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With your host GEORGIANA
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Episode #041

*How to Pronounce
Fashion Brands
like an American*

Hi, my dear students!

I'm Georgiana, founder of SpeakEnglishPod.com.

My mission is to help YOU to speak English fluently and confidently.

- Today you'll practice some pronunciation with the most popular fashion brands on the market. I'll help you to pronounce these brands just like an American.
- Later you'll **practice your listening** with an interesting point of view **story**.

You can finally learn English in a fun and effective way, only by listening! Please help me to spread the word by sharing it with your friends and family or by writing a review on iTunes. That means a lot to me. Thanks!

Before you continue listening make sure you get the text. Visit my website: SpeakEnglishPod.com and look for episode #041.

Now let the fun begin!

I'll be giving you some information about each brand, and you'll need to guess the name of the brand. Believe me, it'll be fun!

Let's get started!

1. Adidas

When you think of sports, what name comes to mind? I'll give you a hint: it's a German brand.

(Answer my question.)

It's **Adidas!** **Adidas** is a famous German brand that designs and manufactures shoes, clothing, and accessories. The founder named the company after his nickname Adi and his last name Dassler.

2. Armani

What's one of the most popular and expensive Italian fashion brand? The name starts with the letter A. Can you guess?

(Answer my question.)

Yes! **Armani.** And Giorgio **Armani**, an Italian fashion designer formed his company, **Armani**, in 1975. The brand is widely known for its men's and women's ready-to-wear accessories, glasses, cosmetics, and perfumes.

3. Calvin Klein

When you think about comfortable yet sophisticated underwear what's the first brand that comes to mind? Try to think of an American brand that starts with the letter C.

(Try to guess the name of the brand.)

Yes! The name of the brand is **Calvin Klein**. **Calvin Klein** is an American fashion house founded by the designer **Calvin Klein**. It's widely known for their comfortable underwear line and their perfumes.

4. Christian Dior

And what's your favorite French fashion brand? I'm sure it could be this one. Just a quick hint: the name of the brand starts with letter C.

(Try to guess the brand.)

It's not **Chanel**. It's **Christian Dior**. **Christian Dior** was a French fashion designer who founded his fashion house **Christian Dior in 1946**. Today the company designs ready-to-wear, fashion accessories, footwear, jewelry, fragrance, make-up, and skincare products.

5. Gucci

Can you think of another Italian fashion brand? This one starts with the letter G.

(Guess the name of the brand.)

The correct answer is **Gucci**. **Gucci** is an Italian luxury brand of

fashion and leather goods. **Gucci** was founded by Guccio **Gucci** in Italy in 1921 and is the highest-selling Italian brand.

6. Levi's

This one's easy. What's the most popular American jeans manufacturer? Can you guess?

(Tell me the name of the brand.)

Yes!! **Levi's**. And I'm not sure if you know this, but **Levi's** is the oldest jeans brand. **Levi's** was founded in 1853!! Their jeans are very comfortable and have strong, appealing styling. They are convenient and can be worn all the time.

7. Louis Vuitton

This is another French brand famous its bags. Can you guess?

(Say the name of the brand.)

And the correct answer is **Louis Vuitton**. **Louis Vuitton** shortened to **LV**, is a fashion house and luxury retail company founded in 1854 by **Louis Vuitton** in Paris. The brand is popular for their high-quality bags.

8. Nike

Now think about sports shoes, and you'll guess the name of the brand. By the way, it's an American brand.

(Say the name of the brand.)

Yes!! **Nike!** The American company was founded in 1964, as Blue-Ribbon Sports, and officially became **Nike** Inc., in 1971. The brand takes its name from **Nike**, the Greek goddess of victory. **Nike**, Inc. is the world's largest supplier and manufacturer of athletic shoes, and some other sports equipment.

9. Pandora

How about jewelry? The name of this brand starts with the letter P. Another hint: It's a European jewelry company.

(Say the name of the brand.)

And the correct answer is **Pandora!** **Pandora** is a Danish jewelry manufacturer and it's known for its customizable charm bracelets, designer rings, and necklaces.

11. Prada

Let's continue with another Italian Fashion brand. The name starts with the letter P.

(Tell me the name of the brand.)

It's **Prada!** **Prada** is an Italian luxury fashion house founded in 1913 by Mario **Prada**. The brand is known for their leather handbags, travel accessories, shoes, ready-to-wear, perfumes and other fashion accessories.

12. Puma

Ok, let's continue! This is another sports brand. I'll give you a hint: it's another popular German sports brand.

(Tell me the name of the brand.)

Yes! It's **Puma!** **Puma** is another German multinational company that designs and manufactures athletic and casual footwear, apparel and accessories. Do you know what **Puma** and **Adidas** have in common? It turns out that the founder of **Puma** and the creator of **Adidas** were brothers.

10. Ralph Lauren

And now, another legendary American fashion brand. Let's see if you can guess this one. I'll give you a hint: the name of the brand starts with the letter R.

(Tell me the name of the brand.)

I'm talking about **Ralph Lauren!** **Ralph Lauren** is an American corporation founded in 1967 by the American fashion designer **Ralph Lauren**. The brand is widely known for its clothing and fragrances.

13. Reebok

Let's continue now with another European sports brand. I'll only tell you that **Adidas** acquired it in 2005, though it has maintained its original name. Another hint is that the name of the brand starts with the letter R.

(What's the name of the brand?)

And the correct answer is **Reebok!** **Reebok** produces and distributes fitness and running sportswear. In 2005, **Adidas** acquired **Reebok** though both companies have maintained their original names.

