

4 Language Excellence

Presentation: A press release

1 Read the press release and answer the questions.

- 1 What fashion item does Tamara Jones design?
- 2 What is different about her new collection?
- 3 Why has Carriages teamed up with Tamara?
- 4 When will the new collection be on sale?



LONDON

FASHION WEEK

At London Fashion Week, Tamara Jones will be launching a new collection in collaboration with a rather unusual partner.

Tamara Jones, the avant-garde handbag designer, has teamed up with the more traditional Carriages to produce an exciting new line. The new mix of cheeky and luxurious will be fascinating to see and is hotly anticipated. The label, Busy Bags, is already very successful, but Tamara was keen to try something different this season. She has enjoyed combining her colourful, one-off creations with the more traditional leather bags that are synonymous with Carriages. Carriages is also very content to have a line that will be more attractive to a younger customer. They believe this line will widen their customer base considerably. The collection is appearing on the second day of London Fashion Week and will be available in department stores next month.



A press release

Companies often use press releases to announce the arrival of a new product or an event. The release should be concise and should contain all the relevant details that the press need to report the announcement.

Remember!

There are several different ways to talk about the future. We use *will* for thoughts, wishes and predictions, *They believe this line will widen their customer base ...*, and the future continuous to describe something that will be in progress at a certain time in the future, *A designer will be launching a new collection at London Fashion Week.*

4 Language Excellence

Practice: A press release

Future tenses

Present simple for events which are timetabled

London Fashion Week **starts** on Monday.

Present continuous for fixed plans or events in the future

The collection **is appearing** on the second day ...

Future continuous for events that will be in progress at some point in the future

The designer **will be launching** a new collection soon.

Typical errors

~~I will meet the designer at 5 o'clock.~~ X

I'm meeting the designer at 5 o'clock. ✓

~~I'm sure they'll to like the collection.~~ X

I'm sure they'll like the collection. ✓

~~The model will wear the new outfit at the show.~~ X

The model will be wearing the new outfit at the show. ✓

1 Circle the correct words.

The company **is giving** / gives away samples next week.

- The designer **is looking** / will be looking for an assistant to start next month.
- We **watch** / will be watching the fashion show this time tomorrow.
- The shop **is having** / has a sale at the end of every month.
- I **will reveal** / will be revealing my new collection tonight.
- The editor's train **arrives** / will be arriving at 9.30 am.

2 Complete the sentences with the correct form of the verbs in brackets.

Don't worry! You **'ll be wearing** (wear) high heels so the dress won't be too long.

- Kate Moss _____ (model) clothes made by Stella McCartney at the fashion show.
- The event _____ (start) in a few minutes.
- The designer _____ (arrive) at 8.30 every morning.
- The marketing department _____ (meet) members of the press tomorrow.
- The famous couple _____ (wear) clothes designed by Chanel.

3 Complete the interview between the interviewer (I) and Belinda (B) with the correct form of the verbs in the box.

have leave **make** meet present watch

I What is your plan for fashion week?

B I **will be making** last-minute changes to my collection on Monday. Then on Tuesday I ⁽¹⁾ _____ my new collection in the afternoon.

I We're looking forward to that!

B Thank you. So am I. That evening I

⁽²⁾ _____ dinner with friends to celebrate.

Then, on Wednesday I ⁽³⁾ _____ the head of a department store to discuss a project. On

Thursday I ⁽⁴⁾ _____ two of the shows

with the editor from *Vogue*. On Friday my plane ⁽⁵⁾ _____ for Italy.

I It's going to be a busy week!

Final Writing Task

A press release

Write a sample press release with the headline **Company to launch new fashion line**. You can invent the specific details. Use the press release on page 7 to help you.

- Use a range of language and include the present simple / continuous and future continuous tense: *The company will be introducing ...*