

The 7 Steps -
March



1. CONTEXT



ZOZO, Inc.

Mindmap anything you know about the topic, including vocabulary. Do some research online to help.

2. QUESTIONS

Read the listening questions to check your understanding. Look up any new vocabulary.

Listening Questions 1

1. Who founded ZOZO, Inc. and where is the company located?
_____.
2. When was ZOZOTOWN established and what is it?
_____.
3. What did ZOZO start selling in 2012 and how many items can customers find on the website?
_____.
4. What is the ZOZOSUIT?
_____.
5. What did the company announce in October 2018?
_____.

Listening Questions 2

1. When will ZOZO's founder travel to the Moon?
_____.
2. What company will be taking him and his fellow passengers into space?
_____.
3. Who might be travelling with him?
_____.
4. What did ZOZO get in 2016 and when will the contract expire?
_____.
5. How will ZOZO be involved with golf from 2019?
_____.

3. LISTEN

Listen and answer the questions using full sentences. Circle the number of times and % you understood.

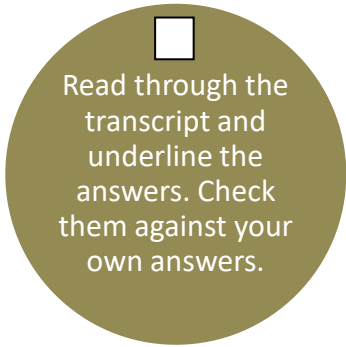
| Listening 1 | | | | |
|-------------|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 |
| | | | | |
| % | % | % | % | % |

| Listening 2 | | | | |
|-------------|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 |
| | | | | |
| % | % | % | % | % |

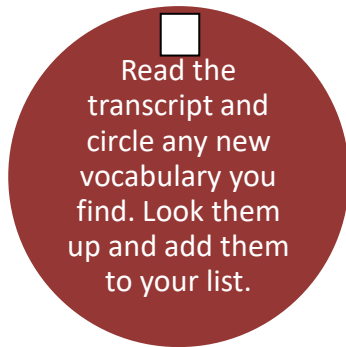
Discussion Questions

1. Do you buy clothes online or do you prefer to go to the stores themselves?
2. What are the pros and cons of shopping on the Internet? Has the way you shop changed over time?

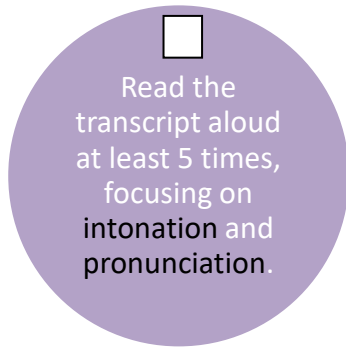
4. CHECK ANSWERS



5. CHECK VOCABULARY

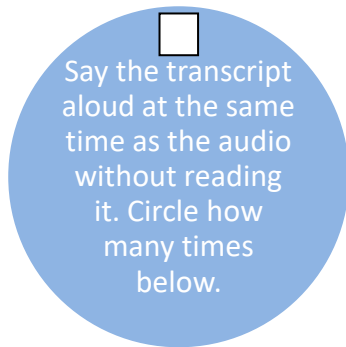


6. READ ALOUD



| | | | | |
|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 |
| 1 | 2 | 3 | 4 | 5 |

7. SHADOWING



| | | | | |
|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 |
| 1 | 2 | 3 | 4 | 5 |

TRANSCRIPT 1

In September 2018 it was announced that the founder of ZOZO, Inc., Yusaku Maezawa would be going into space. ZOZO is based in Chiba Prefecture and ZOTOTOWN is the online fashion business they established in 2004. The company's roots go back to 1998 when Maezawa founded Start Today Ltd. which, according to ZOZO's website, sold imported records and CDs **via** a mail order system.

Since 2012 ZOZO has also sold used clothes through their ZOZUSED website. They say their customers can find **in excess of** 1 million items, the **bulk** of which they buy from their own customers.

In 2017, ZOZO announced that customers would be able to order the company's ZOTOSUIT, a tight, black **garment** that when **paired with** a smartphone produces a 3-D image of your body along with your measurements. Customers can use the information to buy items from ZOZO's own line of clothing. In October 2018, ZOZO said they would be shipping fewer ZOTOSUITS than originally announced, which coincided with some negative feedback from customers about the accuracy of the suit's measurements.

MATCH THE SYNONYMS BY DRAWING LINES BELOW:

| | |
|--------------|----------------|
| Via | Connected with |
| In excess of | Majority |
| Garment | Valid to |
| Bulk | Through |
| Paired with | Clothing |
| Go until | More than |

TRANSCRIPT 2

In 2018, Yusaku Maezawa declared he was planning to go on a flight around the Moon in 2023 in a SpaceX vehicle. He called this his 'Dear Moon' project and said that he would like to take several artists along with him, such as an architect, photographer, or musician. In a company news release describing the project, Maezawa posed a question about the kind of art Picasso and John Lennon would have created had they been able to see the Moon and our planet from space.

According to Forbes, Maezawa is a billionaire. In recent years he spent some of his money on works of art, such as two paintings by the same artist for a combined total of close to \$170 million.

The name ZOZO is also associated with sports. In 2016 ZOZO, Inc. got the naming rights to the home of the Chiba Lotte Marines and the facility became ZOZO Marine Stadium. The contract **goes until** late 2026. They will also be the sponsor of the first USPGA event to be held in Japan in the fall of 2019, the 'ZOZO Championship.'