14. Tommy Hilfiger

And now another American Fashion brand. Let's see if you can guess its name. The name starts with letter T.

(What's the name of the brand?)

Yes! You're right! It's **Tommy Hilfiger!** **Tommy Hilfiger** is an American multinational corporation founded in 1985. **Tommy**

Hilfiger designs and manufactures apparel for men, women, and children, footwear, accessories, fragrances and home furnishings.

15. Victoria's Secret

This American brand is famous all over the world for its women's lingerie. Can you guess?

(What's the name of the company?)

The correct answer is **Victoria's Secret**. **Victoria's Secret**, was founded in San Francisco, California, in 1977. It was a response to packaged underwear, which the company's founder considered to be "ugly, floral-print nylon nightgowns".

15. Zara

And the last fashion brand comes from Spain. Can you guess its name?

(What's the name of the brand?)

The correct answer is **Zara!** **Zara** is a fashion clothing and accessories retailer based in Spain and founded in 1975. The company was initially named Zorba after the classic film Zorba

the Greek, but after learning there was a bar with the same name two blocks away, they named it "**Zara**".

Let's move on the next section.

POV Story



(Improve your Grammar)

Now you'll practice with the point of view story. This kind of story will help you to improve your English **grammar**.

It's very simple. I tell you the same story more than once. Every time I change a grammatical aspect. So, you can see how grammar changes and you can compare. You just have to listen.

OK! Let's start!

I'll start telling the story from Miya's point of view.

I'm Miya, and I'm 35 years old. I'm a Japanese woman and I'm very excited because I just won the lottery! I decided to travel the world in search of adventure and, like any other woman, I want to renovate my wardrobe.

I want to fly to Europe right now! I just bought a ticket! After I visit the most emblematic places of Paris, I intend to hire a personal shopper to help me to buy clothes and accessories from legendary French designers: Christian Dior, Louis Vuitton, and Chanel.

And I love Italian brands: Armani, Gucci, and Prada, so I'm eager to discover Rome, and above all, I wanna shop at the best stores in the city.

I also need to visit Berlin. I'm fascinated by the history and beauty of the German capital. In Berlin, I feel like wearing comfortable clothes, so I intend to purchase clothes mostly from sports brands like Adidas, Puma, or Reebok.

I was told that my favorite jewelry brand, Pandora, is from Copenhagen. So, I don't want to miss out on the opportunity to visit Denmark.

And before leaving Europe, I hope to spend some time in Spain. I want to enjoy for some weeks the fantastic weather and the delicious food. Plus, I could get plenty of clothes and accessories from the Zara stores.

Lastly, I want to travel to New York where I can find all the brands in the world. I intend to enjoy the city for a few weeks and buy clothes, makeup, fragrances and much more. Calvin

Klein, Levi's, Nike, Ralph Lauren, Tommy Hilfiger and Victoria's Secret are some of my favorite American brands.

I do hope not to get too excited during my travel and spend all my money. Otherwise, I'll need to start selling some of the expensive jewelry and clothes on eBay.

But wait!!! Oh, no!! I'm afraid that I won't get to travel anywhere anymore!

It turns out that I didn't read the lottery number correctly!! Now I'm only relieved that I didn't tell anyone about my crazy plan! Oh!! I must cancel the trip to Paris!

*Now I'll tell you the story from a different point of view
(Third Person Past Tense)*

Miya was a 35-year-old Japanese woman who was very excited because she had just won the lottery. She decided to travel the world in search of adventure and, like any other woman, she wanted to renovate her wardrobe.

She wanted to travel to Europe right away. In fact, she had just bought a ticket! After visiting the most emblematic places of Paris, she hired a personal shopper to help her to buy the clothes and accessories from legendary French designers: Christian Dior, Louis Vuitton, and Chanel.

And she loved Italian brands: Armani, Gucci, and Prada. She was eager to discover Rome, and above all, she wanted to shop at the best stores in the city.

She also needed to visit Berlin. She was fascinated by the history and beauty of the German capital. In Berlin, she intended wearing comfortable clothes, so she purchased clothes mostly from sports brands like Adidas, Puma, and Reebok.

She was told that her favorite jewelry brand, Pandora, was from Copenhagen. So, Miya didn't want to miss out on the opportunity to visit Denmark.

And before leaving Europe, she also wanted to spend some time in Spain. She enjoyed the fantastic weather and the delicious food for some weeks and got plenty of clothes and accessories from the Zara stores.

Her last destination was New York where she fond all the brands in the world. She intended to enjoy the city for a few weeks and buy clothes, makeup, fragrances and much more. Calvin Klein, Levi's, Nike, Ralph Lauren, Tommy Hilfiger and Victoria's Secret were some of her favorite American brands.

Miya was afraid to get so excited during her trip that she would spend all her money. In that case, she would have tried to sell some of the expensive jewelry and clothing on eBay.

But unfortunately, she didn't get to travel anywhere anymore! It turns out that Miya didn't read the lottery number correctly!! She was only relieved that she didn't tell anyone about her crazy plan! And suddenly remembered that she had to cancel the trip to Paris!

This is the end of this story. I hope you enjoyed it.

Now imagine a whole story told this way. It's incredible how much you can learn with this method. Instead of having to memorize boring grammar rules you can use this method to learn grammar. It's more enjoyable but also more effective.

My new English course, the *Enchanted Course* will help you to **improve your spoken English and your grammar. It will take your English to an advanced level.**

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and bring your **spoken English** to an **advanced** level!

I'll be back with a new episode next week!

Bye! Bye!