
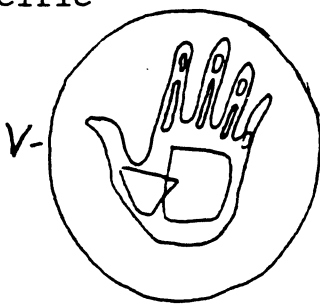


THE FASHION GAME IN ADVERTIZING

KEY

Name _____ Period _____

Match the statements of words on the left with the correct one on the right.

- | | | |
|----------|--|---|
| <u>L</u> | 1. The Gap | a. Women's fashions and home furnishings--English |
| <u>O</u> | 2. Banana Republic | b. United World of _____ |
| <u>O</u> | 3. Polo | c. OP |
| <u>H</u> | 4. Ralph Lauren | d. Evening wear |
| <u>R</u> | 5. Air Jordan | e. spanning the generations |
| <u>S</u> | 6. L.A. Gear | f. French word for spirit |
| <u>F</u> | 7. Esprit | g. sold his label and line |
| <u>X</u> | 8. Guess  | h. first designed men's ties |
| <u>M</u> | 9. Levi | i. Donna Karan |
| <u>V</u> | 10. Body Glove | j. designs for the working women |
| <u>P</u> | 11. Gunne Sax by Jessica McClintock | k. a canvas shoe company |
| <u>N</u> | 12. Jordache | l. a jean company |
| <u>D</u> | 13. Flirtations | m. the first jean company |
| <u>Y</u> | 14. Bolt | n. logo a horse |
| <u>U</u> | 15. What's Up! | o. logo is a man on a horse |
| <u>C</u> | 16. Ocean Pacific | p. was a company of only Victorian dresses for teens, but has gone to glitter |
| <u>B</u> | 17. Benetton | q. all their shops are like a trading post |
| <u>T</u> | 18. Reebok  | r. Michael Jordon is main mode |
| <u>W</u> | 19. Hang Ten | s. use a lot of street scenes in their adds |
| <u>K</u> | 20. Keds | t. use a type of the British flag in their logo |
| <u>E</u> | 21. Bonjour | |
| <u>J</u> | 22. Liz Clairborne | |
| <u>I</u> | 23. DKNY | |
| <u>G</u> | 24. Halston | |
| <u>A</u> | 25. Laura Ashley | |

