

Prepare answers to the following questions related to the article on p.68 in the Coursebook.

1. What image does the name Gucci conjure up?
2. What is Gucci a purveyor of?
3. Is it a single company?
4. Are the goods sold exclusively in directly operated stores?
5. When and by whom was the company established?
6. How did the founder achieve reputation for selling status symbol products?
7. Who took the company over after Gucci died? With what result?
8. Who became an important part of the target audience then?
9. What contributed to the weakening of the brand's image and reputation in the 80s?
10. How did the management succeed in regaining the lost reputation?
11. Who was Tom Ford and how did he contribute to the revival of the brand?
12. What was he responsible for?
13. What were Domenico De Soles's position and responsibilities?
14. How did he manage to renew Gucci's reputation for quality?
15. What has he received for his work?
16. What award did Gucci, as a company, receive by European Business Press Federation?
17. Has the company reached its limits in terms of potential and development?