

You are doing a replacement with Prestance, the clothing designers and manufacturers. The managing director of the company and his management team are receiving 5 foreign guests for 2 days. This is an important visit, as these people will be deciding if they will represent and sell the Prestance brand in their company.

The management has given you an important assignment: organising the visit of these 5 people. You have got the following documents:

- the list of names of the guests
- the list of hotels in the area
- the list of restaurants
- the timetables of the guests for the 2 days
- the list of partners taking part in the 2 days

First you are going to look at the documents.

Guest list
Mrs Laura BELLINI from Rome (Italy) <i>Arrives: 2 Dec. 19.00 / Leaves 5 Dec. 9.00</i>
Mr Masaki YAMAMOTO from Tokyo (Japan) <i>Arrives: 1^{er} Dec. 21.00 / Leaves 5 Dec. 8.00</i>
Mrs Dorothy SMITH from New York (USA) <i>Arrives: 3 Dec. 14.00 / Leaves 5 Dec. 12.00</i>
Mr Wolfgang MEYER from Vienna (Austria) <i>Arrives: 3 Dec. 9.15 / Leaves 4 Dec. 20.00</i>
Mrs Sonia TCHENKO from Moscow (Russia) <i>Arrives: 2 Dec. 20.00 / Leaves 5 Dec. 19.00</i>

List of partners taking part in the 2 days
Mr Gerard GALMONT, Managing Director
Mrs Carol DELAIR, Assistant Director
Mrs Elisa Moore, French-English translator
Mr Daniel GOLDMAN, Marketing Manager
Mrs Eva JANACEK, Export Manager

List of nearest restaurants	
Restaurants	Closed
The Metropole	Sunday
The Pantagruel	Tuesday
Au Fin Gourmet	Sunday
Chez Jacques	Tuesday
The Two Parrots	Wednesday
The Castle Cary	Monday (closed from 1 to 8 December)

Schedule for 3 and 4 December	
Tuesday 3 December	
10.00-12.00	Visit to workrooms
12.00-14.00	Lunch
14.00-17.00	Visit to Costume Museum
17.00-19.00	Presentation of company projects
20.00	Dinner
Wednesday 4 December	
9.00-12.00	Shareholders' meeting
12.00-14.00	Lunch
15.00-17.00	Fashion show for Spring-Summer collection
17.00-19.00	Evaluation of 2 days' meeting
20.00	Dinner

GO TO THE NEXT PAGE

<i>900 exercises in vocational communication</i>	SUMMATIVE ASSESSMENT Page 2	Skill B Level 3
	Answers	

PART 1

The secretary has given you a chart to fill in to organise the guests' visit (book the hotel rooms, the restaurants, entry to the museum, etc.)

You are going to fill it in by looking at the documents on the previous page again.

<i>Guests</i>	<i>Arrival (day, time)</i>	<i>Departure (day, time)</i>	<i>Number of nights at hotel</i>	<i>Lunch 3 Dec. (yes/no)</i>	<i>Dinner 3 Dec. (yes/no)</i>	<i>Lunch 4 Dec. (yes/no)</i>	<i>Dinner 4 Dec. (yes/no)</i>
Mrs BELLINI	<i>2 Dec. 19.00</i>	<i>5 Dec. 9.00</i>	3	yes	yes	yes	yes
Mr YAMAMOTO	<i>1 Dec. 21.00</i>	<i>5 Dec. 8.00</i>	4	yes	yes	yes	yes
Mrs SMITH	<i>3 Dec. 14.00</i>	<i>5 Dec. 12.00</i>	2	yes	yes	yes	no
Mr MEYER	<i>3 Dec. 9.15</i>	<i>4 Dec. 20.00</i>	1	no	yes	yes	yes
Mrs TCHENKO	<i>2 Dec. 20.00</i>	<i>5 Dec. 19.00</i>	2	yes	yes	yes	no

PART 2

To continue in your preparations, you are going to book tables in the restaurants. There are 4 meals in all. All the people from the company will be there, but not all the guests because of the various arrival and departure times. You must choose a different restaurant for each meal. Watch out for the closing days and holidays. Look at the relevant documents on page 1 and fill in the chart.

This answer is given purely as an example. Other choices are equally possible.

Name of restaurant	Date and time of meal	Total number of people
The Metropole	Tuesday 3 December 12.00-14.00	8
Au Fin Gourmet	Tuesday 3 December 20.00	9
The Pantagruel	Wednesday 4 December 12.00-14.00	9
Chez Jacques	Wednesday 4 December 20.00	7

GO TO THE NEXT PAGE

<i>900 exercises in vocational communication</i>	SUMMATIVE ASSESSMENT Page 3	Skill B Level 3
	Answers	

PART 3

On the afternoon of 4 December, the guests are going to visit the V&A Museum of Costume. You want information about the museum to prepare the visit. You are going to look on Internet to find the Museum's website.

