote. Change and share again.

Top superstar in...	Who?	Why?
fashion		
modelling		
sport		
art		
acting		
politics		

4. CELEBRITY: Students A **strongly** believe the idea of celebrity is bad; Students B **strongly** believe the opposite. Change partners again and talk about your conversations.

5. LUXURY GOODS: Want them? Rate these and share your ratings with your partner: 10 = would love, love, LOVE this; 1 = Have zero interest in this. Change partners and share your ratings again.

- Chanel / Gucci clothes
- Louis Vuitton bag
- Ferrari sunglasses
- Cartier watch
- Mercedes Benz car
- Tiffany's ring
- Mont Blanc pen
- First-class air travel

6. LUXURY: Spend one minute writing down all of the different words you associate with the word 'luxury'. Share your words with your partner(s) and talk about them. Together, put the words into different categories.

BEFORE READING / LISTENING

From http://www.BreakingNewsEnglish.com/1002/100219-alexander_mcqueen.html

1. TRUE / FALSE: Read the headline. Guess if a-h below are true (T) or false (F).

- | | |
|--|-------|
| a. A famous fashion brand will not be discontinued. | T / F |
| b. Alexander McQueen was the world's third biggest luxury goods maker. | T / F |
| c. The Alexander McQueen brand is owned by Gucci. | T / F |
| d. There are 180 Alexander McQueen boutiques all over the world. | T / F |
| e. Alexander McQueen was born in London to rich parents. | T / F |
| f. McQueen's mother died a few weeks before him. | T / F |
| g. McQueen went to a little-known London fashion school. | T / F |
| h. People will remember McQueen for his amazing fashion shows. | T / F |

2. SYNONYM MATCH: Match the following synonyms from the article.

- | | |
|--------------------|------------------------|
| 1. announced | a. continue |
| 2. uncertain | b. got over |
| 3. live on | c. top |
| 4. tribute | d. made public |
| 5. creations | e. out of the ordinary |
| 6. working class | f. praise |
| 7. leading | g. unclear |
| 8. recovered | h. reputable |
| 9. prestigious | i. works of art |
| 10. unconventional | j. poorer |

3. PHRASE MATCH: (Sometimes more than one choice is possible.)

- | | |
|---|---------------------------|
| 1. the Alexander McQueen fashion | a. offer to him |
| 2. It was uncertain what would | b. leading lights |
| 3. The trademark Alexander McQueen will | c. his creations |
| 4. the best tribute that we could | d. his own life |
| 5. Lady Gaga often wears | e. live on |
| 6. He was the son of working | f. unconventional designs |
| 7. He took | g. label |
| 8. one of the fashion world's | h. fashion school |
| 9. London's most prestigious | i. happen to the brand |
| 10. remembered for his | j. class parents |

WHILE READING / LISTENING

From http://www.BreakingNewsEnglish.com/1002/100219-alexander_mcqueen.html

GAP FILL: Put the words into the gaps in the text.

The luxury goods maker PPR has _____ it will continue with the Alexander McQueen fashion label. It was _____ what would happen to the brand after the death of its designer Alexander McQueen on February 11th. PPR is the world's third largest manufacturer of _____ goods. It's chairman Francois Henri Pinault said: "The trademark Alexander McQueen will _____ on. This would be the best _____ that we could offer to him." The British label is part of the Gucci fashion group. It has 11 boutiques and _____ 180 people worldwide. The top stores are in London, New York and Milan. Many _____ love Alexander McQueen's designs, including Nicole Kidman, Penélope Cruz and Rihanna. Pop star Lady Gaga often wears his _____ in her music videos.

celebrities
luxurious
announced
creations
tribute
uncertain
employs
live

The British fashion designer was born Lee Alexander McQueen in East London in 1969. He was the son of _____ class parents but became one of the fashion world's _____ lights. He took his own life in his London apartment, leaving a suicide _____. People close to him believe he never recovered from the death of his mother in _____ February. McQueen graduated with a Master's degree in fashion at London's most _____ fashion school, Central Saint Martins College of Art and Design. He soon made a _____ for himself worldwide and very quickly became the chief designer at Givenchy. He won the British Designer of the Year award four times. He will be _____ for his unconventional designs and for his fashion shows being _____ experiences.

name
leading
remembered
working
note
prestigious
unforgettable
early

LISTENING – Listen and fill in the gaps

From http://www.BreakingNewsEnglish.com/1002/100219-alexander_mcqueen.html

The luxury goods maker PPR has announced it _____ Alexander McQueen fashion label. It was uncertain what would happen to the brand _____ designer Alexander McQueen on February 11th. PPR is the world's third largest manufacturer of luxurious goods. It's chairman Francois Henri Pinault said: "The trademark Alexander McQueen will live on. This would _____ that we could offer to him." The British _____ Gucci fashion group. It has 11 boutiques and employs 180 people worldwide. _____ London, New York and Milan. Many celebrities love Alexander McQueen's designs, including Nicole Kidman, Penélope Cruz and Rihanna. Pop star Lady Gaga _____ her music videos.

