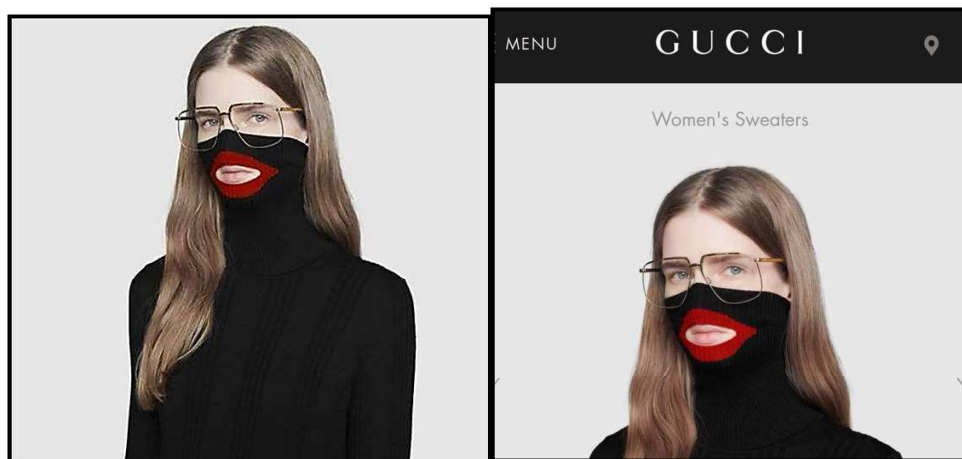


# Fashion & Controversy

## THE CONTROVERSY

A/ Look at the picture and try to answer the questions:



a. What can you see?

.....

.....

b. What type of document is this?

.....

c. What product is it for?

.....

d. What part of the girl's body attracts our attention?

.....

e. What is strange about this top?

.....

### B/ Oral comprehension:

a. **Prononciation** : allez sur le site <https://www.wordreference.com/fr/>, cherchez les mots suivants, écoutez-les et entraînez-vous à les prononcer :

**FACE / COMPLAINTS / APOLOGIES/ APOLOGIZE / A BRAND / LUXUARY**

b. **Watch this NBCnews video and write down the words you can hear :**

[https://drive.google.com/open?id=1G54HI\\_wKTJSBkJ5HJzgyIKWpooFqZVg](https://drive.google.com/open?id=1G54HI_wKTJSBkJ5HJzgyIKWpooFqZVg)

c. **Qu'avez-vous compris ?**

d. **Si vous avez besoin d'aide pour mieux comprendre, répondez à ces questions en anglais :**

1. What type of video is it?  an ad/a commercial  a documentary  a TV news report

Part 1 – [→ 0'26]

2. Gucci is getting more complaints than compliments.  RIGHT  WRONG
3. What was the problem? The top reminds people of B \_ \_ \_ \_ F \_ \_ \_ .
4. So, Gucci had to  analyze  recognize  apologize.

Part 2 – [0'27 → 0'49]

5. Chinyere Ezie wants the companies to embrace  diversity  adversity  simplicity.
6. What other famous clothing company also had a problem with one of its products?  
.....
7. In the end, Chinyere Ezie says that if the management of these companies had more black employees, this sweater would never have been  allowed  greenlit  forbidden

➤ **MISSION 1** : Vous envoyez un courriel à un ami étranger et vous lui expliquez ce que vous venez d'apprendre au sujet de la polémique autour du sweat Gucci. Si besoin, le texte lacunaire suivant peut vous y aider :

|                  |                |                   |             |
|------------------|----------------|-------------------|-------------|
| <b>APOLOGIZE</b> | <b>RACIST</b>  | <b>COMPLAINED</b> | <b>NEWS</b> |
| <b>COMPANY</b>   | <b>SWEATER</b> | <b>DIVERSITY</b>  |             |

Hello !

It's unbelievable ! I'm writing to tell you what I have just heard on the ..... In the USA, a lot of people ..... because of a new ..... on the Gucci website. The ..... had to ..... online because the top was considered ..... . I think that more ..... within the company's managers would probably help. What do you think ?

