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**Level 1** – 17th June, 2021

## Car maker Ferrari launches fashion brand

**FREE** online quizzes, mp3 listening and more for this lesson here:

<https://breakingnewsenglish.com/2106/210617-ferrari-fashion-1.html>

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Please try Levels 0, 2 and 3. They are (a little) harder.

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# THE READING

From <https://breakingnewsenglish.com/2106/210617-ferrari-fashion-1.html>

Ferrari is a famous name in the car industry and in motor sports. Its luxury sports cars are very fast. The company has entered the business of fashion. It started its own clothing brand. The company briefly stopped making cars at its factory so models could walk down a catwalk. Ferrari wants to make new things. Ferrari told reporters that its clothing brand could make up 10 per cent of the company's profits in ten years from now.

The designer of Ferrari's ready-to-wear clothes used to work for the brand Armani. He used many bright colours, including "Ferrari red" and the yellow used in the Ferrari logo. He hopes his clothes will be popular with young people. He said young people have the energy to show the power of Ferrari's brand." He said they want to buy "something special." Ferrari said it wanted its clothes to show Italian excellence and 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-1.html>

## PARAGRAPH ONE:

- |                                |                        |
|--------------------------------|------------------------|
| 1. Ferrari is a famous name    | a. of fashion          |
| 2. motor                       | b. company's profits   |
| 3. Its luxury sports cars      | c. brand               |
| 4. entered the business        | d. from now            |
| 5. It started its own clothing | e. making cars         |
| 6. The company briefly stopped | f. in the car industry |
| 7. 10 per cent of the          | g. sports              |
| 8. in ten years                | h. are very fast       |

## PARAGRAPH TWO:

- |                                |                       |
|--------------------------------|-----------------------|
| 1. ready-to-                   | a. the Ferrari logo   |
| 2. work for the                | b. creativity         |
| 3. He used many bright         | c. special            |
| 4. the yellow used in          | d. wear clothes       |
| 5. his clothes will be popular | e. colours            |
| 6. show the power              | f. brand Armani       |
| 7. buy something               | g. of Ferrari's brand |
| 8. the best of Italy's         | h. with young people  |

# LISTEN AND FILL IN THE GAPS

From <https://breakingnewsenglish.com/2106/210617-ferrari-fashion-1.html>

Ferrari is a famous name in (1) \_\_\_\_\_ and in motor sports. (2) \_\_\_\_\_ cars are very fast. The company has (3) \_\_\_\_\_ of fashion. It started its own clothing brand. The company (4) \_\_\_\_\_ cars at its factory so models could walk (5) \_\_\_\_\_.

Ferrari wants to make new things. Ferrari told reporters that its clothing brand could make up 10 per cent of the company's profits in (6) \_\_\_\_\_ now.

The designer of Ferrari's (7) \_\_\_\_\_ clothes used to work for the brand Armani. He used (8) \_\_\_\_\_, including "Ferrari red" and the yellow used in the Ferrari logo. He hopes his clothes will (9) \_\_\_\_\_ young people. He said young people have the energy to (10) \_\_\_\_\_ of Ferrari's brand." He said they want to (11) \_\_\_\_\_. Ferrari said it wanted its clothes to show Italian (12) \_\_\_\_\_ best of Italy's creativity.

# PUT A SLASH ( / ) WHERE THE SPACES ARE

From <https://breakingnewsenglish.com/2106/210617-ferrari-fashion-1.html>

Ferrari is a famous name in the car industry and in motorsports. Its luxury sports cars are very fast. The company has entered the business of fashion. It started its own clothing brand. The company briefly stopped making cars at its factory so models could walk down a catwalk. Ferrari wants to make new things. Ferrari told reporters that its clothing brand could make up 10 percent of the company's profits in ten years from now. The designer of Ferrari's ready-to-wear clothes used to work for the brand Armani. He used many bright colours, including "Ferrari red" and the yellow used in the Ferrari logo. He hopes his clothes will be popular with young people. He said young people have the energy to show the power of Ferrari's brand. "He said they want to buy" something special. "Ferrari said it wanted its clothes to show Italian excellence and the best of Italy's creativity.

# FERRARI SURVEY

From <https://breakingnewsenglish.com/2106/210617-ferrari-fashion-4.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<br>_____ | STUDENT 2<br>_____ | STUDENT 3<br>_____ |
|------|--------------------|--------------------|--------------------|
| 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) \_\_\_\_\_

*Car maker Ferrari launches fashion brand - 17th June, 2021*  
More free lessons at [breakingnewsenglish.com](http://breakingnewsenglish.com)

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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-1.html>

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

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