

## Louis Vuitton to make emergency hand sanitiser

18th March, 2020



As with many countries, France is experiencing a shortage of hand sanitiser. To help combat this, the luxury goods maker Louis Vuitton (LVMH) will start making sanitiser to help fight the COVID-19 virus. The

company will repurpose its perfume production lines to start making anti-viral products. A spokesperson said the company wants to help tackle the shortage of sanitiser across France. He announced: "LVMH will use the production lines of its perfume and cosmetic brands to produce large quantities of alcoholic gels. These gels will be delivered free of charge to health authorities." He added: "LVMH will continue to honour this commitment for as long as necessary, in connection with the French health authorities."

LVMH is a luxury goods conglomerate that owns well-known brands such as champagne maker Moët & Chandon, watchmaker Tag Heuer and jeweller Bulgari. Its factories manufacture perfume and makeup for brands like Christian Dior and Givenchy. In a warlike effort, they will change production to help France's health system. More commercial companies could start helping out in the fight against the coronavirus. The UK government has asked the car and jet-engine maker Rolls Royce to start making ventilators. These are urgently required to help people hospitalised with the virus breathe. The UK's health service has a huge shortage of ventilators and is readying itself for more people to contract the virus.

Sources: [vogue.com](https://www.vogue.com) / [cnn.com](https://www.cnn.com) / [bbc.com](https://www.bbc.com)

### Writing

All companies worldwide should change to help fight COVID-19. Discuss.

### Chat

Talk about these words from the article.

shortage / combat / luxury goods / sanitiser / virus / perfume / production / free / gel / conglomerate / champagne / makeup / health system / warlike / ventilator / breathe

### True / False

- a) Hand sanitiser is not scarce in France. T / F
- b) Louis Vuitton will build new factories to make hand sanitiser. T / F
- c) Louis Vuitton will make alcoholic gels. T / F
- d) Louis Vuitton will provide the hand sanitiser at low prices. T / F
- e) Louis Vuitton is part of a group that owns the jeweller Bulgari. T / F
- f) The article says Louis Vuitton's effort was "warlike". T / F
- g) Rolls Royce has been asked to make ventilators for hospitals. T / F
- h) The UK has enough ventilators to last for two years. T / F

### Synonym Match

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

- |                        |                |
|------------------------|----------------|
| <b>1. shortage</b>     | a. promise     |
| <b>2. combat</b>       | b. volumes     |
| <b>3. quantities</b>   | c. preparing   |
| <b>4. authorities</b>  | d. corporation |
| <b>5. commitment</b>   | e. fight       |
| <b>6. conglomerate</b> | f. endeavour   |
| <b>7. manufacture</b>  | g. respirator  |
| <b>8. effort</b>       | h. scarcity    |
| <b>9. ventilator</b>   | i. produce     |
| <b>10. readying</b>    | j. officials   |

### Discussion – Student A

- a) What do you know about Louis Vuitton?
- b) How important is hand sanitiser?
- c) Are you using hand sanitiser?
- d) What do you think of Louis Vuitton making hand sanitiser?
- e) What should other companies be doing to help fight COVID-19?
- f) Are you worried about shortages of anything?
- g) How would you be able to deal with shortages?
- h) What do you think of the news coverage of COVID-19?

## Phrase Match

- |                                     |                          |
|-------------------------------------|--------------------------|
| 1. As with                          | a. of ventilators        |
| 2. repurpose its perfume production | b. as necessary          |
| 3. start making anti-               | c. conglomerate          |
| 4. LVMH will continue to honour     | d. required              |
| 5. for as long                      | e. this commitment       |
| 6. LVMH is a luxury goods           | f. to contract the virus |
| 7. the car and jet-                 | g. many countries        |
| 8. These are urgently               | h. engine maker          |
| 9. a huge shortage                  | i. lines                 |
| 10. readying itself for more people | j. viral products        |

## Discussion – Student B

- What do you think about what you read?
- What does hand sanitiser do?
- What do you think of people selling sanitiser at inflated prices?
- How much is the coronavirus crisis like a war?
- What can you do to help the people near you?
- What do you know about how your health service is coping?
- What do you think life will be like in a year from now?
- What questions would you like to ask the boss of Louis Vuitton?

## Spelling

- a srhgoeta of hand sanitiser
- posurpere its perfume production lines
- large gsiutatine of alcoholic gels
- deveeridl free of charge
- honour this meontmmtic
- French health ihtoiuarset
- a luxury goods nlcromegtoea
- Its factories eunaramcftu perfume
- More eoalcmcmir companies
- start making teinrotlsav
- These are gtlenryu required
- dgaryien itself for more people

### Answers – Synonym Match

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

## Role Play

### Role A – Hand Sanitiser

You think hand sanitiser is the worst thing for there to be a shortage of. Tell the others three reasons why. Tell them why their things aren't so important. Also, tell the others which is the least important of these (and why): soap, toilet paper or bread.

### Role B – Soap

You think soap is the worst thing for there to be a shortage of. Tell the others three reasons why. Tell them why their things aren't so important. Also, tell the others which is the least important of these (and why): hand sanitiser, toilet paper or bread.

### Role C – Toilet Paper

You think toilet paper is the worst thing for there to be a shortage of. Tell the others three reasons why. Tell them why their things aren't so important. Also, tell the others which is the least important of these (and why): soap, hand sanitiser or bread.

### Role D – Bread

You think bread is the worst thing for there to be a shortage of. Tell the others three reasons why. Tell them why their things aren't so important. Also, tell the others which is the least important of these (and why): soap, toilet paper or hand sanitiser.

## Speaking – Shortages

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

- |                |                    |
|----------------|--------------------|
| • Medicine     | • Hand sanitisers  |
| • Newspapers   | • Bread/rice/pasta |
| • Toilet paper | • Soap             |
| • Sugar        | • Chocolate        |

### Answers – True False

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