



Materials and Exercises

W26-2020

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1. COMMON MISTAKES

DECIMALS

Decimals are written with a point not a comma: 2,75 is written as 2.75

Say "point" when referring to the decimal notation.

Always say the individual numbers after the point.

2.65 is "two point six five" and not "two point sixty-five"

It is not necessary to say the zero at the beginning of the number such as this one:

0.62 is "point six two"

For money there is a different convention.

\$2.35 is two dollars and thirty five cents.

DRILL 1.01: Say the following numbers in words.

- | | |
|-------------------|--|
| 1. 0.333 | 1. zero point three three three |
| 2. 0.25 | 2. zero point two five |
| 3. 0.750 | 3. zero point seven five zero |
| 4. 2.81 | 4. two point eight one |
| 5. 35.87 | 5. thirty-five point eight seven |
| 6. 68.14 | 6. sixty-eight point one four |
| 7. 101.11 | 7. one hundred and one point one one |
| 8. 300.75 | 8. three hundred point seven five |
| 9. 1,500.33 | 9. one thousand five hundred point three three |
| 10. \$25.75 | 10. twenty-five dollars and seventy-five cents |
| 11. £2,300.25 | 11. two thousand three hundred pounds and twenty five pence |
| 12. € 1,350.85 | 12. one thousand three hundred and fifty euros and eighty-five cents |
| 13. 20.75 grams | 13. twenty point seven five grams |
| 14. 351.64 pounds | 14. three hundred and fifty-one point six four pounds |
| 15. 3.89% | 15. three point eight nine percent |
| 16. 22.222 | 16. twenty-two point two two two |
| 17. 154.66 | 17. one hundred and fifty four point six six |
| 18. 22,547.50 | 18. twenty two thousand five hundred and forty-seven point five |
| 19. \$22,547.50 | 19. twenty two thousand five hundred and forty-seven dollars and fifty cents |
| 20. £19,300.25 | 20. nineteen thousand three hundred pounds and twenty-five pence |

2. GRAMMAR

IMPERATIVE

- DIRECT	USAGE:	ORDERS and EMERGENCIES
	AFFIMATIVE:	Send the email now.
	NEGATIVE:	Don't send the email now.
- POLITE	USAGE:	EVERDAY REQUESTS
	AFFIMATIVE:	Could you send the email now, please?
	NEGATIVE:	Could you not send the email now, please?
(NOTE: "Please" can go in the middle of the sentence. Could you please send the emai		
- SUPER POLITE	USAGE:	IMPORTANT CLIENTS
	AFFIMATIVE:	Would you mind sending the email now, please.
	NEGATIVE:	Would you mind not sending the email now, please.
- QUEEN OF ENGLAND	USAGE:	ROYALTY
	AFFIMATIVE:	Would you be so kind as to send the email now, please.
	NEGATIVE:	Would you be so kind as to not send the email now, please.

DRILL 2.01: Use the DIRECT IMPERATIVE.

| weed out | make up | come up with | comply with | approach | exercise | apply | become | certify | spea

1. Tell her to _____ everyday to be healthy.	1. Exercise everyday to be healthy.
2. Tell him to _____ for the new position in the HR department.	2. Apply for the new position in the HR department.
3. Tell them to _____ with the law to avoid trouble.	3. Comply with the law to avoid trouble.
4. Tell me to _____ a new idea for the advertising campaign.	4. Come up with a new idea for the advertising campaign.
5. Tell us to _____ the unproductive elements of the process.	5. Weed out the unproductive elements of the process.
6. Tell him to _____ an excuse for missing the conference.	6. Make up an excuse for missing the conference.
7. Tell her to _____ a better person.	7. Become a better person.
8. Tell me to _____ that you attended the course.	8. Certify that I attended the course.
9. Tell her to _____ the manager tactfully.	9. Approach the manager tactfully.
10. Tell me to _____ to the employees about the new requirements.	10. Speak to the employees about the new requirements.

