

# The Personal Touch



Английский язык, 10 класс, профиль. 22.04.2020  
Учитель: Осипова А.А.

- Watch the video

<https://www.youtube.com/watch?v=piQaVX8TGxY>



- A personal shopper is a person who helps others shop by giving advice and making suggestions. They are often employed by department stores and boutiques, although some are freelance or work exclusively online.
- Personal shoppers aren't just for big spenders—they can help regular folks find clothing and accessories that are flattering, stylish, and budget-friendly, too



# The Personal Touch



I had been working in fashion stores for several years before I heard of personal shopping. At first the notion of paying someone to pick out your clothes and other items struck me as a little extravagant. However, the more I learned about it, the more it began to make sense. I started to become more and more interested and eventually got involved.

In today's hectic world, more and more people are working long hours in demanding roles **1**. When it comes to buying clothes, it takes time to search for the right items, to try everything on, and so on. In addition, some people simply aren't good at picking out items that suit them. That's where the personal shopper comes in.

It is my job to keep up-to-date with the latest trends in the fashion world. I pay close attention to designer clothing lines and the trends reflected within them. I'm always on the lookout for different styles and combinations of clothes in the world around me. With my background I am adept at this **2**.

I work for a major department store in the capital. My clients are mainly wealthy businessmen and women **3**. They either book a single consultation or a series of them, depending on their times constraints and needs.

The personal shopping experience starts with an initial consultation, held in a special suite located away from the main shop floor. The quiet location and luxurious surroundings helps the client relax **4**. I ascertain whether the clothes they require are for a professional environment or for a more formal occasion, and I take into account the person's physical characteristics, such as build and colouring. I then make a series of suggestions to the client and gauge their response before selecting items for them to consider.

I have the entire range of clothing lines stocked by the department store at my disposal, ranging from designer labels through to high street brands. I always make a wide selection **5**. I prefer this to imposing my views. The consultations are often so successful that clients tend to come back on a regular basis.

Due to the somewhat exclusive nature of the personal shopping experience, we are now getting bookings from people **6**. People often tell us that they feel like a celebrity for the day. And the industry is growing all the time. It's not just about clothes now. You can be assisted online; you can even be assisted buying gifts for family and friends.

Whatever your need, there's probably a personal shopper out there who can help you.

I had been working in fashion stores for several years before I heard of personal shopping. At first the notion of paying someone to pick out your clothes and other items struck me as a little extravagant. However, the more I learned about it, the more it began to make sense. I started to become more and more interested and eventually got involved.

In today's hectic world, more and more people are working long hours in demanding roles **1** . When it comes to buying clothes, it takes time to search for the right items, to try everything on, and so on. In addition, some people simply aren't good at picking out items that suit them. That's where the personal shopper comes in.

It is my job to keep up-to-date with the latest trends in the fashion world. I pay close attention to designer clothing lines and the trends reflected within them. I'm always on the lookout for different styles and combinations of clothes in the world around me. With my background I am adept at this **2** .

I work for a major department store in the capital. My clients are mainly wealthy businessmen and women **3** . They either book a single consultation or a series of them, depending on their times constraints and needs.

The personal shopping experience starts with an initial consultation, held in a special suite located away from the main shop floor. The quiet location and luxurious surroundings helps the client relax **4** . I ascertain whether the clothes they require are for a professional environment or for a more formal occasion, and I take into account the person's physical characteristics, such as build and colouring. I then make a series of suggestions to the client and gauge their response before selecting items for them to consider.

- A** for whom image is an important part of making the right impression
- B** while I ask questions in order to familiarise myself with their needs
- C** because I like the customer to still have some choice to make
- D** which means finding time to go shopping can often prove impossible
- E** while some are shopping in the stressful atmosphere of the shop floor
- F** who want to treat a loved one to the experience for a birthday gift
- G** and clients can be confident that I will achieve the right look for them

I have the entire range of clothing lines stocked by the department store at my disposal, ranging from designer labels through to high street brands. I always make a wide selection **5** . I prefer this to imposing my views. The consultations are often so successful that clients tend to come back on a regular basis.

Due to the somewhat exclusive nature of the personal shopping experience, we are now getting bookings from people **6** . People often tell us that they feel like a celebrity for the day. And the industry is growing all the time. It's not just about clothes now. You can be assisted online; you can even be assisted buying gifts for family and friends. Whatever your need, there's probably a personal shopper out there who can help you.



I had been working in fashion stores for several years before I heard of personal shopping. At first the notion of paying someone to pick out your clothes and other items struck me as a little extravagant. However, the more I learned about it, the more it began to make sense. I started to become more and more interested and eventually got involved.

In today's hectic world, more and more people are working long hours in demanding roles [1]. When it comes to buying clothes, it takes time to search for the right items, to try everything on, and so on. In addition, some people simply aren't good at picking out items that suit them. That's where the personal shopper comes in.

It is my job to keep up-to-date with the latest trends in the fashion world. I pay close attention to designer clothing lines and the trends reflected within them. I'm always on the lookout for different styles and combinations of clothes in the world around me. With my background I am adept at this [2].

I work for a major department store in the capital. My clients are mainly wealthy businessmen and women [3]. They either book a single consultation or a series of them, depending on their times constraints and needs.

