

# PROJECT WORK – STEP 1

Names: \_\_\_\_\_

## Step 1

### **Think of a concept**

- Who's your fragrance for – *men, women, teens, football supporters ... ?*
  
  - What does it smell like – *roses, a day at the beach ... ?*
  
  - How should it make the person feel – *free, happy, special ... ?*
  
  - How should it make the person feel – *free, happy, special ... ?*
- A:** I think we should create a *unisex fragrance for teenagers*.

**B:** Why don't we make a fragrance for *students of English*?

**C:** That's a *great / terrible / very interesting idea*.

**D:** It could smell like *something typically English*.

**E:** The person who wears it should feel *English!*