


## The rise of Zara

The rise of Spanish clothing shop Zara, part of the Inditex group, seems unstoppable.

1 At which shop(s) do you usually buy your clothes? Compare your answer with a partner.

2 Complete the Power Point slides. The missing information is in the presentation transcript below.

	<p><b>The clothing industry</b></p>	<p><b>Overview</b></p> <p>(1) The Inditex group (2) The clothing industry (3) _____</p>	<p><b>Inditex group</b></p> <p>Group value: € _____ Stores: London, Paris, NYC etc.</p>	<p><b>The clothing industry</b></p> <p>Value of UK market: £ _____</p>
---	-------------------------------------	---	---	--

Good morning ladies and gentlemen. I'm going to start my presentation with a question: 'Where do you buy your clothes?' An interesting question, you will agree. Do you shop at a supermarket? On the high street? Or a designer shop? The aim of my presentation is to update you on developments in the clothing industry.

I've divided my talk into three parts. Firstly, I'll tell you a little about my own organisation – the Inditex group; secondly, I'd like to look at the clothing industry as a whole. Finally, I'm going to look at the future.

Inditex: did you know that Inditex is Europe's fastest growing retailer? It hopes to open 450 outlets this year. Sales in Spain are booming. The Inditex group, as I am sure you

know, includes the shops Zara and Massimo Dutti. The group is now worth €15 billion. Yes – €15 billion. That's twice the value of Marks and Spencer.

There's one company on everyone's lips at the moment: Zara. There are now Zara stores on Regent Street, the Champs Elysee in Paris and 5<sup>th</sup> Avenue in New York. Inditex, ladies and gentlemen, aims to have 4,000 stores worldwide by 2009.

That brings me to the end of the first part of this presentation. I'm now going to move on to focus on the competition. There's a £27 billion clothing market out there in the UK alone. What today's customers want are the styles that fashion icons wear, but cheaper. Indeed, H&M have launched a new trend: 'disposable fashion'. Let me explain ...

3 Read the presentation. Apart from the information on the slides, what else does the speaker say about Inditex?

4 Complete the tables below. Underline the stress in the words. Use them to create sentences about your own company.

Noun	Verb
presentation	(a)
development	(b)
(c)	to retail
brand	(d)

Noun	Verb
(e)	to aim
competition	(f)
market	(g)
(h)	to launch

5 Highlight any useful presentation language in the transcript. Practise saying these phrases to a partner.

6 In small groups, prepare a short presentation on one of the clothing companies below, or a company you know well. Use some of the phrases from exercises 4 and 5. Give your presentation to the class.

	Marks and Spencer	H&M (Hennes and Mauritz)
<b>Activity</b>	Major UK clothing retailer	Swedish retailer of fashion clothing
<b>Stores</b>	400	1,121 stores in 20 countries
<b>Financial</b>	\$15,156.9 million (2004)	Sales: \$6.93 billion (2004)