IVY IELTS
Trung tâm Anh ngữ

Have you ever been to a Zara store?

You probably have because it's one of the fastest-growing chains in the world. The person behind Zara is Amancio Ortega. He is (1) ..... in Spain, but very few people know his face. There are only (2)..... of him, and he rarely gives interviews. Although he is a (3)....., he doesn't look like one - he doesn't like wearing suits or (4)..... ....., and prefers to wear jeans and a shirt.

When he was young he worked as (5)..... in a clothes store, but he always dreamed of having (6) ..... In 1963 he started (7)..... which made women's pyjamas. In 1975, at the age of 40, he opened his (8) ..... in La Coruña, a small city in north-west Spain, and named it Zara. Now you can find Zara shops all over the world, from New York to Moscow to Singapore. So why is Zara so successful?

The main reason is that Zara reacts incredibly quickly to (9)..... fashions, and produces clothes which are fashionable but inexpensive. Zara can make (10)..... of clothes in three weeks. Other companies normally take about nine months. The clothes also change from (11)..... - So customers keep coming back to see what's new. It produces 20,000 new designs a year- and none of them stay in the shops for more than a month.

So if you've seen a new (12)..... you like in a Zara store, hurry up and buy it, because it won't be there for long.

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LIVEWORKSHEETS