DRILL 2.02: Use the POLITE IMPERATIVE.

| decide | start | measure | promise | swim | come | write | put | deal with | admit |

1. Tell me to _____ my homework.	1. Could you start your homework, please?
2. Tell him to _____ to finish the presentation.	2. Could you promise to finish the presentation, please?
3. Tell her to _____ ten laps as fast as possible.	3. Could you swim ten laps as fast as possible, please?
4. Tell me to _____ the truth.	4. Could you admit the truth, please?
5. Tell him to _____ his problems one by one.	5. Could you deal with your problems one by one, please?
6. Tell me to _____ the length and width of the room.	6. Could you measure the length and width of the room, please?

7. Tell them to _____ where they want to go on holiday.
8. Tell me to _____ a letter to my grandma.
9. Tell her to _____ the books in the bookshelf.
10. Tell me to _____ to work as soon as I can.

7. Could you decide where you want to go on holiday, please?
8. Could you write a letter to your grandma, please?
9. Could you put the books in the bookshelf, please?
10. Could you come to the office this afternoon, please?

DRILL 2.03: Use the SUPER POLITE IMPERATIVE.

| return | rent | clean | prove | pretend | predict | cancel | employ | direct | create |

1. Tell me to _____ the windows after lunch.
2. Tell him to _____ his theory with facts.
3. Tell her to _____ a few more engineers.
4. Tell me to _____ a new proposal.
5. Tell them to _____ their efforts to productive tasks.
6. Tell me to _____ the appointment with the dentist.
7. Tell her to _____ that she is interested.
8. Tell me to _____ a car for you.
9. Tell them to _____ the badges before they leave.
10. Tell him to _____ future sales of electronics.

1. Would you mind cleaning the windows after lunch, please?
2. Would you mind proving your theory with facts, please?
3. Would you mind employing a few more engineers, please?
4. Would you mind creating a new proposal, please?
5. Would you mind directing your efforts to productive tasks, please?
6. Would you mind cancelling the appointment with the dentist, please?
7. Would you mind pretending that you are interested, please?
8. Would you mind renting a car for me?
9. Would you mind returning the badges before you leave, please?
10. Would you mind predicting future sales of electronics, please?

DRILL 2.03: Turn these sentences into the NEGATIVE.

1. Cancel the meeting with the CEO, please.
2. Could you clear your schedule for the day?
3. Would you mind taking your shoes off?
4. Bring all your friends to the party.
5. Speak to your employees.
6. Communicate your concerns to the boss.
7. Could you apply for the job, please?
8. Would you mind fastening your seatbelt, please?
9. Would you mind passing me the salt, please?
10. Could you defend your position, please?

1. Don't cancel the meeting with the CEO, please.
2. Could you not clear your schedule for the day?
3. Would you mind not taking your shoes off?
4. Don't bring all your friends to the party.
5. Don't speak to your employees.
6. Don't communicate your concerns to the boss.
7. Could you not apply for the job, please?
8. Would you mind not fastening your seatbelt, please?
9. Would you mind not passing me the salt, please?
10. Could you not defend your position, please?

3. GENERAL VOCABULARY

FASHION DESIGN - ADJECTIVES

- Describes something that causes a strong reaction, especially deliberately.

ADJECTIVE	provocative	<i>His provocative attitudes often gets him into trouble.</i>
ANTONYM	unprovocative	<i>The police tried to be unprovocative to calm the crowds.</i>
NOUN	provocation	<i>His constant provocation is inadmissible.</i>

- Describes someone or something extremely beautiful and delicate.

ADJECTIVE	exquisite	<i>The shop sells exquisite silk fabrics.</i>
ANTONYM	crude	<i>The service was crude for a five star hotel.</i>
NOUN	exquisiteness	<i>The exquisiteness of our service is crucial.</i>

- Describes something that has great impact.

ADJECTIVE	influential	<i>He is an influential politician.</i>
ANTONYM	insignificant	<i>He is not well known. He is insignificant.</i>
NOUN	influence	<i>The company's influence in the market is astonishing.</i>

- Describes something that is not affected by the passage of time or changes in fashion.

