

UOW College Hong Kong / Community College of City University
Student English Enhancement Unit (SEE U)
Daily English Practice

Week 5

#74 Hollister

Skills/ Objectives: Reading, Writing, Listening and Speaking

Answers to relevant questions in the preceding set of exercises:

Question 1: An American tennis player

Question 2: Probably seen printed on an Adidas shoe

PART 1: Before you read...

Preparatory questions

1. Look around you in the UOWCHK classroom you happen to be in, and how many people are wearing Hollister?
2. What explains the popularity of a certain fashion brand in any given time?
3. If a famous brand is just that good, why do some eventually fade out?

Answer(s) to the relevant questions above will be provided in the next exercise.

Vocabulary

1. Remodelling (noun): the act of giving a new shape or form
2. Heyday (noun): the most successful period
3. Vibe (noun): mood or character
4. Susceptible (adjective): easily influenced or harmed by something
5. Inescapable (adjective): cannot be avoided

PART 2: Article for Reading

Not long ago, the word “Hollister” could be seen on many college campuses. It was ubiquitous. Teens today still love it. Read this article about how the parent company to Hollister, Abercrombie & Fitch Co, re-positioned Hollister in the market in 2017:

How Hollister Came Back from the Dead (*Click the link to read the article*)

<https://www.nreionline.com/retail/how-hollister-came-back-dead>

PART 3: Speaking Skills

See if you can say “susceptible” and “inescapable” clearly and correctly:

“Susceptible”: <https://www.youtube.com/watch?v=dSPdl8qL5Vk>

“Inescapable”: <https://www.youtube.com/watch?v=M7nhzztVWEc>

PART 4: Listening Skills

1. Zara: How a Spaniard Invented Fast Fashion

<https://www.youtube.com/watch?v=lr1b-ez2x5g> (6:42 minutes)

This video tells the story of the man behind the clothing giant Zara.

2. How to Create a Great Brand Name

<https://www.youtube.com/watch?v=rzbXht7MJVM> (5:40 minutes)

If they have done it, perhaps you may as well. Watch this TED Talks presentation on how to create a lasting brand name.

PART 5: Further Discussion

Write a short response to the following question:

If you were given the opportunity to re-name a brand or trademark, what would you call it?

Send your writing to: see.u@cccu.edu.hk.

Our SEE U teachers are always ready to give feedback.