

A human brand worth millions

Supermodel Kate Moss is an icon whom women worldwide try to copy. Now she has created a clothes collection for the British Topshop. Price: £ 3 million. Peanuts according to marketing experts!

The queue was endless in the main shopping street, Oxford Street, in central London. Many of the waiting girls had been waiting overnight to get the attractive green wristband which gave access to the Mecca of fashion: Topshop and a new collection of clothes designed by stylish supermodel, Kate Moss. For a brief moment the celebrity displays herself in the window, but she is soon gone again. The tension rises, and the police have to keep the hysteric crowd away from the window to avoid accidents and chaos.

Now the doors open, and the fortunate ones rush inside. Each one has gained the right to a 20 minute visit to the shop, to try eight pieces of clothes and buy five. And they'll leave the shop with



TOPMODEL, KATE MOSS

The British topmodel, Kate Moss, was born in 1974. She started her carrier at 14 when she was discovered by Storm, New York.

As a model she has shot campaigns for Gucci, Dolce&Gabbana, Louis Vuitton, Versace, Chanel, Missoni, Dior, Longcamp, Dior, Yves Saint-Laurent, Burberry, Rimmel and Bvlgary

As a stile-icon she has made short denim shorts, Ugg boots, skinny jeans, Alexander Queen's skull scarfs and Balenciagas handbags popular.

clothes designed by style-icon Kate Moss which are sure to spread stardust in every girl's wardrobe!

Is Kate Moss earning an estimated 11 million £ a year because of her looks? No, she has be-

come a brand. Apparently Moss is capable of something others aren't. "Young women fell they can relate to her, and try to look like her. She's human and not frightening. She is synonym with possibilities for young women – she's not incredibly beautiful or incredibly attractive. This has made her a role model of her time. Besides Kate never denied her background, she has not moved on to another world. She's a brand." This statement comes from graphic designer, Peter Saville, who took part in the Topshop campaign planning.

So this is what Topshop pays Kate Moss 3 million £ for. She "helped" design 80 different pieces of clothes, and put her name on them. The clothes are sold during a limited period of time at cheap prices. The partnership follows

similar campaigns introduced by Hennes & Mauritz featuring Stella McCartney and Madonna.

The taste of Kate Moss apparently never gets bitter. In the world of fashion the task is not to get famous but to *stay on the top!*

Kate Moss' model bureau, Storm, has always managed to keep her away from firms which might ruin her image. A lot of companies have been trying to hire her at sky high salaries. Therefore she has only been doing campaigns for firms like Gucci and Chanel.

Personal scandals have been many. Like in 2005 when Hennes & Mairitz dumped her when they learned she had been filmed sniffing coke. The media immediately pronounced her career ruined – but they were totally wrong!

For some reason the scandal, which would have destroyed less fortunate celebrities, kind of suited her. Quickly she was back and doing just fine. Now she was the “bad girl” star with an edge and more human. The

following year the supermodel tripled her income from an estimated 4.5 million £ in 2004.

This year she works for Burberry, Versace, Rimmel and other top brands. When she's not working she's visible in London looking like something between an angel and a vamp: With greasy hair, in beautiful shoes she looks like sex, lots of sex. The photographers fight to get her photo which can be worth even 50.000 £ if she's caught in the right situation! Darren Lyons, who works for one of the biggest paparazzo bureaus in London, puts it this way: “Kate is always a good story! That's the reason why her picture is worth a lot of money! How much? 50.000 £ or more if she's seen with her boyfriend or someone else who's sexy! She is the only famous model left for us. Cindy (Crawford) is gone, Elle (McPherson) is old, Naomi (Campbell) is such a pain in the arse that no one wants to see her! Kate is the one you can earn money on. 50.000 £ for

a picture of a skinny 32-year-old woman only 168 centimetres tall can seem expensive! But the picture reaches a lot of young women worldwide who are waiting for an update about how Kate is dressed these days! If skinny Kate Moss wears a miniskirt – so will they. Again - this is what Topshop pays millions for!



Topshop is part of the Arcadia group owned by Sir Philip Green. The Arcadia Group was founded in 2002 and runs numbers of so called high-street shops which specialize in cheap women's fashion. They run more than 2.500 shops in the UK but are represented all over the world – also in Copenhagen.

Sir Philip Green, the owner of Topshop, never doubted the money spent on the Kate Moss campaign would pay back: “We don't expect to earn money next week, month or year. But this is about making a long term investment!

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A. Explain the words! Try to do it in English!

You may use either your dictionary or on line help at e.g. <http://dictionary.cambridge.org/>

Give your explanation in English if you can!

access (noun)

to display (verb)

to estimate (verb)

limited (adjective)

task (noun)

celebrity (noun)

visible (adjective)

greasy (adjective)

expensive (adjective)

skinny (adjective)

B. After reading the text - answer these questions!

1. How old is Kate Moss, and for how long has she been a model?

2. Try to explain why many women want to look like Kate!

3. Kate Moss got herself involved in a scandal! Tell about it

4. Kate Moss only works for top brands like Gucci! Why?

5. Why do Topshop pay Kate Moss as much as £ 3 million to use her name?

Må ikke bruges til undervisning

C. Find BBC's homepage at - <http://news.bbc.co.uk/>

Write "Kate Moss" in the search window. Click "Kate Moss range at Topshop"

1. What's the answer to the first question of the clip – "*Who is Britain's best dressed celeb?*"

2. Kate Moss has not designed the clothes herself – it's inspired by her. Describe the label which shows it's Kate Moss designed clothes!

3. According to the interviewed girls – what's so special about Kate Moss?

4. There is a "warning" about wearing Kate Moss' hot pants! Which?

5. Kate Moss is maybe not as hot in Denmark as she apparently is in Britain! Why?

6. Chose your own star or idol. Search for information here http://en.wikipedia.org/wiki/Main_Page and write a small description!