ADJECTIVE	timeless	<i>Coco Chanel's designs are timeless.</i>
ANTONYM	ephemeral - fleeting	<i>Fluorescent colours will be an ephemeral trend in fashion.</i>
NOUN	timelessness	<i>Classical architecture has a certain timelessness.</i>

- Describes something named after a particular person or group.

ADJECTIVE	eponymous	<i>Zara isn't an eponymous brand but Manolo Blahnik is.</i>
ANTONYM	-	
NOUN	-	

DRILL 3.01: Complete the sentence with the best option. (Say the sentences out loud.)

- | | |
|---|-------------------|
| 1. Abba songs are _____ . My kids love them as much as I do. | 1. timeless |
| 2. Most designers have _____ brands nowadays. | 2. eponymous |
| 3. His speech was _____. Nothing he said impacted me. | 3. ephemeral |
| 4. We need an _____ person to represent our brand. | 4. influential |
| 5. The quality of the garments is _____ and plain. | 5. crude |
| 6. The moment passed very quickly. It was a _____ moment. | 6. fleeting |
| 7. Her _____ is renowned. She surrounds herself with beauty. | 7. exquisiteness |
| 8. She used her _____ to promote the campaign. | 8. influence |
| 9. It is important to achieve _____ in design so that creations keep fresh forever. | 9. timelessness |
| 10. Madonna has been one of the most outrageously _____ singers. | 10. provocative |
| 11. His _____ attitude allowed the negotiations to progress. | 11. unprovocative |

DRILL 3.02: COMPARE the following statements.

- | | |
|--|--|
| 1. His manners are exquisite. Hers are less. | 1. His manners are more exquisite than hers. |
| 2. You are influential. I am less. | 2. You are more influential than me. |
| 3. My friend is provocative. I am less. | 3. My friend is more provocative than me. |
| 4. He is insignificant. They are less. | 4. He is more insignificant than them. |
| 5. Her manners are crude. Mine are less. | 5. Her manners are cruder than mine. |
| 6. His life was ephemeral. Hers was less. | 6. His life was more ephemeral than hers. |
| 7. Jane is unprovocative. Anna is less. | 7. Jane is more unprovocative than Anna. |

DRILL 3.03: CONVERT these sentences to SUPERLATIVE.

- | | |
|--|--|
| 1. She is a provocative influencer. | 1. She is the most provocative influencer. |
| 2. It was an ephemeral conference. | 2. It was the most ephemeral conference. |
| 3. This song is timeless. | 3. This song is the most timeless. |
| 4. Kate Middleton is an influential celebrity. | 4. Kate Middleton is the most influential celebrity. |
| 5. His manners are crude. | 5. His manners are the crudest. |

6. The food was exquisite.
7. His attitude is unprovocative.

6. The food was the most exquisite.
7. His attitude is the most unprovocative.

DRILL 3.04: Write some sentences using these ADJECTIVES. (Say the sentences out loud.)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

4. LISTENING EXERCISE

Go to the following link and listen to the video.

https://www.youtube.com/watch?v=l8_gmYNCQ1g

DRILL 4.01: After watching the video, fill the gaps with the missing words.

1. How many pounds of clothes does the average American throw away each year?
2. That's two suitcases of clothing just _____.
3. They went on to _____ and _____ many other high-street brands that follow Zara's format.
4. How many stores do they have globally?
5. Historically, fashion has moved at a _____ pace.
6. Even in the 20th century there was a _____.
7. This then influenced the design for the _____ shows the next year.
8. How many weeks does it take Zara to bring out a new model?
9. What has Zara created in their customers?
10. In fact, there is a lot working in the store manager's _____.
11. Zara's marketing is very _____.

1. 77 pounds
2. dumped
3. set up and take over
4. 6000
5. glacial
6. time delay
7. catwalk
8. 4 weeks
9. urgency
10. favour
11. subtle

5. PHRASAL VERBS

- To put on clothes very quickly.