You have typed museum of costume and have obtained the following results. Put a cross in front of the result that best fits what you are looking for.

[The Museum of Costume, Bath, 19th century fashion, mary quant ...](#)

The **Museum of Costume** in Bath showcases one of the finest collections of fashionable dress and accessories housed in the assembly rooms, one of Baths great ...
www.museumofcostume.co.uk/ - 41k - [Cached](#) - [Similar pages](#)

[Costume Museum - Canada's Museum of Fashion](#)

Features a collection of over 35000 artifacts related to clothing, accessories and textiles spanning over 400 years of history. Includes a virtual tour, ...
www.costumemuseum.com/ - 3k - [Cached](#) - [Similar pages](#)

[Costume Museum - Canada's Museum of Fashion - Sponsors](#)

As a not-for-profit institution, the **Costume Museum** of Canada could not survive without the generous support of our members, volunteers, donors and sponsors ...
www.costumemuseum.com/hatsoff.html - 6k - [Cached](#) - [Similar pages](#)
[[More results from www.costumemuseum.com](#)]

X [Fashion, Jewellery & Accessories - Victoria and Albert Museum](#)

The Victoria and Albert **Museum** houses one of the largest collections of **fashion** and textiles in the world, dating back to the 17th century.
www.vam.ac.uk/collections/fashion/index.html - 19k - [Cached](#) - [Similar pages](#)

[Bissonnette on Costume: A visual Dictionary of Fashion](#)

You are visitor # ...
dept.kent.edu/museum/costume/ - 6k - [Cached](#) - [Similar pages](#)

[Museum & Galleries : Facilities : FIDM](#)

The FIDM **Museum** also houses the early Hollywood **Costume** Collection on loan from the ... Merchandising FIDM - The **Fashion** Institute of Design & Merchandising ...
www.fidm.com/Resources/museum+galleries/index.html - 17k - [Cached](#) - [Similar pages](#)

[Dallas Public Library: Fine Arts Internet Links](#)

Fashion and Costume History, Television, Film and TV Indices. Photographs, Sports. Magazines ... The **Costume** Institute of the Metropolitan **Museum** of Art ...
dallaslibrary.org/CFA/sites.htm - 32k - [Cached](#) - [Similar pages](#)

[\[PDF\] Fashion and costume museums; Museum international; Vol.:XLV, 3; 1993](#)

File Format: PDF/Adobe Acrobat
occasion of its first exhibition, 'Evolution of. **Fashion**', which was mounted in conjunction with the **Costume** Institute of the. Metropolitan **Museum** of ...
unesdoc.unesco.org/images/0009/000952/095234eo.pdf - [Similar pages](#)

[VF&CJ Home Page](#)

Vintage **Fashion & Costume** Jewelry is THE CLUB to join for exploring Collectible **Costume** ... The Providence Jewelry **Museum**, spearheaded by Mr. Alex Weisberg, ...
www.lizjewel.com/vf/ - 10k - [Cached](#) - [Similar pages](#)

GO TO THE NEXT PAGE

<i>900 exercises in vocational communication</i>	SUMMATIVE ASSESSMENT Page 4	Skill B Level 3
	Answers	

PART 4

During the show, you were asked to listen to the comments from the public and note them down.
Here are the notes that you took:

- *Such creativity! Such expression in the forms! Those sensual fabrics! And the colours are so delicate. An absolute marvel!*
- *I just love this collection! It's 100% original!*
- *Remarkable, from all points of view.*
- *The show is not bad, but I'm wondering if a silk bath towel is really worth the bother...*
- *A little too ordinary for my taste. Too evening oriented. And I have really seen enough of this battle for luxury! They all want to be Number One in the world fashion market that's worth twice as many billions of dollars as the arms market!*
- *High fashion, low fashion... what's the point? There are so many more important things than these futilities! This collection has nothing original. It contributes nothing new to the world of haute couture.*
- *Ah! What a beautiful collection! What's more, I'm not in the least surprised, I know the designer. He's absolutely marvellous!*
- *A parade of skeletons in unwearable evening gowns, as usual!*
- *Such harmony of colours, such fluidity of fabric, it's all so extraordinary!*
- *I'd love to wear the electric blue dress, number 3 I believe! And the yellow one with the flounces on the sleeves...*

GO TO THE NEXT PAGE

The secretary has given you a questionnaire to fill in to assess the impressions of the public from their immediate comments.

