

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

### Level 1: Elementary

#### 1 Warmer

a. Which fashion brands are the best? Make a list. Then talk to your classmates and compare.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

#### 2 Key words

a. Write the correct words from the wordpool to complete the definitions below. Then find and highlight them in the article to read them in context.

expensive

tourist

fancy

rental

annually

1. Something with a lot of decorations is \_\_\_\_\_.
2. A person who is travelling or visiting a place on holiday is a(n) \_\_\_\_\_.
3. Something that costs a lot of money is \_\_\_\_\_.
4. Something (like a place to stay) that you agree to pay for a short time is a(n) \_\_\_\_\_.
5. Something that happens once a year happens \_\_\_\_\_.

brand

popularity

design

fashion

growth

6. \_\_\_\_\_ is the business of making or selling clothes in new and different styles.
7. A(n) \_\_\_\_\_ is a type of product, service, etc. made by a particular company under a particular name.
8. \_\_\_\_\_ is an increase in the size, amount or degree of something.

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9. \_\_\_\_\_ is the art or process of deciding how something will look, work, etc. by drawing plans, making computer models, etc.

10. Being liked, enjoyed or supported by a large number of people is called \_\_\_\_\_.

**b. Complete the sentences with words from the previous activity. You may have to change the form of the word.**

1. My sister loves to visit \_\_\_\_\_ restaurants when she's on holiday.

2. This \_\_\_\_\_ makes good quality leather shoes.

3. Fashion week is held \_\_\_\_\_ to show new styles for the year.

4. We found a good apartment \_\_\_\_\_ near the university.

5. She studies fashion \_\_\_\_\_ at the university and is always drawing new ideas for clothes and shoes.

6. Social media can help or hurt a product's \_\_\_\_\_. You can either gain or lose many followers.

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*Rental growth and euro's strength against dollar help a European street to top of list for first time in 34 years*

**Ellie Violet Bramley**  
**22 November, 2024**

- 1 Take away the names Fendi, Dior and Valentino, and Milan's Via Monte Napoleone looks like a fancy street in the capital, with a mix of vans, Vespas, Porsches, tourists and residents.
- 2 But the 350 metre-long street has just been named the world's most expensive shopping street. It beat New York's Fifth Avenue, London's New Bond Street and Paris's Champs-Élysées. It became the first European city to be #1 on the list in 34 years.
- 3 The change shows how much rentals have grown — over 30 per cent in the last two years. The euro's increase in value against the US dollar helped this.
- 4 Rent on the street can be as high as 20,000 euros (17,000 pounds sterling) a square metre annually. Rents on Fifth Avenue can reach 19,537 euros a square metre annually. Tsim Sha Tsui in Hong Kong came in at number four, with annual rent per square metre reaching 15,697 euros.
- 5 Via Monte Napoleone is home to the world's biggest fashion brands. Italian brands Loro Piana and Tod's sit near Bottega Veneta and Versace. Gucci sits opposite Prada. All of them show at Milan fashion week, which adds more fashion excitement to the city.
- 6 Diletta Giorgolo from Italy Sotheby's International Realty said that prices stay very high because it is a special area and there aren't many places to rent.
- 7 Other streets are doing well in terms of growth: Váci utca in Budapest, Omotesando in Tokyo, Midosuji in Osaka, the Design District in Miami and Indiranagar 100 Feet Road in Bengaluru.
- 8 Milan did not reach #1 in tourists though. Paris had about 50 million tourists last year, New York 60 million, Hong Kong 34 million, London 16 million and Milan 8.5 million.
- 9 Milan design week has grown in popularity recently and brings hundreds of thousands of design lovers to the city. JJ Martin is from LA but for the past 20 years has been in Milan with her brand La DoubleJ. "I'm thrilled for Milan for being in the news and being the centre of fashion, because it's so deserved it," she says.
- 10 Martin says she knows what makes the Milanese street so special: "You get a much better plate of pasta and glass of wine nearby."

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#### 3 Comprehension check

a. Answer the questions using information from the article.

1. How long is Via Monte Napoleone?
2. Which three streets did Via Monte Napoleone beat to become the world's most expensive shopping street?
3. How long has it been since a European city was #1 on the list?
4. How much have rentals grown on the street in the last two years?
5. What else supported the street's high rental prices?
6. How high can rent per square metre reach on Via Monte Napoleone?
7. What are three of the brands with shops on Via Monte Napoleone?
8. In terms of growth, which five streets are doing well and which cities are they in?
9. How many tourists did Milan have last year?
10. In JJ Martin's opinion, what makes the Milanese street so special?

#### 4 Key language

a. Read the adjectives and adverbs from the article. Complete the chart with the other forms.

| Adjectives | Adverbs  |
|------------|----------|
|            | annually |
| square     |          |
| high       |          |
|            | recently |
|            | well     |

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b. Choose the correct form of the word to complete each sentence.

1. He placed the **square** / **squarely** table in the center of the room.
2. My friend **high** / **highly** recommended this restaurant.
3. I **recent** / **recently** visited Miami's Design District.
4. The fashion week team did a **good** / **well** job.
5. There is an **annual** / **annually** event for fashion design students every May.

### 5 Discussion

a. Discuss these statements.

- 'Real estate is too expensive these days'.
- 'Fashion is art'.
- 'Trends come and go, but good taste always stays'.

### 6 In your own words

a. Do some research about luxury fashion brands or real estate prices around the world. Answer 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. Report your findings to the class and share the information you learned, as well as your opinions. Include facts and statistics that support your research. Give reasons to support your answers.