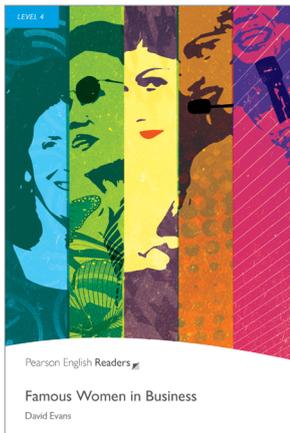


Famous Women in Business

David Evans



Summary

Many business experts believe that in the twenty-first century, women will rise to the top of the commercial world. They say women are better at working with people and are more sympathetic to the needs and feelings of their staff.

In *Women in Business*, we see how five women made it to the top in the twentieth century. These women are famous all over the world. They are each from very different cultures and backgrounds but they all have one thing in common – success.

Coco Chanel started her working life as a dressmaker. She started up in business just at the time when women's lives were changing dramatically. Because of the war, women in northern France suddenly needed clothes for a new kind of lifestyle – an active, working life outside of the home. And Coco Chanel designed them. Throughout her long career, she understood that fashion was not just about clothes but about the way people live their lives.

Hanae Mori, by contrast, was married to a rich businessman before starting her own business. However, life as a housewife did not satisfy her. Inspired by Coco Chanel, she started making designer dresses for Japan's film stars. Eventually she had more than 70 shops around the world, selling her designs that mixed ideas from East and West.

Anita Roddick's opportunity came when her children were young and the family needed an income. Selling only natural products, Anita created a market for cheap cosmetics in reusable bottles. Soon her small shop became a big company, but she stuck to her principles. She proved that big companies could help poor communities around the world by buying their products

at a fair price. Anita Roddick questioned the old business ways of making a profit at any price.

Oprah Winfrey started her career as a TV newsreader before becoming America's most well-known chat show host with her own production company. She has become the first black billionaire businesswoman in the United States.

As a 19-year-old Madonna knew that she was going to be a superstar, and only a few years later she became the biggest female rock star of the century, with films, books, records and videos selling millions of copies around the world.

Chapter 1: *Coco Chanel*

Coco Chanel didn't have much money but many of her friends were rich and successful. She borrowed money from a rich friend and started her first hat shop in Paris in 1910. Women were happy to buy her stylish hats and asked her to design clothes for them.

In 1913, Coco borrowed money to open a second shop in the French seaside town of Deauville. Women from all over Europe were soon buying her clothes. With the arrival of the First World War in 1914, women were doing various jobs and Coco designed clothes for them.

In 1915, Coco opened another shop in Biarritz in the south of France. Rich people went there to escape from the worries of war and women were looking for beautiful clothes that allowed them to enjoy themselves.

In the 1920s, Coco expanded her clothing business around the world. She also began dealing with jewellery and cosmetics. Coco's Chanel No. 5 became the most successful perfume of the past hundred years.

While many people suffered from the stock market crash of 1929, Coco continued to design expensive products. In the mid 1930s, some of the workers in her factories stopped work and demanded better treatment. In 1939, with the start of the Second World War, Coco closed her factories. After the war, she moved to Switzerland. However, in 1953, she returned to the fashion business. By the late 1950s, she was back at the top. She designed clothing until her death in 1971 at the age of 87.

Chapter 2: *Hanae Mori*

Hanae Mori was in university in Tokyo when the Second World War started. She went to work in a factory during the war. Then she met and married a man whose family owned a factory that made cloth. Soon after, she decided

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to enter the clothing business. Her clothes caught the attention of a Japanese film producer who asked her to make stylish clothes for his films.

In 1961, after meeting with Coco Chanel in Paris, she knew she wanted to be a designer. She had her own design company in Tokyo in two years. She mixed Eastern and Western ideas in her designs and sold her clothes around the world. She also turned to other businesses, such as perfume, children's clothes, books, magazines and restaurants.

Chapter 3: Anita Roddick

Anita Roddick grew up in a small English town called Littlehampton in the 1940s and 1950s. She went to university where she studied to become a teacher. After that, Anita travelled to many countries. She met her husband Gordon (a writer) and they had two daughters. They opened a small hotel and a restaurant.

After a few years, they decided the hotel and restaurant were too much work. Gordon decided to travel for two years. Anita borrowed money from the bank to open *The Body Shop*, a shop that sold cosmetics made from natural products.