Write soon!

xxx

# Various reactions

## C/ Reading comprehension 1:

### GUCCI CREATIVE DIRECTOR SAYS UNINTENDED RACIST IMAGERY OF \$890 SWEATER CAUSES HIM 'GRIEF'

Janelle Griffith - Feb. 14, 2019

**1** Gucci's creative director addressed the controversy over the brand's \$890 sweater that was criticized last week for its resemblance to blackface, saying the racist imagery it evoked caused him the "greatest **grief**." In a letter to employees, Alessandro Michele said racism was not the intention behind the sweater — with a **pull-up neck** and bright red **lips** as a cutout for the mouth. "The fact that, contrarily to my intentions, that sweater evoked a racist imagery causes me the greatest grief," he said in the letter to Gucci's 18,000 employees. "But I am **aware** that sometimes, our actions can end up with causing unintentional effects. It is necessary to take full responsibility for these effects."

**5**

**10** [...] Last week, the fashion house **removed** the sweater from its stores and website after social media users denounced it as resembling blackface. The Italian luxury **brand** also released a statement last week that said: "We are fully committed to increasing diversity throughout our organization and **turning** this incident **into** a powerful learning moment for Gucci."

Adapted from: <https://www.nbcnews.com/>

1. Repérez les mots que vous connaissez et les mots transparents. Que comprenez-vous ?

.....  
.....  
.....

2. HELP: match the following words with their French equivalents :

- |                 |                    |
|-----------------|--------------------|
| 1. GRIEF        | A. COL ROULÉ       |
| 2. PULL-UP NECK | B. ÊTRE AU COURANT |
| 3. LIPS         | C. TRANSFORMER     |
| 4. BE AWARE     | D. MARQUE          |
| 5. REMOVE       | E. RETIRER         |
| 6. BRAND        | F. LEVRES          |
| 7. TURN INTO    | G. CHAGRIN         |

3. Soulignez les mots qui donnent des indications sur la marque (taille, nationalité, qualité, etc.).

Now, try to present the company with the information you collected in the text:

Gucci is .....

.....

**4. What 3 actions did Gucci’s creative director take?**

- ▶ .....
- ▶ .....
- ▶ .....

**5. Summarize the article in English:**

*After the backlash on social medias, Gucci’s director .....*

.....

.....

**D/ Reading comprehension 2:**

| <b>50 CENT BURNS GUCCI SHIRT FOLLOWING BLACKFACE CONTROVERSY</b> |  |
|--|--|
| Chelsea Ritschel – Feb 14, 2019                                  |  |
| <b>1</b>   |  <p>50 Cent is burning his Gucci products <b>in protest</b> following the Italian brand’s blackface controversy.</p> <p>On Wednesday, the rapper uploaded a video of himself burning his Gucci logo shirt to Instagram. A pile of Gucci clothes can be seen on the floor as the shirt catches fire. The video has been viewed more than three million times. The rapper declared: “I want to get rid of all the Gucci I have at home. <b>I’m not supporting</b> that brand anymore.”</p> |
| <b>5</b>   |  |
| <b>10</b>  | <p>50 Cent also shared a photo of the Gucci jumper accused of resembling blackface and said he would be giving his Gucci clothes to the homeless.</p> <p style="text-align: right;"><i>Adapted from <a href="https://www.independent.co.uk/">https://www.independent.co.uk/</a></i></p>  |

**1. Regardez la photo, repérez les mots que vous connaissez et les mots transparents. Que comprenez-vous ?**

.....

.....

**2. HELP! VOCABULARY: in the text, find the English for:**

|                   |  |                |  |
|-------------------|--|----------------|--|
| Brûler            |  | Soutenir       |  |
| Polémique         |  | Les sans-abris |  |
| Se débarrasser de |  |                |  |

**3. [Répondez en français] Qu'a fait le rappeur Fifty Cent ? Comment l'a-t-il fait savoir ? Que va-t-il faire de ses vêtements Gucci ?**

.....

.....

.....

## E/ Etude de la langue :

1. Qu'expriment les expressions surlignées en jaune dans l'article sur 50 Cent ? Que signifient-elles ? Vous pouvez vous aider d'un [dictionnaire](#) :

In protest = .....

