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Car maker Ferrari launches fashion brand – 17th June, 2021

Level 0

Ferrari is famous for sports cars that are very fast. The company is now making clothes. It started its own clothes brand. It stopped making cars at its factory for a short time so models could walk down a catwalk. Ferrari wants its clothes brand to make up 10 per cent of its profits in ten years from now.

The designer of Ferrari's clothes used to work for the brand Armani. He used many bright colours in his new clothes, including "Ferrari red". He thinks his clothes will be popular with young people. They have energy and can show the power of Ferrari's brand. Ferrari wants its clothes to show the best of Italy's creativity.

Level 1

Ferrari is a famous name in the car industry and in motor sports. Its luxury sports cars are very fast. The company has entered the business of fashion. It started its own clothing brand. The company briefly stopped making cars at its factory so models could walk down a catwalk. Ferrari wants to make new things. Ferrari told reporters that its clothing brand could make up 10 per cent of the company's profits in ten years from now.

The designer of Ferrari's ready-to-wear clothes used to work for the brand Armani. He used many bright colours, including "Ferrari red" and the yellow used in the Ferrari logo. He hopes his clothes will be popular with young people. He said young people have the energy to show the power of Ferrari's brand." He said they want to buy "something special." Ferrari said it wanted its clothes to show Italian excellence and the best of Italy's creativity.

Level 2

Ferrari is a famous name in the car industry. It has a long history of success in motor sports. Its sports cars are a thing of luxury. The Italian company has entered the business of fashion. The 74-year-old carmaker launched its own line of clothing at its factory in northern Italy. The company briefly stopped production of its cars to let models walk down a catwalk on its factory floor. Ferrari hopes its new clothes will allow it to diversify. A spokesperson told reporters that Ferrari's clothing collections could make up 10 per cent of the company's profits within a decade.

Ferrari's ready-to-wear clothing was created by a 37-year-old fashion designer. He used to work for the brand Armani. He used many bright colours, including "Ferrari red" and the yellow used in the Ferrari logo. The designer hopes his clothes will be popular with young people. He said: "Young generations have the power to express the energy and the power of Ferrari's brand." He added: "If you enter a Ferrari store...you are looking for something special." Ferrari's chairperson said the company wanted to show Italian excellence, "and the best of our country's creativity".

Level 3

Ferrari is one of the most famous names in the car industry. Its sports cars are a symbol of luxury. It has a long history of success in motor sports, especially in Formula One. The Italian company has now entered the business of fashion. On Sunday, the 74-year-old carmaker launched its own line of clothing at its factory in Maranello, northern Italy. The company briefly halted production of its cars to let models walk down a temporary catwalk on its factory floor. Ferrari hopes its new fashion line will allow the company to diversify. Chief Brand Diversification Officer Nicola Boari told reporters that Ferrari's clothing collections could make up 10 per cent of the company's profits within a decade.

Ferrari's new, ready-to-wear clothing was created by 37-year-old fashion designer Rocco Iannone. He used to work for the fashion house Armani. Mr Iannone's clothes all used very bright colours. He made great use of "Ferrari red," the yellow used in the Ferrari logo, and a very vibrant blue. Iannone hopes the clothes will be popular with younger people. He said: "The young generations have the power to express the energy and the power of Ferrari's brand." He added: "If you enter a Ferrari store, it's not because you need another raincoat. You are looking for something special." Ferrari's chairperson said the company "wants to champion Italian excellence and the best of our country's creativity".