

The COVID Consumer Economy (Adapted from *Reuters* by *VOA Special English* – Sept. 2020)

STUDENT'S WORKSHEET

Listen to the whole document once. (7mn)

1/ Who are **Burberry**, **Louis Vuitton** and **LVMH**?

2/ Match these people with their positions:

Piotr Dworczak

- is a professor at the University of Wisconsin's consumer science department

Nirupama Rao

- is an assistant professor of business economics and public policy at the University of Michigan.

Burt Flickinger

- is an assistant professor of economics at Northwestern University in Illinois.

Michael Collins

- is an expert on retail sales at Strategic Resource Group

3/ Préparez votre introduction :

- Nature du document, date, source :
- Sujet principal :

PART 1 ($\rightarrow$ 3:21)

Temps alloué : 20 mn

4/ Que se passe-t-il depuis le début de la crise sanitaire ?

5/ Pourquoi, comment, avec quelles conséquences ?

Causes	Conséquences

PART 2 (3:21 → the end)

Temps alloué : 20 mn

6/ Comment les entreprises ont-elles réagi ?

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7/ Qu'en est-il des marques de luxe ?

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8/ Conclusion ?

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