

Complete the data chart with phrases or words from the box. There are some you won't need to use. If necessary, listen again.

Milan - Sportswear - Clothing and fashion accessories - 300 million - 18 million - talented team of designers - first-class distribution system - 28 million - creative advertising and promotion - Florence -advertises on all Italian TV networks and in other major European markets - sponsors fashion shows - products are endorsed by music and sport

DCV Fashions	
Head Office	
Products	
Turnover (last year)	
Profits (last year)	
Reasons for success	• . • . • .
Advertising and promotion	• ! • ! • !