

Milan's Via Monte Napoleone becomes world's most expensive shopping street

Level 1: Elementary

Article summary: The article explores why Via Monte Napoleone has grown to become the most expensive shopping street in the world.

Time: 60 minutes

Skills: Reading, Speaking, Writing

Language focus: Adjectives and adverbs

Materials needed: One copy of the worksheet per student

1. Warmer

- a. The purpose of this activity is to get students thinking and talking about luxury brands in fashion. Ask students to make a list of the three best fashion brands they can think of. Then have students talk to their classmates to find out what they thought. Encourage students to express and justify their opinions with reasons. As an extension activity, you could tally the top three brands for the class.

2. Key words

- a. Ask students to do the activity individually and then compare their answers in pairs or small groups. As an extension activity, ask students to highlight the key words in the article.

Key:

1. *fancy*
2. *tourist*
3. *expensive*
4. *rental*
5. *annually*
6. *Fashion*
7. *brand*
8. *Growth*
9. *Design*
10. *popularity*

- b. Before reading the article carefully, students use some of the key words to fill the gaps in the sentences to ensure that they understand and know how the words are used in other contexts.

Key:

1. *fancy*
2. *brand*
3. *annually*
4. *rental*
5. *design*
6. *popularity*

3. Comprehension check

- a. Students answer the questions based on the information in the article. They may do this in different ways, e.g. in item 1, they may say, 'Via Monte Napoleone is 350 metres long' or similar.

Key:

1. *350 metres*
2. *New York's Fifth Avenue, London's New Bond Street and Paris's Champs-Élysées*
3. *34 years*
4. *More than 30 per cent*
5. *The euro's appreciation against the US dollar*
6. *As high as 20,000 euros (17,000 pounds sterling)*
7. *Loro Piana, Tod's, Bottega Veneta, Versace, Gucci, Prada*
8. *Váci utca in Budapest, Omotesando in Tokyo, Midosuji in Osaka, the Design District in Miami and Indiranagar, 100 Feet Road in Bengaluru*
9. *8.5 million*
10. *"You get a much better plate of pasta and glass of wine nearby."*

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4. Key language

- a. The activity gives students an opportunity to practise adjective and adverb forms, as well as understand word families. Remind students that adjectives describe nouns while adverbs modify verb, adjectives and other adverbs. Most adverbs end in -ly but some are irregular. As an extension activity, ask students to look for these examples in the article.

Key:

Adjectives	Adverbs
annual	annually
square	squarely
high	highly
recent	recently
good	well

- b. Students should read the sentences and choose the word to complete it. Have them say the correct part of speech (adjective or adverb).

Key:

1. *square (adjective)*
2. *highly (adverb)*
3. *recently (adverb)*
4. *good (adjective)*
5. *annual (adjective)*

5. Discussion

- a. Students discuss the statements related to the article and give their reasons and justifications for each answer, referring to their own experiences wherever possible.

6. In your own words

- a. Ask students to research more about luxury fashion brands or real estate prices around the world. Ask them to answer one or more of these questions:
- **Fashion:** What are some new brands in fashion? What are three of the largest fashion brands? How much are they worth? What kinds of things do they sell?
 - **Real estate:** In which cities are the rents rising the fastest? Why is this happening? If you wanted to buy a building or house, where would you do it? Why?
- b. Students could then present their reports to the class. Encourage students to include facts and statistics when they share their research findings. Have them share their opinions and give reasons to support their answers.