

Video activity

The rise and fall of Victoria's secret

Level: Intermediate

ENGLISH
24h
online classes



- 1- What do you know about Victoria's Secret?
- 2- Have you ever bought anything from this company? What?
- 3- What's the target public of the company?
- 4- Why was it so popular in Brazil?
- 5- Can you guess what caused the fall of the company?



What's the story?

1. How did Victoria's Secret initially catch the attention of customers?

- a. By hosting extravagant fashion shows
- b. By selling high-quality lingerie
- c. By offering discounts on all products
- d. By having plain store designs

2. Who was the founder of Victoria's Secret?

- a. Jeffrey Epstein
- b. Roy Raymond
- c. Les Wexner
- d. Ed Razek

3. What led to Victoria's Secret facing controversies and challenges?

- a. Embracing body positivity in their ads
- b. Focusing on comfortable lingerie options
- c. Over-sexualized advertisements and fashion shows
- d. Collaborating with diverse models

4. Who took over Victoria's Secret after Roy Raymond sold the company?

- a. Jeffrey Epstein
- b. Les Wexner
- c. Ed Razek
- d. Rory Raymond

5. What change did Les Wexner bring to Victoria's Secret stores?

- a. Less focus on men's preferences
- b. More stores focused on men's products
- c. Introduction of men's lingerie
- d. Increased prices for lingerie

6. What event signified the beginning of Victoria's Secret's downfall?

- a. Launch of the Pink line
- b. High sales during the holiday season
- c. Resignation of key executives
- d. Change in leadership

7. Why did Victoria's Secret face criticism regarding their fashion shows?

- a. Featuring body positive images
- b. Ignoring key lingerie trends
- c. Showcasing a wide range of lingerie styles
- d. Implementing sustainable fashion practices

8. What was a significant reason behind Victoria's Secret's store closures during COVID-19?

- a. Decreased demand for lingerie
- b. Increase in online shopping
- c. Employee strikes
- d. Lack of inventory

9. How did Victoria's Secret rebrand itself to align with changing trends?

- a. Increased focus on push-up bras
- b. Reducing the number of stores
- c. Embracing inclusivity and diversity
- d. Exiting the lingerie industry

10. What were some changes implemented by Victoria's Secret as part of the rebranding?

- a. Increased prices on all products
- b. Hiring more male models
- c. Showcasing activists and entrepreneurs
- d. Removing all lingerie from stores

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