

BUYING LUXURY BRANDS

Before you read

Answer these questions.

- Think of the names of two luxury brands.
- What are their products?

Reading

Read this article adapted from the *Financial Times* and answer the questions on the next page.

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LEVEL OF DIFFICULTY ● ● ○

Luxury brands and wealthy Chinese tourists

by Barney Jopson in New York

Ms Li is on a trip to New York. She is travelling with Affinity China, a luxury club that organises tours of New York.

5 But this isn't a business trip or a holiday. Ms Li and more than 80 other wealthy Chinese tourists are here to learn about luxury brands. Many Chinese consumers come to the US and Europe to buy luxury goods. Prices are up to 10 50% lower than the price of some luxury goods at home.

Companies organise events to

15 show their products to Ms Li and the others in her group. Bergdorf Goodman, a department store, puts on a fashion show in their honour. "I liked it a lot. It was 20 my first fashion show," said Ms Li. She is the kind of person that luxury retailers want to meet. She is the co-founder of a recruitment agency in Shanghai.

25 Another luxury company that organises an event for the group is Mont Blanc, the pen maker. It puts a piano in the store and Lang

Lang, the Chinese pianist, plays 30 for the group. Estée Lauder, the cosmetics brand, gives people in the Affinity China group samples of an expensive new eye cream.

Chinese travellers took 70 35 million overseas trips in 2011 and spent a total of \$69bn, an increase of 25 per cent from the previous year. Coach, the handbag brand, says that 40 sometimes 15–20 per cent of its sales in New York, Las Vegas and Hawaii are from Chinese tourists.

1 Decide whether these sentences are true (T) or false (F).

- Ms Li works for Affinity China. **F**
- She is in New York on a business trip.
- Some luxury products cost less in the US and Europe than in China.
- Ms Li has been to a lot of fashion shows.
- Mont Blanc is a company that makes pianos.
- Chinese travellers spent 25% more in 2011 than in 2010.
- Coach is a company that sells trips to Hawaii.

2 Complete the sentences below using the words in the box.

brand ~~fashion~~ goods price retailers sample

- The designers have a *fashion* show every year, to show buyers their new clothing range.
- What of perfume would you like to buy?
- Could you tell me the of this jacket, please?
- Try a free of our new chocolate before you buy.
- Some customers buy luxury on the Internet.
- They sell the magazine at supermarkets, newsagents and other