

# 6.3 TRENDSETTERS

► **FUNCTION** | describing cause and effect

► **VOCABULARY** | fashion

► **LEARN TO** | summarise

## VOCABULARY fashion

### 1A Discuss the questions.

- 1 How would you describe the people and things in the photos?
- 2 Are there any images that you think look out-of-date?
- 3 How do trends start and spread?

**B** Read the text about how trends spread. What is the main idea of the text? What is your answer to the question at the end of the text?

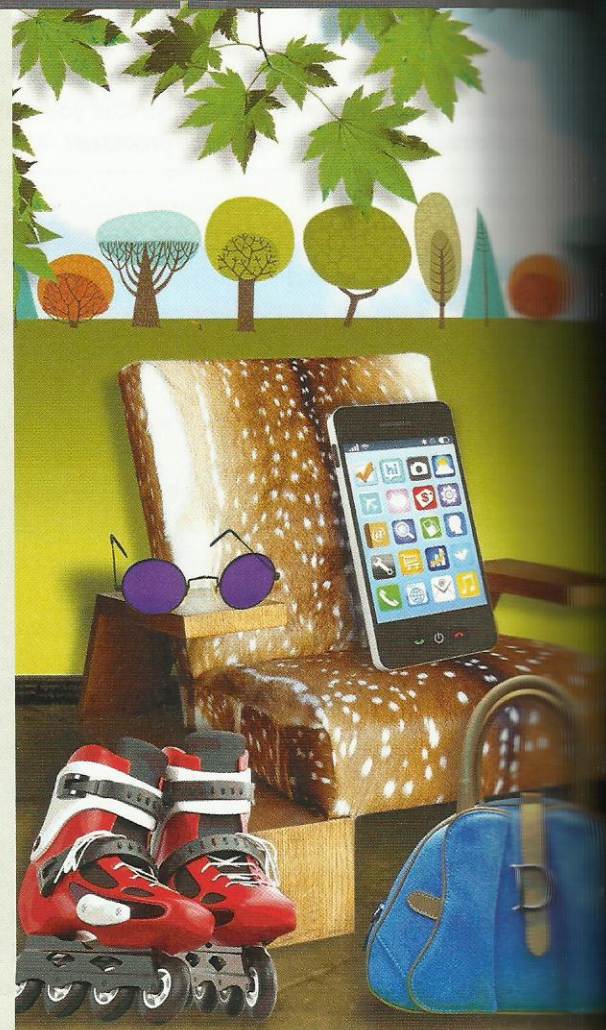
The best way to understand how trends take off might be to think of them as epidemics. How is it that unknown books suddenly become bestsellers, TV programmes become instant classics, toys that were adored by generations suddenly lose their appeal? The answer is that trends spread like viruses. Somehow they capture the imagination and strike a chord with the public. Take the rise of the shoe brand, Hush Puppies. Sales of Hush Puppies had stagnated to just 30,000 pairs a year. Suddenly, the shoes became the latest thing in Manhattan clubs and stylists began to use them as accessories in fashion photo shoots. It turned out to be more than just a passing trend. In 1995, Hush Puppies sold 430,000 pairs, and in 1996, 1,700,000 pairs. Or look at the technology revolution led by Apple Computers. The number of Apple users has risen dramatically in the last ten years. How do these changes happen? Some say it's a combination of word of mouth and pure luck, while marketers think it's something we can control. Who is right?

### 2A Read the text again and find the words that complete the phrases in bold.

- 1 When trends suddenly become popular, they **take ...**
- 2 When a product goes out of fashion, it **has lost its ...**
- 2 One way that fashions spread is that they **capture the ...**
- 4 When people like and identify with something, it **strikes a ...**
- 5 When a product or trend is suddenly popular, we say it **becomes the latest ...**
- 6 When something is popular for just a short time, we say it's **just a passing ...**
- 7 When there is more of something now than before, we say **the number has ...**
- 8 When something becomes trendy because people tell each other about it, it spreads **by word of ...**

### B Work in pairs. Think of examples of:

- something that was a passing trend.
- something that has captured the public imagination.
- something that has taken off recently.