A few months later, Anita opened a second shop with financing from a local businessman. More people became involved in *The Body Shop* and began opening shops that sold the products in England and abroad.

Anita tried to run a business that was responsible towards society and the earth. By the late 1990s, she became more involved in political campaigns and in 2006, she sold control of *The Body Shop* to the large French company called *L'Oreal*. Anita died in 2007.

Chapter 4: Oprah Winfrey

Oprah Winfrey started her working life as a newsreader for small radio and TV stations in the early 1970s. She got a job at a larger TV station in Baltimore in 1976 and was given a job on that station's morning talk show.

In 1983, Oprah took over the morning show at a large TV station in Chicago. Then she acted in Steven Spielberg's movie *The Color Purple* and became noticed around the country. Oprah, who wanted more control of her career, started her own company (Harpo Productions) in 1986 and bought a TV and film production centre in Chicago. *The Oprah Winfrey Show* now plays throughout the world. In 2004, at the age of 50, Oprah became America's first black millionaire.

Chapter 5: Madonna

Madonna moved to New York at 19 with the goal of being a star. She did various jobs and also learned to sing, play instruments and write and record her own songs. She approached Freddy Demann, who had worked with Michael Jackson. He helped make her song *Holiday* a hit on MTV and also got her into films. Madonna married and divorced actor Sean Penn and faced controversy when some religious people spoke out against her videos.

Madonna took charge of her own company (*Maverick*) in 1992 (which she later sold). With this company, Madonna produced a controversial book of photographs and helped discover new talent, while still remaining at the top of the pop charts.

Background and themes

For women in business in the twentieth century there was a 'glass ceiling' – an invisible line that women had to break through to succeed. It meant they had to be not just as good as men but better than men to succeed. The women in this book crashed through the glass ceiling by building their own businesses when they were in charge.

Women in Business raises interesting questions about what makes people successful. The common link between them seems to be vision – they all had an idea that was bigger than just running a business.

A good education does not seem to be a key to business success as many top entrepreneurs have left school early. Coco Chanel, Oprah Winfrey and Madonna all came from deprived or ordinary backgrounds, yet all found success and found it through sheer focus and determination.

Taking a career break to have children can be a problem for women. Coco Chanel didn't have children and Oprah Winfrey still doesn't. Anita Roddick already had her children when she started her business. And Madonna didn't have children until she was already a superstar.

One important point within the book is the way in which world events had an effect on the business careers of some of these women. The First World War was important in providing Coco Chanel with a new market for her fashion ideas. For Hanae Mori, the impact of the Second World War on Japanese society was important – it created a need for a new way of dressing.

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Discussion activities

Before reading

- 1 **Discuss:** Give students five minutes to think of a few things to say about a successful businesswoman or man from their own country. For example, think about what type of business they do and what makes that business successful. Have them work on their own or in pairs and then present their information to the class. Encourage other students to ask questions to get more information.

Chapter 1: Coco Chanel

Before reading

- 2 **Guess:** Look at the picture of Coco Chanel on page 2. Do students know anything about her? What words would they use to describe her (based on the picture)?

After reading

- 3 **Pair work:** On page 1, have students read about the role women usually played in society at the start of the twentieth century. Then discuss the types of clothes they wore. List how Coco was able to adapt her designs to meet the different needs and interests of women in 1910, 1913, 1914, 1915 and in the 1920s.
- 4 **Role play:** Have students imagine the conversation between Coco Chanel and Boy Capel in 1910 as she describes the type of shop she wants to open.
Student A: You are Coco. You want to borrow money from Boy Capel. Tell him your plans.
Student B: You are Boy Capel. You are surprised about Coco's plans and her request for money. Ask questions about her shop and designs.

Chapter 2: Hanae Mori

Before reading

- 5 **Guess:** In groups, have students look at the picture of the woman on page 17. Have students describe the person they see and guess what she does.

After reading

- 6 **Role play:** Have students imagine the conversation between Hanae Mori and her husband, Ken, as they discuss the future.
Student A: You are Hanae Mori. You are bored with your life as a housewife. Talk to your husband about your ideas to start a business.
Student B: You are Ken Mori. You are interested in your wife's future plans. Ask her questions.
- 7 **Write:** Ask students to imagine that they are Hanae Mori. Have them write a paragraph describing an important event and how it affected her life. This could involve: deciding to start her own business; designing clothes for a film producer; meeting with Coco Chanel, etc.
 Example: *I'll never forget the time I ...*

Chapter 3: Anita Roddick

Before reading

- 8 **Guess:** Have students look at the picture of Anita Roddick on page 25. Have them imagine what she might say about success in business (based on her appearance). Have students complete a quote from Anita: *'To succeed in business, you need to ...'* Have them share their ideas.

