THE FASHION GAME IN ADVERTIZING

Name ___________________________ Period ________

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

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

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