

Car maker Ferrari launches fashion brand

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Ferrari is one of the most famous names in the car industry. Its sports cars are a symbol of luxury. It has a long history of success in motor

sports, especially in Formula One. The Italian company has now entered the business of fashion. On Sunday, the 74-year-old carmaker launched its own line of clothing at its factory in Maranello, northern Italy. The company briefly halted production of its cars to let models walk down a temporary catwalk on its factory floor. Ferrari hopes its new fashion line will allow the company to diversify. Chief Brand Diversification Officer Nicola Boari told reporters that Ferrari's clothing collections could make up 10 per cent of the company's profits within a decade.

Ferrari's new, ready-to-wear clothing was created by 37-year-old fashion designer Rocco Iannone. He used to work for the fashion house Armani. Mr Iannone's clothes all used very bright colours. He made great use of "Ferrari red," the yellow used in the Ferrari logo, and a very vibrant blue. Iannone hopes the clothes will be popular with younger people. He said: "The young generations have the power to express the energy and the power of Ferrari's brand." He added: "If you enter a Ferrari store, it's not because you need another raincoat. You are looking for something special." Ferrari's chairperson said the company "wants to champion Italian excellence and the best of our country's creativity".

Sources: apnews.com / vogue.com / yahoo.com

Writing

The world needs more designer fashion brands. Discuss.

Chat

Talk about these words from the article.

Ferrari / famous / car industry / luxury / success / motor sports / models / catwalk / clothing / designer / bright colours / younger people / raincoat / champion / creativity

True / False

- 1) The article says Ferrari is the most famous name in the car industry. T / F
- 2) The sports car company Ferrari is over 100 years old. T / F
- 3) Ferrari stopped making cars for a while for a catwalk show. T / F
- 4) Ferrari wants its clothes to make up 10% of its profits. T / F
- 5) Ferrari's new fashion designer once worked for Armani. T / F
- 6) Ferrari's new clothes are only in its famous red and yellow colours. T / F
- 7) Ferrari is aiming its clothes at older generations. T / F
- 8) Ferrari's designer wants people to buy Ferrari raincoats. T / F

Synonym Match

(The words in **bold** are from the news article.)

- | | |
|-----------------------|---------------|
| 1. famous | a. made |
| 2. industry | b. stopped |
| 3. launched | c. quality |
| 4. halted | d. business |
| 5. decade | e. well liked |
| 6. created | f. ten years |
| 7. bright | g. unique |
| 8. popular | h. well known |
| 9. special | i. vivid |
| 10. excellence | j. started |

Discussion – Student A

- a) What do you think about what you read?
- b) What do you think of Ferrari?
- c) Will Ferrari's fashions become as good as Armani's?
- d) What do you think of brightly-coloured clothes?
- e) What is 'the power of Ferrari's brand'?
- f) How important is fashion to you?
- g) What is 'Italian excellence'?
- h) What questions would you like to ask Ferrari's boss?

Phrase Match

- | | |
|-----------------------------------------|--------------------------------|
| 1. one of the most famous names | a. a temporary catwalk |
| 2. Its sports cars are a symbol | b. profits within a decade |
| 3. launched its own | c. special |
| 4. let models walk down | d. of luxury |
| 5. make up 10 per cent of the company's | e. to-wear clothing |
| 6. Ferrari's new, ready- | f. champion Italian excellence |
| 7. He used to work for the | g. in the car industry |
| 8. young | h. fashion house Armani |
| 9. You are looking for something | i. line of clothing |
| 10. the company wants to | j. generations |

Discussion – Student B

- What do you know about Ferrari?
- Would you buy Ferrari clothes?
- Are brand clothes good value for money?
- What do you think of Formula One?
- What do you think of models walking down a catwalk?
- Would you prefer to wear Ferrari or Toyota clothes?
- Why is Ferrari getting into the clothing industry?
- What is your favourite clothing brand?

Spelling

- the car itsrundy
- sports cars are a bomlys of luxury
- walk down a epryamotr catwalk
- Ferrari's clothing otcenclolis
- make up 10 per cent of the company's rsoptif
- within a dceead
- fashion dgsnieer
- a very tivnbar blue
- young ionargentes
- You are looking for something caplsej
- paiocnmh Italian excellence
- our country's vicayteitr

Answers – Synonym Match

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

Role Play

Role A – Brand

You think the brand is the most important thing about clothes. Tell the others three reasons why. Tell them what is wrong with their things. Also, tell the others which is the least important of these (and why): price, quality or colour.

Role B – Price

You think price is the most important thing about clothes. Tell the others three reasons why. Tell them what is wrong with their things. Also, tell the others which is the least important of these (and why): brand, quality or colour.

Role C – Quality

You think quality is the most important thing about clothes. Tell the others three reasons why. Tell them what is wrong with their things. Also, tell the others which is the least important of these (and why): price, brand or colour.

Role D – Colour

You think colour is the most important thing about clothes. Tell the others three reasons why. Tell them what is wrong with their things. Also, tell the others which is the least important of these (and why): price, quality or brand.

Speaking – Clothing

Rank these with your partner. Put the most important thing about clothing at the top. Change partners often and share your rankings.

- | | |
|-----------|-------------------|
| • Brand | • Material |
| • Price | • No child labour |
| • Colour | • Easy to iron |
| • Quality | • Fashionable |

Answers – True False

1 F	2 F	3 T	4 T	5 T	6 F	7 F	8 F
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Answers to Phrase Match and Spelling are in the text.