After reading

- 9 **Role play:** Have students work with a partner and look at page 28. Anita wants to borrow £4,000 from the bank to open a second shop.
Student A: You are Anita. Explain why you want the money.
Student B: You are the bank manager. Explain why you can't loan Anita the money.
- 10 **Discuss:** Write this statement on the board: *The job of business is to make money, not to save the environment.* Take a class vote. How many agree and how many disagree? Divide the class in two. One half prepares arguments to support the statement. The other half prepares arguments against. Have the debate. Take a second class vote. Has anybody changed their mind?

Chapter 4: Oprah Winfrey

Before reading

- 11 **Discuss:** Have students look at the picture of Oprah Winfrey on page 36. Oprah became famous by hosting a TV talk show. Have them discuss the kind of person that succeeds as a talk show host. Then have them list words that they think describe the person they see on page 36.

After reading

- 12 **Discuss:** Have students discuss why Oprah is so popular in the United States and around the world. Then have students discuss why she is so successful in business. *What did she do to become so powerful?*

Chapter 5: Madonna

Before reading

- 13 **Discuss:** In groups, have students discuss what they might know about Madonna. Then have them list words they think of when they hear 'pop star'.

After reading

- 14 **Group work:** Have students discuss what made Madonna such a successful pop star and businessperson. List her accomplishments. Then have students discuss their favourite pop star. What do they know about that person? What makes that person successful?

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While reading

Introduction

1 Choose the correct verb (and its correct form) for each sentence.

reach manage start create look after sell

- a Anita Roddick is interested in the natural world.
- b She her business in 1976.
- c Many old style bosses are good at things but bad at people.
- d These old style bosses often are not good at new products.
- e Today, more and more women are the top of the business world.

Chapter 1: Coco Chanel

2 Who would have said these words?

- a 'Look at those silly hats covered in fruit and flowers.'
- b 'The war will be finished by Christmas.'
- c 'We need clothes that are stylish and that we can work in.'
- d 'Money? No problem. I've got plenty of money.'
- e 'Some of my customers even come from Madrid!'

3 Complete the sentences with these names.

Write 1-7.

- a opened new shops selling new Chanel products around the world.
- b said that Coco's new 1954 designs looked like clothes for old ladies.
- c lived with Coco in the Paris Ritz Hotel.
- d had her first fashion show in more than 15 years in 1954.
- e gave Coco 2% of the money made from sales of Chanel's perfume.
- f designed women's dresses that were tight.
- g came to see Coco at her offices opposite the Ritz.
 - 1) A 70-year-old woman
 - 2) Christian Dior
 - 3) Hans Günther von Dincklage

- 4) Karl Lagerfeld
- 5) Pierre Werthheimer
- 6) Rich and famous women
- 7) Some newspapers

Chapter 2: Hanae Mori

4 Answer the following questions.

What did Hanae Mori do ...

- a when Coco Chanel wanted to dress her in orange?
- b two years after her meeting with Coco Chanel?
- c when the Second World War started?
- d after the end of the war?
- e after a few months as a housewife?
- f when she was asked to work for a film producer?

5 Read the questions and circle YES or NO.

- a Did Hanae Mori decide she wanted to make perfume after her meeting with Coco Chanel? YES NO
- b Did Hanae want to make clothes specifically for Japanese customers? YES NO
- c Did Hanae design clothes for women to wear at work as well as at parties? YES NO
- d Did Hanae think her perfume business would be successful? YES NO
- e Did Hanae open a Japanese restaurant in Paris? YES NO
- f Did Hanae's business remain a small family operation? YES NO

Chapter 3: Anita Roddick

6 Check (✓) the statements that Anita Roddick might make.

- a Businesses should make their office buildings friendly to the environment.
- b People must keep their personal life separate from their work life.
- c A business doesn't need to have its head office in a big capital city.
- d High quality cosmetics can be made from natural ingredients.

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e A business should buy its materials as cheaply as possible and sell them for as much money as possible.