## FUNCTION describing cause and effect

### 3A 6.3 Listen to people describing how two trends started and answer the questions.

- 1 What trends do they talk about?
- 2 How did the trends start?
- 3 How/Why did the trends spread?

**B** Read the expressions below for describing cause and effect. Can you remember which expressions the speakers in Exercise 3A used?

	informal and neutral	formal
cause	It all started ... It originated in/ from ... It's because of ...	It has its origins/roots in ... It can be traced back/ attributed to ... It stems from ...
effect	It led to ... It has caused ... Because of this, ...	It resulted in ... It gave rise to ... It brought about ...

### C Listen again to check.



# HENRI-CLAUDE COSMETICS

## Creating a global brand

A successful French cosmetics company plans to go global

### Background

Henri-Claude Cosmetics (HCC), a French cosmetics and personal-care company, has created a highly successful eau-de-cologne for men under the brand name *Physique*. This is the company's best-selling men's fragrance and the best-known brand in their product portfolio. HCC is now planning an international campaign for *Physique* early next year. It intends a high-profile launch in 10 countries, which will enable the brand to achieve international recognition. The theme of the campaign will be '*Physique* for the Urban Man'.

A global ambassador – a celebrity in the arts world – will be chosen to lead the campaign.

**CD1.14** Listen to a conversation between Carla Fernández, Global Marketing Manager, and Pierre Martin, Chief Executive of HCC. They are talking about the results of research carried out in overseas markets concerning the international launch of *Physique*. Make notes on the following aspects of the product:

- target audience
- brand image
- name
- positioning
- packaging
- slogan

### Key features of *Physique*

Based on redwood and cedar, with citrus and spices, *Physique* has a fresh, woody, long-lasting aroma.

- It has five other secret ingredients, known to only a small number of senior managers.
- The scent is very appealing to women. Men who use *Physique* say they feel confident, attractive and sophisticated.
- Its target audience in France is ambitious, career-minded men in the 30–40 age range.

The eau-de-cologne is positioned as a premium fragrance. It is priced at the top end of the market.

## PRODUCT DETAILS – *PHYSIQUE*

**Product shape:** Tall, rounded bottle, solid appearance. Black, with the brand name in the centre. Silver top. Screw top or spray.

### Average retail prices:

40ml	\$60
75ml	\$75
100ml	\$95
125ml	\$110

The price places *Physique* in the top ten most expensive male fragrances.

**Distribution in France:** sold exclusively in *parfumeries* (specialised stores for cosmetics and toiletries) and in shops in top hotels.

**Promotion:** Commercials on French television; radio spots; full-page advertisements in prestigious magazines, e.g. *Paris Match*, *Marie Claire*, etc.

Special promotions at high-class events such as Longchamp racing stadium, and in embassies and duty-free shops at the airports.

**Words associated with *Physique* by consumers** (in order of frequency): masculine, sensual, sophisticated, elegant, energetic, alluring, spicy, glamorous, individualistic.

**Quotation from sales literature:** '*Physique* man is confident, ambitious and resilient. He is at home in any city and enjoys the challenge of urban life. He has a lot of creative energy, travels widely and is optimistic about the future.'





## Preparation for the international marketing launch

Having received the results of research in a number of potential overseas markets, the Marketing Department of HCC has organised a meeting to brainstorm ideas for the global marketing strategy of *Physique*.

### Task

You are members of the Marketing Department of HCC.

- 1 Work in groups and brainstorm the points listed in the rough notes. One person in each group should take notes. Then meet as one group and select some of the best ideas for further study.
- 2 In your groups, devise a one-minute television commercial for the international launch. Using a storyboard\*, present the ideas of your group to your colleagues. Then as one group, choose the best commercial. If necessary, take a vote.

\* A series of pictures showing the sequence of scenes (setting, action, dialogue) of a TV commercial. A storyboard helps marketing staff to visualise the concept for the commercial.

