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China to be biggest luxury goods market

MANY FLASH AND ONLINE ACTIVITIES FOR THIS LESSON, PLUS A LISTENING, AT:

http://www.NewsEnglishLessons.com/1109/110904-luxury_goods.html

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ALL ANSWERS ARE IN THE TEXT ON PAGE 2.

4th September, 2011

THE READING / TAPESCRIPT

From: http://www.NewsEnglishLessons.com/1109/110904-luxury_goods.html

China will soon be the biggest market in the world for luxury goods. Chinese people are becoming richer and richer. They are using their new wealth to buy luxury goods, such as clothes, bags, jewellery and expensive cars. The World Luxury Association says China will overtake Japan in 2012. Many top brands are opening stores in China's major cities. Chinese people are also spending a lot when they go overseas on holiday and on business.

The French brand Louis Vuitton is focusing on China. It hopes to increase its sales in the country. It now has 36 stores in 29 Chinese cities. Other luxury brands, like Cartier, are moving into smaller towns and cities. They recently opened a store in Yiwu, in Zhejiang province. The jeweller's Tiffany & Co said it would open four more stores in China very soon. Many world cities welcome Chinese tourists. Spending by Chinese in the UK jumped by 82% last year.

PHRASE MATCH

From: http://www.NewsEnglishLessons.com/1109/110904-luxury_goods.html

Match the following phrases from the article.

Paragraph 1

- | | |
|------------------------|--------------------|
| 1. the biggest market | a. business |
| 2. Chinese people are | b. overseas |
| 3. China will overtake | c. becoming richer |
| 4. spending a | d. Japan in 2012 |
| 5. they go | e. in the world |
| 6. on holiday and on | f. lot |

Paragraph 2

- | | |
|---------------------------|-----------------------|
| 1. focusing on | a. towns |
| 2. It hopes to | b. Chinese tourists |
| 3. moving into smaller | c. increase its sales |
| 4. They recently opened a | d. China |
| 5. cities welcome | e. by 82% |
| 6. jumped | f. store in Yiwu |

LISTENING GAP FILL

From: http://www.NewsEnglishLessons.com/1109/110904-luxury_goods.html

China will soon be the biggest market _____
luxury goods. Chinese _____ richer and richer.
They are using _____ buy luxury goods, such as
clothes, bags, jewellery and expensive cars. The World Luxury
Association says China _____ in 2012. Many top
_____ stores in China's major cities. Chinese
people are also spending a lot when they _____
holiday and on business.

The French brand Louis Vuitton _____ China. It
hopes to _____ in the country. It now has 36
stores in 29 Chinese cities. Other luxury brands, like Cartier, are
_____ towns and cities. _____
a store in Yiwu, in Zhejiang province. The jeweller's Tiffany & Co
_____ four more stores in China very soon.
Many world cities welcome Chinese tourists. Spending by Chinese
in the UK _____ last year.

MULTIPLE CHOICE

From: http://www.NewsEnglishLessons.com/1109/110904-luxury_goods.html

China will soon be the biggest market in the world (1) ____ luxury goods. Chinese people are becoming richer and (2) _____. They are using their new wealth to buy luxury goods, (3) ____ as clothes, bags, jewellery and expensive cars. The World Luxury Association says China will (4) ____ Japan in 2012. Many top brands are (5) ____ stores in China's major cities. Chinese people are also spending a lot when they go overseas on holiday and (6) ____ business.

The French brand Louis Vuitton is focusing on China. It hopes (7) ____ increase its (8) ____ in the country. It now has 36 stores in 29 Chinese cities. Other luxury brands, (9) ____ Cartier, are moving into smaller towns and cities. They (10) ____ opened a store in Yiwu, in Zhejiang province. The jeweller's Tiffany & Co said it would open four more stores in China (11) ____ soon. Many world cities welcome Chinese tourists. Spending by Chinese in the UK (12) ____ by 82% last year.

Put the correct words from this table into the article.

