

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	<ul style="list-style-type: none"> <li>• .</li> <li>• .</li> <li>• .</li> </ul>
Advertising and promotion	<ul style="list-style-type: none"> <li>• !</li> <li>• !</li> <li>• !</li> </ul>