### BRAINSTORMING SESSION

- 1 Which 10 countries should be chosen for the launch?
- 2 Does *Physique* need a new name? If so, what?
- 3 Should *Physique* continue be targeted at the 30–40 age group? If not, what age group should it target?
- 4 Should *Physique* continue to be positioned as a premium fragrance, or should HCC market it as a mass fragrance, with a different pricing structure?
- 5 The container of *Physique* must be changed. How should the new container look? Plan the new packaging (shape, design, materials).
- 6 Price: Are the present pricing levels appropriate? Should HCC offer a cheaper version of *Physique* for emerging markets?
- 7 Distribution: Should HCC continue to sell the fragrance in exclusive outlets in overseas markets, or should it use a wider variety of outlets? If so, what sort of outlets should it choose?
- 8 Promotion: Who should be the international ambassador(s) for the brand? What special promotions could HCC organise in the overseas markets?
- 9 *Physique* needs a new slogan. Ideas?
- 10 Manufacture: Is it now time to manufacture the fragrance in low-cost countries? If so, which countries would be suitable?

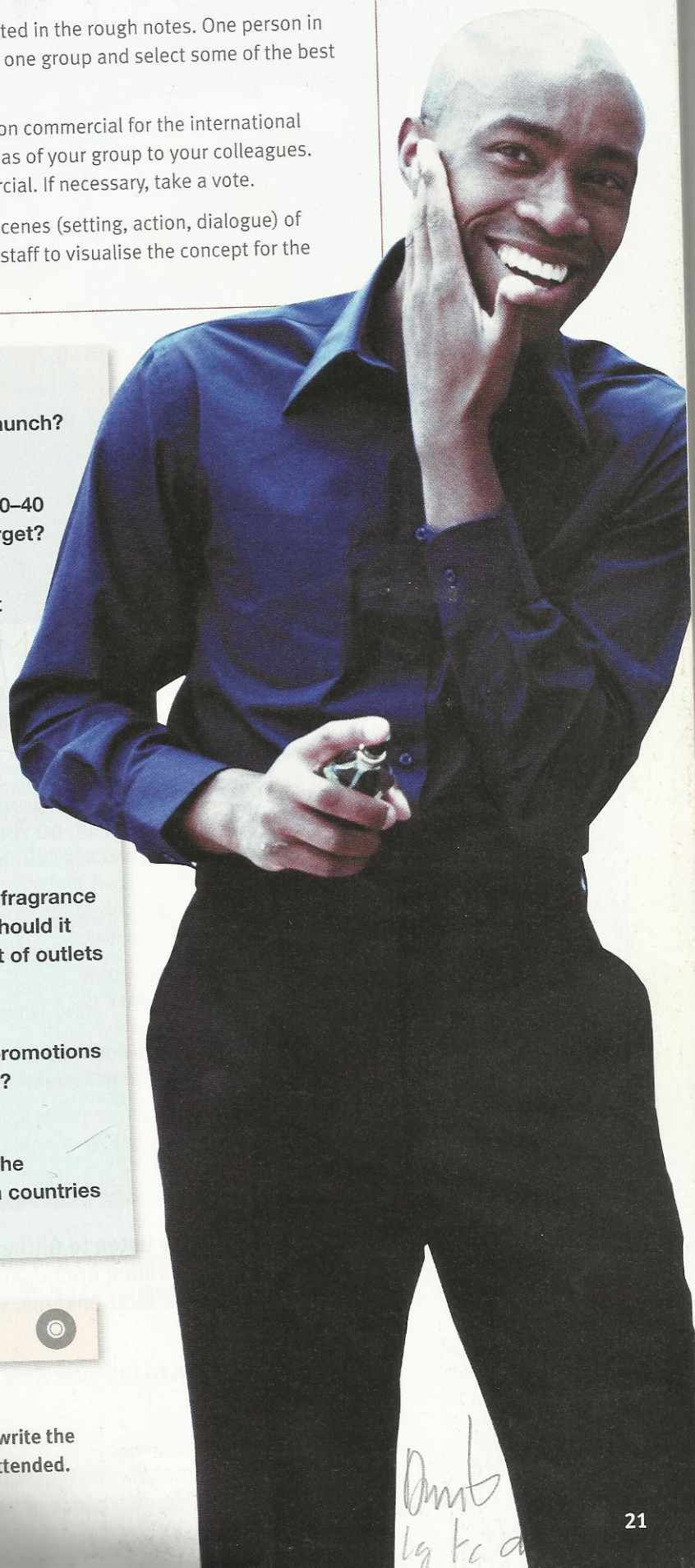
Watch the Case study commentary on the DVD-ROM.



