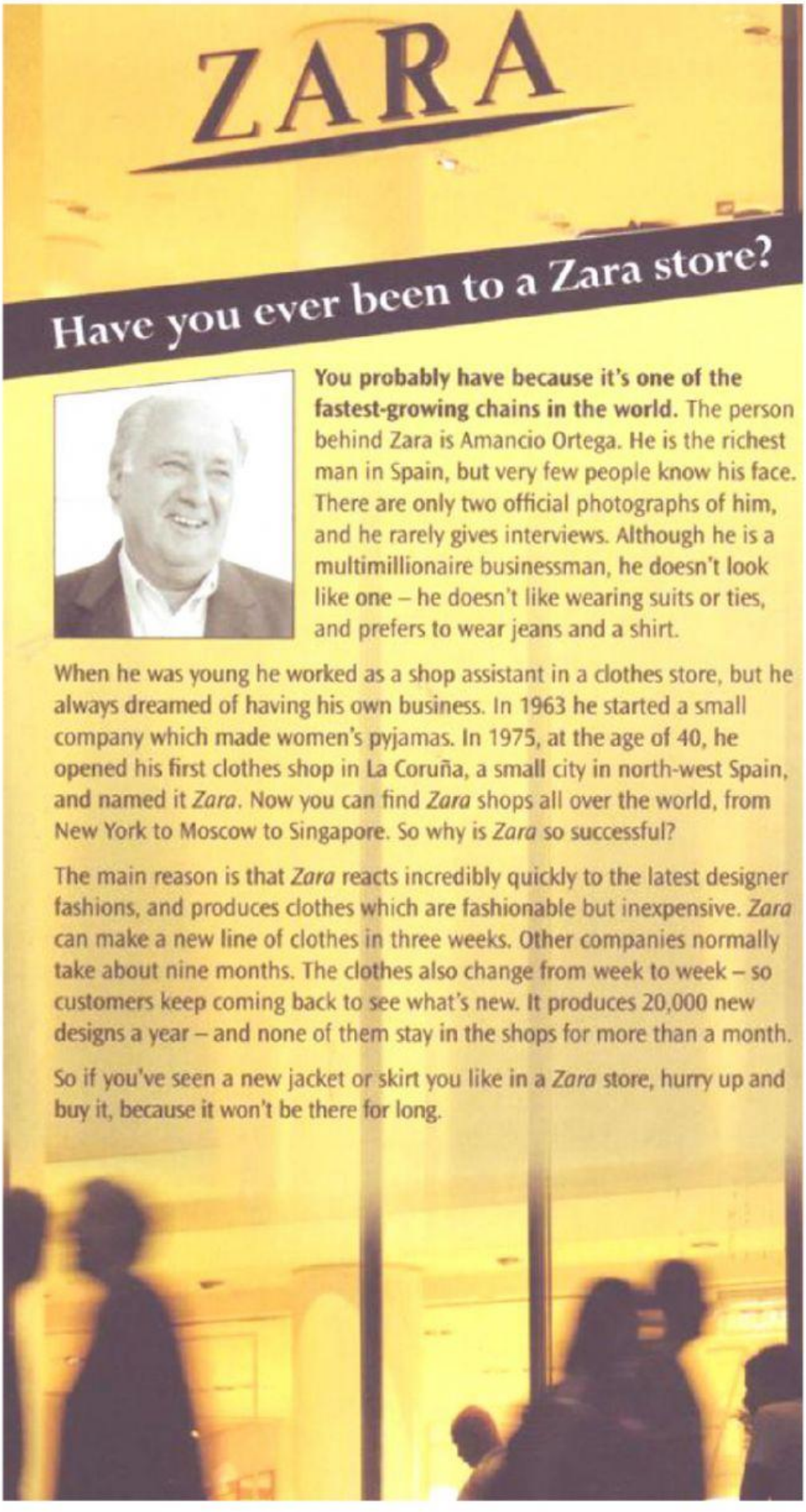
Reading Comprehension – Present Perfect



You probably have because it's one of the fastest-growing chains in the world. The person behind Zara is Amancio Ortega. He is the richest man in Spain, but very few people know his face. There are only two official photographs of him, and he rarely gives interviews. Although he is a multimillionaire businessman, he doesn't look like one – he doesn't like wearing suits or ties, and prefers to wear jeans and a shirt.

When he was young he worked as a shop assistant in a clothes store, but he always dreamed of having his own business. In 1963 he started a small company which made women's pyjamas. In 1975, at the age of 40, he opened his first clothes shop in La Coruña, a small city in north-west Spain, and named it *Zara*. Now you can find *Zara* shops all over the world, from New York to Moscow to Singapore. So why is *Zara* so successful?

The main reason is that *Zara* reacts incredibly quickly to the latest designer fashions, and produces clothes which are fashionable but inexpensive. *Zara* can make a new line of clothes in three weeks. Other companies normally take about nine months. The clothes also change from week to week – so customers keep coming back to see what's new. It produces 20,000 new designs a year – and none of them stay in the shops for more than a month.

So if you've seen a new jacket or skirt you like in a *Zara* store, hurry up and buy it, because it won't be there for long.

1. Scan the text and find the following information

a. Who is Amancio Ortega?

_____

b. What is unusual about him?

_____

c. What was his first job?

_____

d. When did he open his first Zara shop?

_____

e. Where are there Zara shops now?

_____

f. What are the secrets or Zara's success?

_____

2. Click here to access the following activity LINK

LISTENING

Listen to three people talking about their experiences in Zara. Complete the chart

Click to play

	Woman 1	Woman 2	Man
Have you ever been to a Zara store?			
When did you last go there?			
Where?			
What did you buy?			
Are you happy with it?			

"Buy what you don't have yet, or what you really want, which can be mixed with what you already own. Buy only because something excites you, not just for the simple act of shopping."

– Karl Lagerfeld