7 Choose the best answer (1 or 2) to complete the sentence.

- a When Anita started her business, she wanted to work regular hours because
 - 1) she already had lots of money.
 - 2) she wanted to spend time with her children.
- b Anita decided to sell cosmetics because
 - 1) she knew she could sell them cheaper than the competition.
 - 2) she knew she could make a big profit.
- c Anita decided to paint the walls of her first shop dark green because
 - 1) she wanted to hide the marks.
 - 2) it was her favourite colour.
- d Two companies near Anita's new shop sent a letter to her from their lawyer because
 - 1) they didn't want her to compete with them.
 - 2) they didn't like the name *The Body Shop*.
- e The early 1980s was a good time to sell *The Body Shop* products because
 - 1) people wanted to look more beautiful.
 - 2) more people were concerned about the environment.
- f Anita flew to some of the poorer countries in the 1990s because
 - 1) she wanted to help local people set up businesses.
 - 2) she knew she could buy cheap materials there.
- g Anita and Gordon became angry in the mid 1990s because some news reports said
 - 1) they weren't doing enough to help the environment.
 - 2) they were too involved in political campaigns.

Chapter 4: Oprah Winfrey

8 Answer these questions.

- a What kind of people mostly watched *The Oprah Winfrey Show* in 1990?
.....
- b Oprah is a millionaire. Why do ordinary Americans feel that Oprah is like them?
.....

- c What kind of a boss did Harvey McKay say that Oprah was?
.....
- d What was Oprah's first job on radio and TV stations?
.....
- e What did Oprah do on the morning talk show in Baltimore that made her a star?
.....
- f What problems did Oprah have when she started work on *A.M. Chicago*?
.....
- g What did Oprah achieve in 2004?
.....

Chapter 5: Madonna

9 Answer these questions.

- a How many times has Madonna married?
.....
- b Who has always been in control of Madonna's business life?
.....
- c How much money did Madonna have with her when she arrived in New York to make herself a star?
.....
- d What was the name of the song that won Madonna a recording contract?
.....
- e What did MTV do in 1981 that changed the music business forever?
.....
- f What opportunities did Madonna have with her new company Maverick?
.....

After reading

10 Write: Imagine you are one of these five women and you have been asked to give a speech to a group of students graduating from high school or university. What would you tell the students they need to do to have a successful life (based on your experiences)?

11 Artwork: Make an advertisement for one of the businesses you have read about. Put as much information on it as you can about the products and ideas behind the company.

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Chapter 1: Coco Chanel

1 Choose the correct place for each sentence.

Where ...

- did Coco Chanel open her first shop?
 - did her boyfriend Boy Capel come from?
 - did Coco open her second shop?
 - did women want clothes that made them feel good?
 - did Coco manage to buy cloth during the war years?
 - did Coco move to after the Second World War?
- Deauville, France
 - Biarritz, France
 - Switzerland
 - Paris, France
 - England
 - Spain

Chapter 2: Hanae Mori

2 Complete the sentences using these words.

design involve use mix make open

- Hanae Mori decided early on to ready to wear clothes.
- Hanae likes to ideas from Eastern and Western traditions in her clothes.
- Hanae was very pleased to the dress for a Japanese royal wedding in 1993.
- Hanae knew they could her name to sell many different products.
- Hanae decided to a French restaurant in Tokyo.
- Hanae was happy to her family in the business.

Chapter 3: Anita Roddick

3 Put the events in order (1–7).

- Anita gets a loan from a local businessman in exchange for half the business.
- Anita and Gordon open a hotel and restaurant.
- Anita and Gordon sell shares in the company at the London Stock Exchange.
- Anita starts her cosmetic business.
- The Body Shop* opens in cities across the UK and abroad.
- Gordon decides to go travelling for two years.
- Gordon returns to England to help with the business.

Chapter 4: Oprah Winfrey

4 Match the letters with the numbers below (1–6) to make complete sentences.

- Oprah sometimes started to cry when
 - Oprah became a millionaire overnight when
 - Oprah spent a lot of money when she started Harpo Productions because
 - Ordinary people like Oprah because
 - People outside Chicago wanted to see Oprah's show when
 - Oprah can do her TV talk show and many other projects because
- The Oprah Winfrey Show* was sold to TV stations across the United States.
 - she has control of her life and her career.
 - she seems like she is one of them.
 - she was reading the news.
 - they saw her performance in *The Color Purple*.
 - she wanted the best TV and film production centre in the city.

