

## Korrekturhinweise

### High-end fashion and recession

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B	C	B	A	D	A	D	B	C

#### Begründungen

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The speaker says: "As consumers pinch pennies and hold back on spending, designer brands are looking for ways to keep themselves relevant." Today, many brands therefore try to stay in demand.

1

The speaker says: "So, overall, how is the recession affecting those high-fashion designers?"

The speaker says: "Vastly. It's making them more honest, as a matter of fact." The crisis has therefore made designers become extra truthful.

2

The speaker says: "That became a problem last fall. Some stores went on deep sales much earlier than is traditional in the industry and this forced other stores to follow them." Therefore, last autumn, some retailers reduced prices sooner.

3

The speaker says: "Saks was priced 80 percent lower than the same products in the Loro Piana store. So, immediately, the store was seeing customers coming in saying that they wanted to negotiate on prices." Price differences therefore made shoppers bargain for better rates.

4

The speaker says: "It's a terrible time for them, which makes it a great time for consumers. And I think you right now can go to the department store near you and find some great sales. And that's a sign of trouble." Sales indicate that designers therefore face a difficult period.

5

The speaker says: "Now, what had happened is Nordstrom's had purchased these clothes from her. They may have been sold to customers and returned to Nordstrom's or Nordstrom's may not have sold them at all, but Nordstrom's returned them to her." Nordstrom's therefore gave back what they failed to sell.

6

The speaker says: "Louis Vuitton – it's interesting you mention them – because they're in a very different situation. They actually do control all their retail outlets. If you buy Louis Vuitton in a department store, you're actually buying it directly from Louis Vuitton. The person who stands behind the counter at the department store is an employee of Louis Vuitton." Louis Vuitton therefore run their shops themselves.

7

The speaker says: "Do you think, I mean, given what has happened, that high-end fashion designers are going to change the way they do business forever?"

The speaker says: "I think certain things are gonna change." Therefore, the crisis makes designers adjust in some ways.

8

The speaker says: "And I think it truly has made them more aware of the end consumer, the person that's wearing their clothes as opposed to the fashion magazine that's showing pictures of their clothes in the magazine." Now designers are therefore focusing more on customers.