

## UNIT 9 A

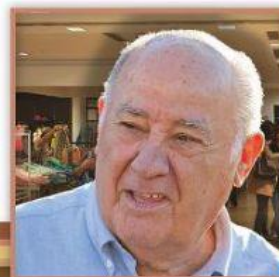
### READING

**I A** Look at the title of the text and the pictures.

Discuss the questions in pairs.

- 1 Have you ever been to a Zara store?
- 2 What does Zara sell?
- 3 Who is the man?
- 4 What does the title of the text mean?

**B** Read the introduction and check your answers.



## FROM ZERO TO ZARA

Today, he's one of the richest men in the world with a global business that **is worth** billions of dollars, but he used to be a poor boy from Galicia, in the north of Spain. This is the story of Amancio Ortega, the founder of the clothing company, Zara.

Amancio was born in 1936. His father was a railway worker and didn't **earn** much money. The family sometimes **couldn't afford** food. His mother used to ask for credit at the grocery store, but one day they said no. At that moment, Amancio decided to quit school and get a job. He was just 14.

Amancio's first job was at a shirt store. He used to fold the shirts and deliver them to customers on his bike. Then he moved to another store, where he learned a lot about the industry. Clothes used to be very expensive, and there wasn't much to choose from, so customers didn't use to buy many. Amancio realized that if he could produce more attractive clothes more cheaply, people would **spend** more money.



So, at the age of 27, and with just a little money that he'd **saved**, Amancio started his own business making pajamas, which he sold to local stores. After **borrowing** some money from the bank, he began making other types of clothing, and the business grew. In 1975, Amancio opened his first Zara store, and the company soon opened more stores in Spain.

Today, you can find Zara and the other fashion companies Amancio owns in 88 different countries around the world, but he still lives in Galicia, where he grew up.

Order the events from 1–8. Read the text and check.

- |  |   |
|--|---|
| a <input type="checkbox"/> He worked in a shirt store.     | e <input type="checkbox"/> He started to produce other types of clothing. |
| b <input type="checkbox"/> Zara expanded around the world. | f <input type="checkbox"/> Amancio was born in northern Spain.            |
| c <input type="checkbox"/> He quit school.                 | g <input type="checkbox"/> He used his own money to start a business.     |
| d <input type="checkbox"/> The first Zara store opened.    | h <input type="checkbox"/> He asked the bank for some money.              |

**A** Match the two columns to make sentences. Check your answers in the text.

- |                           |                               |
|---------------------------|-------------------------------|
| 1 Amancio decided to      | a ask for credit.             |
| 2 His mother used to      | b buy many clothes.           |
| 3 Customers didn't use to | c quit school.                |
| 4 He used to              | d be a poor boy from Galicia. |

Match the words in the box with definitions 1–6. Look at the highlighted words in the text on page 76 to help you.

be worth   earn   can afford   spend   save   borrow

- |                                       |       |  |       |
|---------------------------------------|-------|--|-------|
| 1 have enough money to buy something  | _____ | 4 have a value of a certain amount of money    | _____ |
| 2 not use money and keep it in a bank | _____ | 5 take money from someone, but return it later | _____ |
| 3 use money to buy something          | _____ | 6 make money from work                         | _____ |