I'm not supporting = .....

► **Cochez les expressions qui expriment le mécontentement :**

- I approve of 50 Cent's reaction.
- I am angry at Gucci.
- I am pleased to learn that Gucci removed the product from its website.
- I disapprove of Gucci's reaction.
- Gucci's sweater is simply unacceptable!
- A lot of customers denounce Gucci's lack of diversity.
- I am furious with people who designed this sweater.

► **En connaissez-vous d'autres ?**

➤ **MISSION 2 : Vous réagissez à la vidéo de 50 Cent sur les réseaux sociaux. En réutilisant certaines des expressions précédemment étudiées, dites si sa réaction vous paraît appropriée ou non.**

I don't support / I support 50 Cent because .....

.....

.....

2. **A quel temps sont principalement rédigés les deux articles ? Connaissez-vous son nom ?**

.....

- a. Surlignez des verbes qui justifient votre réponse.
- b. Que remarquez-vous sur la construction de ce temps ?

.....

c. Y a-t-il des exceptions ?

.....

d. Avez-vous repéré le verbe « to be » ?

.....

e. Essayez de conjuguer les verbes entre parenthèses au temps qui convient dans cette synthèse sur le phénomène du « blackface ».

*Racism is still a major problem in today's society. Some brands even **(to use)** ..... racist imagery in their designs recently. In 2019, Gucci **(to apologize)** ..... because they **(to release)** ..... a sweater which **(to look)** ..... like blackface. H&M **(to be)** ..... also criticized for one of its T-shirts. It **(to show)** ..... a black child with the inscription "coolest monkey in the jungle". Customers **(to complain)** ....., a lot on social medias and **(to ask)** ..... the brands to take off these items. They **(to succeed)** ..... but the fight for equality is not over yet.*



## Twitter reacts to the Gucci controversy

→ Le *Black History Month* est consacré à rendre hommage à la culture et à l'histoire de la communauté noire américaine. Il a lieu en février et donne de la visibilité au combat contre le racisme. La mise en vente du sweater Gucci a eu lieu en même temps et beaucoup de personnes se sont exprimées sur Twitter.

→ Lisez les tweets suivants, soulignez les mots que vous reconnaissez et aidez-vous du vocabulaire pour essayer de comprendre un maximum d'informations.

|    |   |
|----|---|
| 1) |  <p><b>mary</b> @cosmicdonutt · 6 févr. 2019<br/>someone obviously didnt let gucci know its Black HISTORY Month and NOT BLACKFACE Month</p>  |
| 2) |  <p><b>VENUS</b> @YemayaSeaStar · 7 févr. 2019<br/>So ya'll just going to let #Gucci act like they ain't know better? #Blackface<br/>STOP supporting brands that mock you! #BoycottGucci</p>   |
| 3) |  <p><b>ig: @berry.interesting</b> @berry_funny03 · 7 févr. 2019<br/>You mean to tell me NO ONE saw the awful Blackface resemblance with this shirt? This is clear cut proof that there is a HUGE lack of diversity at #Gucci.<br/>Happy Black History Month guys 🙄</p> |
| 4) |  <p><b>Vanessa Veasley</b> @VanessaVeasley · 7 févr. 2019<br/>If you hire more Black people and cultivate an environment where people on all levels of the company feel comfortable to speak up incidents like this will be avoided.</p>                             |

<https://www.twitter.com/>

### Vocabulary:

**obviously:** *évidemment*  
**hire:** *embaucher*

**they ain't** = *they don't*  
**avoided:** *évité(s)*

**proof:** *preuve*

**lack:** *manque*

### 1. Which Tweet says what ?

|   | Tweet n°1 | Tweet n°2 | Tweet n°3 | Tweet n°4 |
|---|-----------|-----------|-----------|-----------|
| -It's shocking that Gucci released the sweater during Black History Month | ✓         |           |           |           |
| -Gucci needs more black people in their staff.                            |           |           |           |           |
| -People must stop buying Gucci products.                                  |           |           |           |           |
| -People need to discuss racist problems inside their companies.           |           |           |           |           |
| -A lot of powerful companies don't really care about diversity.           |           |           |           |           |