The personal shopping experience starts with an initial consultation, held in a special suite located away from the main shop floor. The quiet location and luxurious surroundings helps the client relax [4]. I ascertain whether the clothes they require are for a professional environment or for a more formal occasion, and I take into account the person's physical characteristics, such as build and colouring. I then make a series of suggestions to the client and gauge their response before selecting items for them to consider.

- 1) D
- 2) G
- 3) A
- 4) B
- 5) C
- 6) F

- A** for whom image is an important part of making the right impression
- B** while I ask questions in order to familiarise myself with their needs
- C** because I like the customer to still have some choice to make
- D** which means finding time to go shopping can often prove impossible
- E** while some are shopping in the stressful atmosphere of the shop floor
- F** who want to treat a loved one to the experience for a birthday gift
- G** and clients can be confident that I will achieve the right look for them

I have the entire range of clothing lines stocked by the department store at my disposal, ranging from designer labels through to high street brands. I always make a wide selection [5]. I prefer this to imposing my views. The consultations are often so successful that clients tend to come back on a regular basis.

Due to the somewhat exclusive nature of the personal shopping experience, we are now getting bookings from people [6]. People often tell us that they feel like a celebrity for the day. And the industry is growing all the time. It's not just about clothes now. You can be assisted online; you can even be assisted buying gifts for family and friends. Whatever your need, there's probably a personal shopper out there who can help you.

## Vocabulary

- 2** Complete the sentences with the verbs in the list in the correct form.

achieve   ascertain   assist   book  
familiarise   impose   gauge  
reflect   strike   try on

- 1 Clients always ..... that they are getting the best service for their money.
- 2 Strict quality control regulations ..... on Chinese manufacturers last year.
- 3 When you work in a shoe shop you need to help customers ..... the shoes.
- 4 If you need to see the consultant you'll have to ..... an appointment.
- 5 Mr O'Shea ..... me as being a very intelligent and interesting man.

Achieve - достигать

Ascertain - выяснять

Assist – помогать

Book - заказывать

Familiarise [fə'mɪliəraɪz] - знакомить

Impose - навязывать

Gauge [geɪdʒ] - оценивать

Reflect - отражать

Strike - поражать

Try on - примерять

- 6 You can usually ..... the boss's mood by the way he says hello when he arrives.
- 7 It's safe to say that one's clothes can ..... their personality.
- 8 Business people need to be very determined in order to ..... their goals.
- 9 It's important to ..... yourself with a company before you go for an interview.
- 10 The salesperson ..... me in choosing the most appropriate dresses.



## Vocabulary

- 2** Complete the sentences with the verbs in the list in the correct form.

achieve   ascertain   assist   book  
familiarise   impose   gauge  
reflect   strike   try on

- 1 Clients always ..... that they are getting the best service for their money.
- 2 Strict quality control regulations ..... on Chinese manufacturers last year.
- 3 When you work in a shoe shop you need to help customers ..... the shoes.
- 4 If you need to see the consultant you'll have to ..... an appointment.
- 5 Mr O'Shea ..... me as being a very intelligent and interesting man.

- 1) *Ascertain*
- 2) *Were imposed*
- 3) *Try on*
- 4) *Book*
- 5) *Strikes*
- 6) *Gauge*
- 7) *Reflect*
- 8) *Achieve*
- 9) *Familiarise*
- 10) *Assisted*

- 6 You can usually ..... the boss's mood by the way he says hello when he arrives.
- 7 It's safe to say that one's clothes can ..... their personality.
- 8 Business people need to be very determined in order to ..... their goals.
- 9 It's important to ..... yourself with a company before you go for an interview.
- 10 The salesperson ..... me in choosing the most appropriate dresses.



#### 4 Choose the correct word.

- 1 Purple really doesn't **suit/match** Helen.
- 2 The **clients/customers** queued up outside the shop for hours waiting for the sales to begin.
- 3 You should never leave a shop without a **recipe/receipt** for what you bought.
- 4 Teenage girls are too concerned about their **image/representation** nowadays.
- 5 I always have a problem finding the correct **waist/waste** size in trousers; they vary so much.

#### 5 Fill in: **basis, formal, fashion, initial, got, location, constraints, floor.**

**Make your own sentences using the phrases.**

- |                 |                      |
|-----------------|----------------------|
| 1 shop .....    | 5 ..... involved     |
| 2 ..... stores  | 6 quiet .....        |
| 3 time .....    | 7 ..... occasion     |
| 4 regular ..... | 8 ..... consultation |

#### 4 Choose the correct word.

- 1 Purple really doesn't suit/match Helen.
- 2 The **clients/customers** queued up outside the shop for hours waiting for the sales to begin.
- 3 You should never leave a shop without a **recipe/receipt** for what you bought.
- 4 Teenage girls are too concerned about their **image/representation** nowadays.
- 5 I always have a problem finding the correct waist/waste size in trousers; they vary so much.

#### 5 Fill in: basis, formal, fashion, initial, got, location, constraints, floor.

Make your own sentences using the phrases.

- |                             |                            |
|-----------------------------|----------------------------|
| 1 shop .. floor .....       | 5 got .....                |
| 2 .. fashion .. stores      | 6 quiet .. location .....  |
| 3 time .. constraints ..... | 7 formal .. occasion ..... |
| 4 regular .. basis .....    | 8 Initial .....            |



# Homework

- Составить предложения с глаголами из упр.2 и фразами из упр. 5.