Chapter 5: Madonna

5 Choose the correct names (1–7).

- liked Madonna's style and helped her become a radio star, video star and film star.
 - is a material girl.
 - shot at newspaper photographers in helicopters.
 - paid Madonna \$5 million for a one-year advertising contract.
 - said Madonna was not welcome in Italy.
 - asked if Madonna was America's cleverest businesswoman in 1990.
 - signed a contract with Maverick in 1995 and then sold 27 million copies of her first record.
- Pepsi-Cola
 - Forbes magazine
 - Freddy Demann
 - Madonna
 - Alanis Morissette
 - Sean Pean
 - The Pope

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Book key

- 1 a consultant, lawyer, accountant
b corporation, partnership
- 2 Open answers
- 3 a June 1914
b November 1918
c 1913
d 1915
e 1910
f 1916
- 4 a musician
b factory owner
c war leader
d film producer
e film star
- 5 a 6 b 5 c 7 d 1 e 3 f 4 g 2
- 6 a T b F c T d T e T f F
- 7 Possible answers:
a She got it from her rich boyfriend.
b Because women wanted stylish clothes which allowed them to work.
c Her business grew and she started producing other things like jewellery and perfume.
d She wasn't successful because her clothes were too simple.
e She lived in Paris with her German boyfriend and didn't work.
f Because she was worried that French people were angry with her.
g She made money from sales of her perfume.
h Because she was angry about Christian Dior's 'New Look'.
- 8–9 Open answers
- 10 a Coco Chanel
b She wanted to become a fashion designer.
c Japanese literature
d She worked in a factory.
e a cloth factory
f film companies
- 11 a ready to wear
b Eastern and Western
c a wedding dress
d other industries
e to reach the top
- 12–14 Open answers
- 15 a F b T c F d T e T f T
- 16 a They were made from natural products.
b She borrowed it from the bank.
c He gave *The Body Shop* £4,000.
d half the business
e the financial side of *The Body Shop's* operations
f £1.5 million
- 17 a 1 b 3 c 6 d 5 e 4 f 2
- 18–20 Open answers
- 21 a ordinary
b poor
c fair
d owned
e control
f spent
- 22 a Because she became too involved in the stories.
b *People are Talking*
c Chicago
d Because she was busy with *A.M. Chicago*.
e Because she got a share of the money from sales of her show to other TV stations.
f Because Oprah was ready to leave the show and work in Hollywood.
g Because it was her fiftieth birthday and she became America's first black billionaire.
- 23–24 Open answers
- 25 a F b T c T d F e F f T
- 26 a 1992
b 1995
c 2004
d 1985
e 1989
f 1999
g 1990
- 27–38 Open answers

Discussion activities key

1–14 Open answers

Activity worksheets key

- 1 a looking after
b started
c selling; managing
d creating
e reaching

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- 2 a women with new hats designed by Coco (when looking at old style hats)
 b rich people who went to Deauville, France
 c women working during the war at Deauville
 d Boy Capel (when Coco asked to borrow money for a third shop)
 e Coco at her third shop in Biarritz

3 a 4 b 7 c 3 d 1 e 5 f 2 g 6

- 4 a She talked to Coco about it and they decided on a black suit with an orange trim.
 b She started her own design company.
 c She stopped studying and worked in a factory.
 d She finished her studies and got married.
 e She got bored and started looking for something to do.
 f She agreed and made clothes for many Japanese film stars for the next six years.

5 a NO b NO c YES d YES e NO f NO

6 a ✓ c ✓ d ✓

7 a 2 b 1 c 1 d 2 e 2 f 1 g 1

- 8 a Ordinary Americans.
 b She seems to have the same problems and sees things the same way as they do.
 c Tough but fair.
 d Newsreader.
 e She had real conversations with the people she interviewed.
 f She didn't have time for other work and had no control of her life.
 g She became America's first black billionaire.

- 9 a two times
 b Madonna
 c \$35
 d Holiday
 e It broadcasted pop videos.
 f She could produce records, videos, TV programmes and books and also discover new pop stars.

10–11 Open answers

Progress test key

1 a 4 b 5 c 1 d 2 e 6 f 3

- 2 a make
 b mix
 c design
 d use
 e open
 f involve

3 a 4 b 1 c 7 d 3 e 6 f 2 g 5

4 a 4 b 1 c 6 d 3 e 5 f 2

5 a 3 b 4 c 6 d 1 e 7 f 2 g 5