

My favorite brands are Nike, Xiaomi and Apple. These are international brands. Nike's clothes are of good quality and always fashionable and stylish. Xiaomi's electronics always has the property of value for money, it is excellent. Apple products are well made, stylish and luxurious. Whenever possible, I always try to buy products from these brands.

### **Vocabluary**

#### **A**

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

#### **B**

1. Brand stretching
2. Brand loyalty
3. Brand awareness
4. Product endorsement
5. Product lifecycle
6. Product placement

### **Reading**

#### **C**

1. True
2. True
3. True
4. False, Sanyo is now reacting to this demand for a snob alternative to the Burberry products made in its factories across Asia by opening a flagship store in Tokyo's Ginza, where it sells Burberry products imported from Europe.
5. False, The Asian consumer really does believe – whether it's true or not – that luxury comes from Europe and must be made there to be the best
6. False, Serge Weinberg, Chief Executive of Pinault Printemps Redoute, which controls Gucci, says it will not move Gucci's production offshore

7. False, He recognizes that quality fashion items may not always need to be produced in Italy
8. True

**D**

c

### **Language review**

**A**

Present Simple: usually, every day, often, once a month

Present Continuous: this year, now, nowadays

Both: currently, at the moment, these days

**B**

1. are trying, develop
2. create, are looking
3. sell, is investing
4. keep, is trying

**C**

1. am working
2. sell
3. dominates
4. is doing
5. is becoming
6. is growing
7. develop
8. extend
9. stands
10. are creating

**1**

- 1) What name you want from 7 categories
- 2) Decide what you want the name to say
- 3) Check name is available

**2**

Eponymous, descriptive, acronymic, suggestive, associative, non-english, abstract

Nike, E\*Trade , ASOS , OpenTable, Apple, Volkswage, Canon