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**Level 2** – 17th June, 2021

## Car maker Ferrari launches fashion brand

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<https://breakingnewsenglish.com/2106/210617-ferrari-fashion-2.html>

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Please try Levels 0, 1 and 3. They are (a little) harder.

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# THE READING

From <https://breakingnewsenglish.com/2106/210617-ferrari-fashion-2.html>

Ferrari is a famous name in the car industry. It has a long history of success in motor sports. Its sports cars are a thing of luxury. The Italian company has entered the business of fashion. The 74-year-old carmaker launched its own line of clothing at its factory in northern Italy. The company briefly stopped production of its cars to let models walk down a catwalk on its factory floor. Ferrari hopes its new clothes will allow it to diversify. A spokesperson told reporters that Ferrari's clothing collections could make up 10 per cent of the company's profits within a decade.

Ferrari's ready-to-wear clothing was created by a 37-year-old fashion designer. He used to work for the brand Armani. He used many bright colours, including "Ferrari red" and the yellow used in the Ferrari logo. The designer hopes his clothes will be popular with young people. He said: "Young generations have the power to express the energy and the power of Ferrari's brand." He added: "If you enter a Ferrari store...you are looking for something special." Ferrari's chairperson said the company wanted to show Italian excellence, "and the best of our country'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-2.html>

## PARAGRAPH ONE:

- |                                  |                 |
|----------------------------------|-----------------|
| 1. a famous name in the car      | a. decade       |
| 2. launched its own line of      | b. floor        |
| 3. let models walk down          | c. industry     |
| 4. on its factory                | d. profits      |
| 5. its new clothes will allow it | e. a catwalk    |
| 6. clothing                      | f. clothing     |
| 7. 10 per cent of the company's  | g. collections  |
| 8. within a                      | h. to diversify |

## PARAGRAPH TWO:

- |                                   |                      |
|-----------------------------------|----------------------|
| 1. Ferrari's ready-to-            | a. with young people |
| 2. a 37-year-old                  | b. logo              |
| 3. He used to work for            | c. creativity        |
| 4. the yellow used in the Ferrari | d. brand             |
| 5. his clothes will be popular    | e. wear clothing     |
| 6. the power of Ferrari's         | f. special           |
| 7. looking for something          | g. fashion designer  |
| 8. the best of our country's      | h. the brand Armani  |

# LISTEN AND FILL IN THE GAPS

From <https://breakingnewsenglish.com/2106/210617-ferrari-fashion-2.html>

Ferrari is a famous name in (1) \_\_\_\_\_. It has a long history of (2) \_\_\_\_\_ sports. Its sports cars are a thing of luxury. The Italian company has entered the business of fashion. The 74-year-old carmaker (3) \_\_\_\_\_ line of clothing at its factory in northern Italy. The (4) \_\_\_\_\_ production of its cars to let models walk down a catwalk on its factory floor. Ferrari hopes its new clothes will allow (5) \_\_\_\_\_. A spokesperson told reporters that Ferrari's clothing collections could make up 10 per cent of the company's profits (6) \_\_\_\_\_.

Ferrari's (7) \_\_\_\_\_ clothing was created by a 37-year-old fashion designer. He used to work (8) \_\_\_\_\_ Armani. He used many bright colours, including "Ferrari red" and the (9) \_\_\_\_\_ the Ferrari logo. The designer hopes his clothes will (10) \_\_\_\_\_ young people. He said: "Young generations have the power to (11) \_\_\_\_\_ and the power of Ferrari's brand." He added: "If you enter a Ferrari store...you are looking for something special." Ferrari's chairperson said the company wanted to show Italian excellence, "and the best of (12) \_\_\_\_\_".

# PUT A SLASH ( / ) WHERE THE SPACES ARE

From <https://breakingnewsenglish.com/2106/210617-ferrari-fashion-2.html>

Ferrari is a famous name in the car industry. It has a long history of success in motorsports. Its sports cars are a thing of luxury. The Italian company has entered the business of fashion. The 74-year-old car maker launched its own line of clothing at its factory in northern Italy. The company briefly stopped production of its cars to let models walk down a catwalk on its factory floor. Ferrari hopes its new clothes will allow it to diversify. A spokesperson told reporters that Ferrari's clothing collections could make up 10 percent of the company's profits within a decade. Ferrari's ready-to-wear clothing was created by a 37-year-old fashion designer. He used to work for the brand Armani. He used many bright colours, including "Ferrari red" and the yellow used in the Ferrari logo. The designer hopes his clothes will be popular with young people. He said: "Young generations have the power to express the energy and the power of Ferrari's brand." He added: "If you enter a Ferrari store... you are looking for something special." Ferrari's chairman said the company wanted to show Italian excellence, "and the best of our country's creativity".

# FERRARI SURVEY

From <https://breakingnewsenglish.com/2106/210617-ferrari-fashion-2.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) \_\_\_\_\_

