

# 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 ... ?*
  
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**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*!