

THE FASHION GAME IN ADVERTIZING

Name _____ Period _____

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

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