### Writing

As a member of the Marketing Department of HCC, write the action minutes for the brainstorming session you attended.

Writing file page 130





## DVD PREVIEW

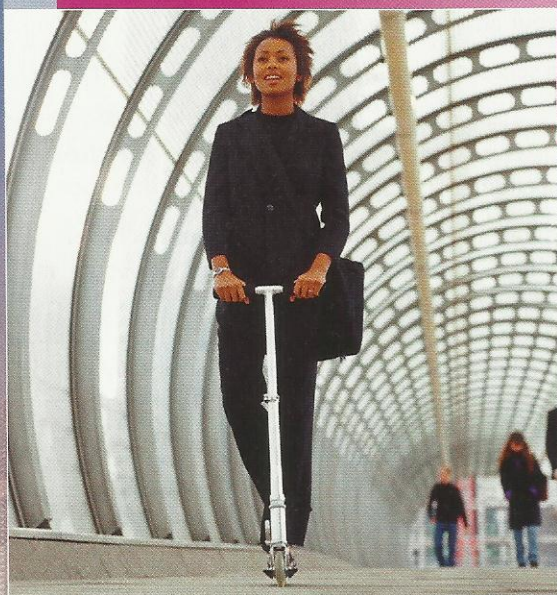
1 Look at the words in the box. How do you think these factors have influenced the world since the start of the twenty-first century?

climate change   globalisation  
Google   credit crunch   Web 2.0  
carbon footprint

2 Read the programme information. What is the key trend that this episode focuses on?

### BBC History of Now: The Story of the Noughties

*History of Now* is a BBC documentary series which aims to identify key cultural and social trends which have defined recent decades. This programme, *The Story of the Noughties*, looks at the inexorable rise of 'youth culture' during the first decade since the turn of the millennium. It examines how 'youth' is now enjoyed by those unwilling to relinquish it until well into their forties, fifties or even sixties. It describes how the noughties became the decade of the childish adult, or 'kidult', and of those who tell you they're in 'middle youth' not middle age.



## DVD VIEW

3A Which of the following statements do you think are true?

- 1 The generation gap between young people and old people is getting bigger.
- 2 Increasingly, old people are afraid of young people and young people do not appreciate older people.
- 3 The concept of being a teenager only really started in the 1960s.
- 4 The market for selling toys to adults is larger than the market for selling toys to children.

B Watch the DVD to check your ideas.

4A Complete the extracts.

- 1 The first decade of the new millennium saw waves of massive and, at times, \_\_\_\_\_.
- 2 Age is to the twenty-first century what social class was to the twentieth century. It's one of the \_\_\_\_\_ in our society.
- 3 We had a situation where everybody wanted to be young, but the only people who could afford \_\_\_\_\_ were the old.
- 4 Adults and young people are probably more divided now than they ever were in the past, partly because of the \_\_\_\_\_ and the role that youth culture has in dominating society.
- 5 People say, 'Well, in the 1950s, you know, there was a transition. You went from having \_\_\_\_\_ to wearing \_\_\_\_\_.'
- 6 Why not have toys, why not \_\_\_\_\_, why not carry on behaving like you might have behaved when you were eighteen, nineteen, or twenty?

B Watch the DVD again to check.

5 Work in groups and discuss the questions.

- 1 Do you agree that we are living in a society which is dominated by youth culture? Can you think of examples?
- 2 How do old and young people treat each other in your country? Do you think this is different in other countries?