

Russian weapons maker now a fashion brand

9th May, 2016



The Russian arms maker Kalashnikov is branching out into fashion. The weapons manufacturer is one of Russia's

most famous companies. It makes the well-known AK-47 assault rifle. The company said it has to make different things because of Western sanctions. Many countries stopped buying Russian weapons after the conflict in Ukraine started. Before the sanctions, Kalashnikov sold 70 per cent of its hunting and sporting weapons to Europe and the USA. Kalashnikov will soon launch a fashion label. It will make 'military style' casual clothing and accessories. There are also plans to open 60 Kalashnikov clothes stores across Russia by the end of this year.

Kalashnikov is not the first Russian arms company to move into fashion. UralVagonZavod, the makers of tanks and other military vehicles, opened a shop in 2014 selling T-shirts, jackets, shoes and bags. Most of its products have images of its tanks on them. The Kalashnikov CEO Alexei Krivoruchko said his company would still make most of its money from making guns. He said: "In addition to the development of new products, by 2017 we plan to double our sales of small arms." He said the company will, "start the mass production of not less than 10 new products". A marketing manager said Kalashnikov's fashions could sell well because of a rise in patriotism in Russia.

Sources: BBC.co.uk / SputnikNews / RussiaToday

Writing

A gun maker should not sell clothes. Discuss.

Chat

Talk about these words from the article.

branching out / weapons / famous / sanctions / hunting / fashion label / stores / the first / military vehicles / T-shirts / tanks / development / double / patriotism

True / False

- Kalashnikov is the maker of a rifle called the AK-47. T / F
- Europe and the USA used to buy 50% of Kalashnikov's weapons. T / F
- Kalashnikov's clothing will be in a formal, sporting style. T / F
- Kalashnikov plans to open 60 stores across the world this year. T / F
- Kalashnikov is the first Russian arms maker to move into fashion. T / F
- Kalashnikov will still make most of its money from guns. T / F
- Kalashnikov wants to make at least 10 new products. T / F
- Kalashnikov could do well because Russians are proud of their country. T / F

Synonym Match

- | | |
|------------------|----------------|
| 1. arms | a. war |
| 2. branching out | b. start |
| 3. sanctions | c. pictures |
| 4. conflict | d. expanding |
| 5. launch | e. increase |
| 6. making | f. nationalism |
| 7. images | g. weapons |
| 8. products | h. producing |
| 9. rise | i. goods |
| 10. patriotism | j. penalties |

Discussion – Student A

- What kind of clothes should Kalashnikov make and sell?
- What do you think of clothes with images of tanks and guns on them?
- What do you think of gun companies?
- What other companies would do well at selling clothes?
- What advice do you have for the Kalashnikov CEO?
- Would Kalashnikov clothes sell well in your country?
- How patriotic are you?
- What questions would you like to ask the CEO of Kalashnikov?

Phrase Match

- | | |
|---------------------------------|-------------------------|
| 1. Kalashnikov is branching | a. than 10 new products |
| 2. after the conflict | b. from making guns |
| 3. Kalashnikov will soon launch | c. of this year |
| 4. casual clothing and | d. vehicles |
| 5. by the end | e. out into fashion |
| 6. military | f. our sales |
| 7. most of its money | g. in Ukraine started |
| 8. we plan to double | h. accessories |
| 9. mass production of not less | i. in patriotism |
| 10. because of a rise | j. a fashion label |

Discussion – Student B

- What do you know about Kalashnikov?
- What do you think about what you read?
- What do you think of Kalashnikov branching out into fashion?
- What other things could Kalashnikov make?
- How successful do you think Kalashnikov clothes will be?
- What's your favourite fashion label, and why?
- What do you think of military style clothes?
- Would you like to go to a Kalashnikov store?

Spelling

- rnhcnaigb out into fashion
- the well-known AK-47 autsasl rifle
- because of Western stnisonac
- after the tlnciof in Ukraine started
- hauncl a fashion label
- saluca clothing and accessories
- tanks and other mayrliti vehicles
- T-shirts, ktejsac, shoes and bags
- Most of its sdutrcop have images
- we plan to ouebld our sales
- start the mass rdnuocoitp
- a rise in osrtaitpmi

Answers – Synonym Match

1. g	2. d	3. j	4. a	5. b
6. h	7. c	8. i	9. e	10. f

Role Play

Role A – Kalashnikov

You think Kalashnikov is the best fashion brand. Tell the others three reasons why. Tell them things that are wrong with their brands. Also, tell the others which is the worst of these (and why): Adidas, Gap or Louis Vuitton.

Role B – Adidas

You think Adidas is the best fashion brand. Tell the others three reasons why. Tell them things that are wrong with their brands. Also, tell the others which is the worst of these (and why): Kalashnikov, Gap or Louis Vuitton.

Role C – Gap

You think Gap is the best fashion brand. Tell the others three reasons why. Tell them things that are wrong with their brands. Also, tell the others which is the worst of these (and why): Adidas, Kalashnikov or Louis Vuitton.

Role D – Louis Vuitton

You think Louis Vuitton is the best fashion brand. Tell the others three reasons why. Tell them things that are wrong with their brands. Also, tell the others which is the worst of these (and why): Adidas, Gap or Kalashnikov.

Speaking – Fashion

Rank these with your partner. Put the best at the top. Change partners often and share your rankings.

- | | |
|------------|-----------------|
| • Zara | • Kalashnikov |
| • Uniqlo | • Gap |
| • Burberry | • Louis Vuitton |
| • Oakley | • Adidas |

Answers – True False

a	T	b	F	c	F	d	F	e	F	f	T	g	T	h	T
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Answers to Phrase Match and Spelling are in the text.