

The 7 Steps -
September



1. CONTEXT

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



Hermès

2. QUESTIONS

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

Listening Questions 1

1. When and where was Hermès founded?
_____.
2. What type of products did the company originally sell?
_____.
3. What did the fashion house gain exclusive rights to in France?
_____.
4. In what year did Hermès debut its silk scarves?
_____.
5. Who designed the Kelly bag? From whom did it get its name?
_____.

3. LISTEN

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

Listening Questions 2

1. Who was the original Kelly Bag made for?
_____.
2. How was the bag redesigned in the 1930s?
_____.
3. How did Grace Kelly first encounter the bag?
_____.
4. How did the bag gain popularity after she became Princess of Monaco?
_____.
5. When was the bag officially renamed the “Kelly Bag” and what was its value in 2019?
_____.

Listening 1				
1	2	3	4	5
%	%	%	%	%

Listening 2				
1	2	3	4	5
%	%	%	%	%

Discussion Questions

1. What luxury brands do you like and what gives them their value?
2. What controversies can be associated with luxury brands?

4. CHECK ANSWERS

Read through the transcript and underline the answers. Check them against your own answers.

5. CHECK VOCABULARY

Read the transcript and circle any new vocabulary you find. Look them up and add them to your list.

6. READ ALOUD

Read the transcript aloud at least 5 times, focusing on intonation and pronunciation.

1	2	3	4	5
1	2	3	4	5

7. SHADOWING

Say the transcript aloud at the same time as the audio without reading it. Circle how many times below.

1	2	3	4	5
1	2	3	4	5

TRANSCRIPT 1

One of the world's best known fashion brands is also one of the oldest. Founded in 1837 by Thierry Hermès in Paris, France, the company originally produced goods for carriages and then expanded into saddlery. Its primary clients were European nobles including such notable figures as the Czar of Russia.

Interestingly, the fashion house was able to gain the first **exclusive permission** to use zippers with leather goods in France. This exclusivity led the zipper to be known as the *fermeture Hermès* or the Hermès fastener. Gradually the company began to expand its product line to include products such as gold jackets, jewelry, and sandals. It was in 1937 that the company **debuted** one of its most iconic and well-known products, the Hermès silk scarf, originally designed by Robert Dumas, who would later go on to lead the company from 1951. Dumas went on to design another famous Hermès product, the Kelly Bag, named because of its association with the American starlet and later Princess of Monaco, Grace Kelly.

This bag would prove to be one of the most **iconic** Hermès products of the 20th century, with an interesting history to match.

MATCH THE SYNONYMS BY DRAWING LINES BELOW:

Permission	Name
Exclusive	Informally
Debut	Popularity
Moniker	Sole
Traction	Approval
Colloquially	Launch

TRANSCRIPT 2

The origin of the Kelly Bag happened more by chance than design. The bag started its life in 1923 when it was designed by Émile-Maurice Hermès and Ettore Bugatti for Hermès' wife. It was originally named the Bugatti Bag after the designer. Later in the 1930s, it was redesigned by Robert Dumas into a more spacious bag for traveling. However, it would still be decades later before the bag would receive its famous **moniker**.

In 1954, actress Grace Kelly would be introduced to the bag while working on the set of the Alfred Hitchcock film *To Catch a Thief*. Apparently the costume designer for the film ordered the bag in as a prop and Grace Kelly loved the design. The bag would gain global **traction** a few years later after Kelly became the Princess of Monaco. During her first pregnancy, Kelly used the bag to hide her growing belly from the paparazzi. This moment was captured on film and appeared in LIFE magazine.

Following this, the bag became a global hit and was **colloquially** known as the "Kelly Bag." It was officially renamed this in 1977. In modern times, the bag is still a highly sought-after designer item and in 2019 was retailing for over US\$8,500, depending on the material used.