- As I was late back from work, I quickly S____ O____ a dress.

to slip on (Opposite to slip off)

- To put on smart clothes before going out.

I always D____ U____ when I go out for a meal.

to dress up (Opposite: to dress down)

- To return an item that you are not happy with to a shop.

I T____ the jacket B____ last weekend because it had a hole in it.

to take back

PREVIOUS SESSIONS:

W24-2020

to weed out

W25-2020

to win over - to beat up

DRILL 5.01: Fill in the blanks using the phrasal verbs above.

- | | |
|--|-----------------|
| 1. I need to _____ for the party. I can't go in jeans. | 1. dress up |
| 2. I will _____ to make sure I don't draw too much attention. | 2. dress down |
| 3. I had to _____ the computer because it wasn't working properly. | 3. take back |
| 4. She _____ him _____ with her charm. | 4. won him over |
| 5. Let me _____ some clothes and then we can go. | 5. slip on |
| 6. It was very hot, so I quickly _____ my clothes when I got home. | 6. slipped off |
| 7. They _____ irrelevant data from the system last night. | 7. weeded out |

DRILL 5.02: Ask the questions and respond. (Say the sentences out loud.)

- | | |
|---|--|
| 1. Ask me if I took the shoes back because they didn't fit. | 1. Did you take the shoes back because they didn't fit? |
| 2. Respond to your question with YES. | 2. Yes, I took the shoes back because they didn't fit. |
| 3. Ask me if she beat herself up for failing the test. | 3. Did she beat herself up for failing the test? |
| 4. Respond to your question with YES. | 4. Yes, she beat herself up for failing the test. |
| 5. Ask me if he won over the team in no time. | 5. Did he win over the team in no time? |
| 6. Respond to your question with YES. | 6. Yes, he won over the team in no time. |
| 7. Ask me if we have weeded out uninterested clients. | 7. Have you weeded out uninterested clients? |
| 8. Respond to your question with NO. | 8. No, we haven't weeded out uninterested clients. |
| 9. Ask me if they dressed up for the gala. | 9. Did they dress up for the gala? |
| 10. Respond to your question with NO. | 10. No, they didn't dress up for the gala. |
| 11. Ask me if we slipped on some dry clothes after falling in the lake. | 11. Did you slip on some dry clothes after falling in the lake? |
| 12. Respond to your question with YES. | 12. Yes, we slipped on some dry clothes after falling in the lake. |
| 13. Ask me if she dressed down for the evening party. | 13. Did she dress down for the evening party? |
| 14. Respond to your question with NO. | 14. No, she didn't dress down for the evening party. |
| 15. Ask me if I slipped off my suit as soon as I got home. | 15. Did you slip off your suit as soon as you got home? |
| 16. Respond to your question with NO. | 16. No, I didn't slip off my suit as soon as I got home. |

6. COMMON EXPRESSIONS

- Clothing produced rapidly in response to the latest trends.

instant fashion

Ortega pushed the idea of I_____ F_____ where Zara could react quickly to new trends.

- A manufacturing system in which materials or components are delivered or manufactured immediately before they are required in order to minimize storage costs.

In 1990 they upgraded their factory to adopt the famous Toyota operational system called.

J_____ I_____ T_____.

just in time

- The main street of a town, especially as the traditional site for most shops, banks, and other businesses.

The average Spanish H_____ S_____ store expects loyal customers to shop 4 times a year, at Zara it is 17 times a year.

high street

- Something that is exactly the same as something else. Store managers have autonomy so each store doesn't feel like a C_____ C_____ of all the other stores.

carbon copy

- The use of spoken communication as a means of transmitting information.

The brand relies on W_____ O_____ M_____ including celebrity fans like Kate Middleton.

word of mouth

PREVIOUS SESSIONS:

W24-2020

value for money - to not give a shit - rookie

W25-2020

no-win situation - to beat about the bush

DRILL 6.01: Fill the gap with the best expression. This exercise includes expressions from the last two lessons.