- | | | | |
|-----|--------------|---------------|----------------|
| 1. | (a) from | (b) for | (c) of |
| 2. | (a) richer | (b) rich | (c) richly |
| 3. | (a) so | (b) such | (c) same |
| 4. | (a) overtake | (b) overtook | (c) overtaking |
| 5. | (a) opening | (b) opened | (c) opens |
| 6. | (a) at | (b) by | (c) on |
| 7. | (a) to | (b) and | (c) then |
| 8. | (a) bargains | (b) discounts | (c) sales |
| 9. | (a) likely | (b) like | (c) likelihood |
| 10. | (a) recent | (b) recently | (c) recount |
| 11. | (a) all | (b) many | (c) very |
| 12. | (a) hopped | (b) skipped | (c) jumped |

SPELLING

From: http://www.NewsEnglishLessons.com/1109/110904-luxury_goods.html

Spell the jumbled words (from the text) correctly.

Paragraph 1

1. nmoebcig richer and richer
2. exsinepve cars
3. China will ekovrtea Japan
4. Many top arsbnd
5. go eseosrav
6. on isbusnse

Paragraph 2

7. onfucisg on China
8. aiernsec its sales
9. ominvg into smaller towns
10. rlncytee opened a store
11. lwoemce Chinese tourists
12. jedupm by 82%

PUT THE TEXT BACK TOGETHER

From: http://www.NewsEnglishLessons.com/1109/110904-luxury_goods.html

Number these lines in the correct order.

- () buy luxury goods, such as clothes, bags, jewellery and expensive cars. The World Luxury Association
- () says China will overtake Japan in 2012. Many top brands are opening
- () store in Yiwu, in Zhejiang province. The jeweller's Tiffany & Co said it would
- (**1**) China will soon be the biggest market in the world for luxury goods. Chinese people
- () are becoming richer and richer. They are using their new wealth to
- () The French brand Louis Vuitton is focusing on China. It hopes
- () lot when they go overseas on holiday and on business.
- () Chinese tourists. Spending by Chinese in the UK jumped by 82% last year.
- () open four more stores in China very soon. Many world cities welcome
- () like Cartier, are moving into smaller towns and cities. They recently opened a
- () to increase its sales in the country. It now has 36 stores in 29 Chinese cities. Other luxury brands,
- () stores in China's major cities. Chinese people are also spending a

WORD JUMBLE

From: http://www.NewsEnglishLessons.com/1109/110904-luxury_goods.html

With a partner, put the words back into the correct order.

1. be soon will China market biggest the.

2. and richer becoming are people Chinese richer.

3. cities Opening in major stores China's.

4. also are people Chinese lot a spending.

5. holiday They and go on overseas business on.

6. sales country hopes its the It increase in to.

7. stores Chinese It 36 29 has in cities now.

8. Yiwu in store a opened recently They.

9. world welcome tourists Many cities Chinese.

10. by the by Spending in jumped 82%. Chinese UK

DISCUSSION (Write your own questions)

STUDENT A's QUESTIONS (Do not show these to student B)

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

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DISCUSSION (Write your own questions)

STUDENT B's QUESTIONS (Do not show these to student A)

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

HOMEWORK

1. VOCABULARY EXTENSION: Choose several of the words from the text. Use a dictionary or Google's search field (or another search engine) to build up more associations / collocations of each word.

2. CHINA: Search the Internet and find more information about China. Talk about what you discover with your partner(s) in the next lesson.

3. MAGAZINE ARTICLE: Write a magazine article about luxury goods. Include imaginary interviews with people who love them. Read what you wrote to your classmates in the next lesson. Give each other feedback on your articles.

4. WHAT HAPPENED NEXT? Write a newspaper article about the next stage in this news story. Read what you wrote to your classmates in the next lesson. Give each other feedback on your articles.

5. LETTER: Write a letter to the boss of a luxury goods shop. Ask him/her three questions about luxury goods. Give him/her three of your opinions on luxury goods. Read what you wrote to your classmates in the next lesson. Your partner will answer the questions you asked.