The British fashion designer was born Lee Alexander McQueen in East London in 1969. He was the _____ parents but became one of the fashion world's leading lights. He _____ in his London apartment, _____. People close to him believe he never recovered from the death of his mother in early February. McQueen graduated with a Master's degree in fashion at London's _____ fashion school, Central Saint Martins College of Art and Design. He soon _____ himself worldwide and very quickly became the chief designer at Givenchy. He won the British Designer of the Year award four times. He _____ for his unconventional designs and for his fashion shows being unforgettable experiences.

AFTER READING / LISTENING

From http://www.BreakingNewsEnglish.com/1002/100219-alexander_mcqueen.html

1. WORD SEARCH: Look in your dictionary / computer to find collocates, other meanings, information, synonyms ... for the words 'fashion' and 'designer'.

fashion	designer

- Share your findings with your partners.
- Make questions using the words you found.
- Ask your partner / group your questions.

2. ARTICLE QUESTIONS: Look back at the article and write down some questions you would like to ask the class about the text.

- Share your questions with other classmates / groups.
- Ask your partner / group your questions.

3. GAP FILL: In pairs / groups, compare your answers to this exercise. Check your answers. Talk about the words from the activity. Were they new, interesting, worth learning...?

4. VOCABULARY: Circle any words you do not understand. In groups, pool unknown words and use dictionaries to find their meanings.

5. TEST EACH OTHER: Look at the words below. With your partner, try to recall how they were used in the text:

<ul style="list-style-type: none">• announced• uncertain• third• tribute• employs• creations	<ul style="list-style-type: none">• born• class• note• early• chief• four
---	--

STUDENT FASHION SURVEY

From http://www.BreakingNewsEnglish.com/1002/100219-alexander_mcqueen.html

Write five GOOD questions about fashion 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.

FASHION DISCUSSION

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

- a) What did you think when you read the headline?
- b) What springs to mind when you hear the word 'fashion'?
- c) Are you fashionable? Why do you think so?
- d) Who's your favourite fashion designer and why?
- e) What is the use of fashion?
- f) What kind of people make good fashion designers?
- g) What do you think of the fashion world (designers, models, catwalks...)?
- h) What do you know about Alexander McQueen?
- i) What pressures are fashion designers under?
- j) Are the fashions in your country the best in the world?

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FASHION DISCUSSION

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

- a) Did you like reading this article?
- b) How has your sense of fashion changed over the years?
- c) What fashions would you love to wear but can't?
- d) Do you think fashion is too expensive these days?
- e) What do you think of the fashion you see at fashion shows?
- f) Does fashion make poorer people look poorer?
- g) What does your fashion say about you?
- h) Would you like to wear only designer clothes like the movie stars do?
- i) What do you think of the use of fur in fashion?
- j) What questions would you like to ask a leading fashion designer?

LANGUAGE – MULTIPLE CHOICE

From http://www.BreakingNewsEnglish.com/1002/100219-alexander_mcqueen.html

The luxury goods maker PPR has announced it will continue with the Alexander McQueen fashion label. It was (1) _____ what would happen to the brand after the death (2) _____ its designer Alexander McQueen on February 11th. PPR is the world's third largest manufacturer of luxurious goods. It's chairman Francois Henri Pinault said: "The trademark Alexander McQueen will live (3) _____. This would be the best (4) _____ that we could offer to him." The British label is part of the Gucci fashion group. It has 11 boutiques and (5) _____ 180 people worldwide. The top stores are in London, New York and Milan. Many celebrities love Alexander McQueen's designs, including Nicole Kidman, Penélope Cruz and Rihanna. Pop star Lady Gaga often wears his (6) _____ in her music videos.

The British fashion designer was born Lee Alexander McQueen in East London in 1969. He was the son of working (7) _____ parents but became one of the fashion world's leading lights. He (8) _____ his own life in his London apartment, leaving a suicide (9) _____. People close to him believe he never recovered from the death of his mother in early February. McQueen graduated with a Master's degree in fashion at London's most (10) _____ fashion school, Central Saint Martins College of Art and Design. He soon made a (11) _____ for himself worldwide and very quickly became the chief designer at Givenchy. He won the British Designer of the Year award four times. He will be (12) _____ for his unconventional designs and for his fashion shows being unforgettable experiences.