- | | |
|--|-------------------------|
| 1. She went to the _____ to do some shopping. | 1. high street |
| 2. We used _____ to promote our new product without advertising. | 2. word of mouth |
| 3. The franchise stores are a _____ of each other. | 3. carbon copy |
| 4. We produce our meals _____ to keep them fresh. | 4. just in time |
| 5. Both alternatives are bad. It is a _____ situation. | 5. no-win situation |
| 6. The fashion industry is now based on _____. | 6. instant fashion |
| 7. She always _____ rather than getting to the point. | 7. beats about the bush |
| 8. Zara offers great _____ for its customers. | 8. value for money |
| 9. They don't seem to _____ about other people's problems. | 9. give a shit |
| 10. The _____ of the team have completed their training. | 10. rookies |

DRILL 6.02: Ask the questions and respond. (Say the sentences out loud.)

- | | |
|--|---|
| 1. Ask me if she was beating about the bush. | 1. Was she beating about the bush? |
| 2. Respond to your question with NO. | 2. No, she wasn't beating about the bush. |
| 3. Ask me if the food is produced just in time. | 3. Is the food produced just in time? |
| 4. Respond to your question with YES. | 4. Yes, the food is produced just in time. |
| 5. Ask me if instant fashion is the norm nowadays? | 5. Is instant fashion the norm nowadays? |
| 6. Respond to your question with YES. | 6. Yes, instant fashion is the norm nowadays. |
| 7. Ask me if the design is a carbon copy of last year's. | 7. Is the design a carbon copy of last year's? |
| 8. Respond to your question with NO. | 8. No, the design isn't a carbon copy of last year's. |
| 9. Ask me if we only used word of mouth to sell. | 9. Did you only use word of mouth to sell? |
| 10. Respond to your question with NO. | 10. No, we didn't only use word of mouth to sell. |
| 11. Ask me if she visits the high street shops everyday. | 11. Does she visit the high street shops everyday? |
| 12. Respond to your question with YES. | 12. Yes, she visits the high street shops everyday. |
| 13. Ask me if he offers great value for money. | 13. Does he offer great value for money? |
| 14. Respond to your question with NO. | 14. No, he doesn't offer great value for money. |

DRILL 6.03: Write some sentences using these EXPRESSIONS. (Say the sentences out loud)

- _____
- _____
- _____
- _____
- _____

7. MICRO MBA

CASE STUDY - ZARA

What is the secret of Zara's success?

DRILL 7.01: List 10 things that make Zara the successful brand it is today.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

8. PRONUNCIATION

FASHION BRANDS



Dolce & Gabbana:
dol-hey and gab-ana



Hermès:
er-mez



Louis Vuitton:
loo-wee vwee-tahn



Yves Saint Laurent:
eve san lau-ron



Versace:
vur-sah-chee

DRILL 8.01: To practice your pronunciation you have two options:

- You can find a partner to practice together.
- You can use the voice memo app on your phone to record yourself. Listen to the recording and repeat this until you are happy with your pronunciation.

1. Dolce & Gabbana fashion signifies freedom, as their style is unconventional and informal way.
2. Yves Saint Laurent was known for being the first couture designer to produce ready-to-wear clothes on a large scale.
3. Louis Vuitton's LV monogram appears on most of its products, ranging from luxury trunks and leather goods to ready-to-wear, shoes, watches, jewelry, accessories, sunglasses and books
4. Hermès is a French high fashion luxury goods manufacturer established in 1837. It specializes in leather, lifestyle accessories, home furnishings, perfumery, jewellery, watches and ready-to-wear.
5. Versace designs, markets, and distributes luxury clothing, accessories, makeup, and home furnishings under the various brands of the Versace Group.

9. READING EXERCISE

Now please go to chapter 12 of The Adventures of Ana Badiola.

Read the text carefully and make sure you understand everything.
Take note of all the vocabulary, phrasal verbs, expressions etc. in context.
Make sure you can answer the ten comprehension questions.