

Unit 1 Workshop

1 Choose the most suitable word or phrase to complete these sentences.

- As the PR manager, I'm responsible for the brand's public _____.
trend process image
- A _____ is in charge of negotiating prices with suppliers.
stylist fashion designer buyer
- Working as a retail manager involves _____ at fashion shows.
manufacturing textiles managing a team of staff presenting designs
- One of my key responsibilities as a textile factory manager is to _____.
create a new look oversee production organize a product launch
- I work as a _____. This means spending a lot of time doing interviews and editing them.
fashion journalist designer trend forecaster

2 Match the verbs with their alternatives.

- | | |
|-----------------|-------------|
| 1. monitor | a maintain |
| 2. deal with | b discuss |
| 3. source | c check |
| 4. negotiate | d find |
| 5. involve | e supervise |
| 6. keep up with | f include |
| 7. manufacture | g manage |
| 8. oversee | h make |

3 Match the speakers to the jobs.

a Textile factory manager

b Fashion designer

c Stylist

d Fashion journalist

e PR manager

1 We generate ideas for a new publicity campaign, or organizing an in-store product launch.

2 You're constantly working with people's public image. This can be challenging with celebrities..

3 We spend a lot of time doing research, or doing interviews, and mixing in our own opinions, too.

4 We source the fabrics and then cut and sew them according to the client's instructions.

5 We need to be able to communicate our vision using hand-drawn or digital sketches.