Put the correct words from the table below in the above article.

- | | | | | |
|-----|----------------|---------------|-----------------|-----------------|
| 1. | (a) certainly | (b) certainty | (c) certainties | (d) uncertain |
| 2. | (a) for | (b) of | (c) to | (d) on |
| 3. | (a) up | (b) on | (c) in | (d) down |
| 4. | (a) tributary | (b) tribe | (c) tribute | (d) tribal |
| 5. | (a) employment | (b) employees | (c) employs | (d) employers |
| 6. | (a) created | (b) creations | (c) creating | (d) creativity |
| 7. | (a) classed | (b) classes | (c) classified | (d) class |
| 8. | (a) took | (b) gave | (c) did | (d) had |
| 9. | (a) memo | (b) note | (c) paper | (d) scribbling |
| 10. | (a) prestige | (b) vestige | (c) vestiges | (d) prestigious |
| 11. | (a) meal | (b) bed | (c) name | (d) record |
| 12. | (a) remembered | (b) remember | (c) memories | (d) memorized |

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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: Search the Internet and find out more about Alexander McQueen. Share what you discover with your partner(s) in the next lesson.

3. FASHION: Make a poster about fashion. Show your work to your classmates in the next lesson. Did you all have similar things?

4. LUXURY: Write a magazine article about luxury goods. Include imaginary interviews with someone who loves them and someone who hates them.

Read what you wrote to your classmates in the next lesson. Write down any new words and expressions you hear from your partner(s).

5. LETTER: Write a letter to a leading fashion designer. Ask him/her three questions about fashion. Give him/her three of your opinions on today's fashion. Read your letter to your partner(s) in your next lesson. Your partner(s) will answer your questions.

ANSWERS

TRUE / FALSE:

- a. T b. F c. T d. F e. F f. T g. F h. T

SYNONYM MATCH:

- | | |
|--------------------|------------------------|
| 1. announced | a. made public |
| 2. uncertain | b. unclear |
| 3. live on | c. continue |
| 4. tribute | d. praise |
| 5. creations | e. works of art |
| 6. working class | f. poorer |
| 7. leading | g. top |
| 8. recovered | h. got over |
| 9. prestigious | i. reputable |
| 10. unconventional | j. out of the ordinary |

PHRASE MATCH:

- | | |
|---|---------------------------|
| 1. the Alexander McQueen fashion | a. label |
| 2. It was uncertain what would | b. happen to the brand |
| 3. The trademark Alexander McQueen will | c. live on |
| 4. the best tribute that we could | d. offer to him |
| 5. Lady Gaga often wears | e. his creations |
| 6. He was the son of working | f. class parents |
| 7. He took | g. his own life |
| 8. one of the fashion world's | h. leading lights |
| 9. London's most prestigious | i. fashion school |
| 10. remembered for his | j. unconventional designs |

GAP FILL:

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The luxury goods maker PPR has **announced** it will continue with the Alexander McQueen fashion label. It was **uncertain** what would happen to the brand after the death of its designer Alexander McQueen on February 11th. PPR is the world's third largest manufacturer of **luxurious** goods. Its chairman Francois Henri Pinault said: "The trademark Alexander McQueen will **live on**. This would be the best **tribute** that we could offer to him." The British label is part of the Gucci fashion group. It has 11 boutiques and **employs** 180 people worldwide. The top stores are in London, New York and Milan. Many **celebrities** love Alexander McQueen's designs, including Nicole Kidman, Penélope Cruz and Rihanna. Pop star Lady Gaga often wears his **creations** in her music videos.

The British fashion designer was born Lee Alexander McQueen in East London in 1969. He was the son of **working** class parents but became one of the fashion world's **leading** lights. He took his own life in his London apartment, leaving a suicide **note**. People close to him believe he never recovered from the death of his mother in **early** February. McQueen graduated with a Master's degree in fashion at London's most **prestigious** fashion school, Central Saint Martins College of Art and Design. He soon made a **name** for himself worldwide and very quickly became the chief designer at Givenchy. He won the British Designer of the Year award four times. He will be **remembered** for his unconventional designs and for his fashion shows being **unforgettable** experiences.

LANGUAGE WORK

- 1 - d 2 - a 3 - b 4 - c 5 - c 6 - b 7 - d 8 - a 9 - b 10 - d 11 - c 12 - a

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