You are going to look at your notes about the comments from the previous page and answer the questionnaire.

Fashion show: *Spring-Summer, 4 December*

How many people made comments?
10 people.

How many comments were about the colours? Were they positive overall?
3. Very positive comments.

How many comments were about the fabrics? Were they positive overall?
3 (including the silk bath towel). Very positive comments.

How many comments were about the forms of the clothes? Are they positive overall?
1. Positive.

How many comments were positive without reasons given?
3.

How many comments were negative without reasons given?
None.

Were the opinions about the collection favourable over all?
Yes, 6 are very favourable and one was mixed out of 10 opinions listed.

GO TO THE NEXT PAGE

PART 5

A few newspaper articles mention the fashion show, the shareholders' impressions and the decisions of the guests after the meeting on 4 December. Here are the articles.

Prestance: a masterstroke

On 4 December the fashion show for the new Prestance Spring-Summer collection took place. The refinement of the fabrics, the sensuality of forms and the delicate harmonies delighted the audience. Exceptional guests from New York, Rome or Tokyo then decided whether they would market the brand in their respective countries.

Our World, 5 December

A very mediocre show

On Wednesday 4 December we attended the fashion show for the Spring-Summer collection by Prestance. The reactions were mixed. Too much déjà vu. The designer, Mark Derwent, has nothing new to say from one collection to the next. The guests, arriving from the 4 corners of the earth to export the brand to their own countries did not all seem convinced. The brand will not be sold in Russia, nor in Austria.

The Mail, 5 December

Prestance abroad

Good news for the famous Prestance clothing label: it is shortly to be available in 3 other countries: Italy, the USA and Japan.

Daily Independent, 6 December

Lukewarm success for Prestance

Although the Prestance spring-summer parade had the support of the public, the investors have not all decided to market the label in their country. Only Italy, the USA and Japan are taking it on. The Managing Director, Mr Gerard Galmont, was understandably disappointed.

Fashion News, 6 December

News in brief: troubled meeting for Prestance

Wed. 5pm. Prestigious guests met at the Prestance HQ to discuss marketing the label in famous fashion centres like New York, Tokyo, Rome, Moscow and Vienna. The show was not appreciated by all. After 2 hours of discussions, the label will go to just 3 countries: the USA, Japan and Italy. Not a bad market at all!

The Evening News, 7 December

Good show for Prestance

The clothing label met with huge success for its fashion show on 4 December. Everything points to excellent sales in ready-to-wear fashion this spring.

News Daily, 7 December

GO TO THE NEXT PAGE

<i>900 exercises in vocational communication</i>	SUMMATIVE ASSESSMENT Page 7	Skill B Level 3
	Answers	

You are asked to file these articles into different categories:

- the articles that only spoke of the parade
- the articles that only spoke of the marketing of the label abroad
- the articles that spoke of both
- the positive articles
- the negative articles
- the neither really positive nor really negative articles

- the articles that only spoke of the parade
News Daily

- the articles that only spoke of the marketing of the label abroad
The Daily Independent

- the articles that spoke of both
Our World
The Mail
Fashion News
The Evening News

- the positive articles
Our World
The Daily Independent
News Daily

- the negative articles
The Mail
Fashion News
The Evening News

GO TO THE NEXT PAGE

<i>900 exercises in vocational communication</i>	SUMMATIVE ASSESSMENT Page 7	Skill B Level 3
	Suggested answers	

PART 6

Mrs Laura Bellini, the guest from Rome for sales of the brand in Italy, spoke into the microphones after the parade to give her impressions. You are given the recording and you are asked to summarise what she said. First you are going to take notes of the important points. Limit your notes to about thirty words.

Recording of Mrs Bellini, 4 December 16.36

“I am very impressed with the collection. There has been a lot of research into colours, for example all these outfits mixing the strong blue and that green so... so subtle, light, delicate, bordering on the turquoise. This green really is the colour of the whole Spring-Summer collection. The lightness of the forms, it is really remarkable, such fine textiles, almost transparent, those graceful flounces we see on 4 of the models presented. I love the ethereal look of the collection. And the long dresses and skirts. Long is so beautiful! It’s so much more graceful, more feminine, more ... how do you say? ... more ... slender for the silhouette; that is it, slender. There, that is how I really perceive this superb show.”

Mrs Bellini is impressed.

Particularly liked:

- research into colours***
- the green, main colour of the collection***
- lightness of forms***
- ethereal look***
- long outfits***
- slender silhouette***

END OF SUMMATIVE ASSESSMENT
