Unit 1 Workshop

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

1. As the PR manager, I'm responsible for the brand's public _____.
   trend **process** **image**
2. A _____ is in charge of negotiating prices with suppliers.
   stylist **fashion designer** **buyer**
3. Working as a retail manager involves _____at fashion shows.
   manufacturing textiles **managing a team of staff** **presenting designs**
4. One of my key responsibilities as a textile factory manager is to _____.
   create a new look **oversee production** **organize a product launch**
5. 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.

LIVEWORKSHEETS