



Forever 21 Closes: The End of a Shopping Era?

Description

“Is it sad when stores like Forever 21 close?” Kim France, the former editor of Lucky magazine, asked this on Tuesday. Forever 21 recently said it will not be open anymore. If you like shopping in stores and finding new styles, you might feel sad.

Many people know Forever 21. This store was popular for its low prices and trendy clothes. At its best, it had over 43,000 workers and made more than \$4 billion each year. Most of its shoppers were young people.

In the early 2000s, Kim and her team often visited a Forever 21 store in Union Square, Manhattan. They wanted to see the latest styles. Often, the new clothes were in stores before magazines could show them. “It's like Zara,” Kim said, but Zara is a bit more stylish.

Forever 21 didn't have the same cool looks as other stores like Topshop. Still, it was popular for finding many clothes at once.

Shopping at Forever 21 was exciting. You could search through many clothes to find what you liked.

Vocabulary List:

1. **Trendy** /'trendi/ (adjective): Fashionable or up-to-date in style.
2. **Popular** /'pɒpjələ/ (adjective): Liked or admired by many people.
3. **Exciting** /ɪk'saɪtɪŋ/ (adjective): Causing great enthusiasm and eagerness.
4. **Styles** /stɑɪlz/ (noun): Different designs or fashions of clothing adornment or behavior.
5. **Workers** /'wɜːrkərz/ (noun): People who are engaged in work especially manual or industrial labor.
6. **Shopping** /'ʃɒpɪŋ/ (noun): The act of buying goods from stores.

Comprehension Questions

Multiple Choice

1. What sparked the question “Is it sad when stores like Forever 21 close?”

Option: Closure of Forever 21

Option: Introduction of new fashion trends



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- Option: Decline in brick-and-mortar shopping
 - Option: Kim France leaving Lucky magazine

2. What made Forever 21 popular according to the text?

- Option: High-end luxury items
- Option: Expensive pricing
- Option: Trendy clothes at low prices
- Option: Exclusive designer collaborations

3. Where was Kim France and her team known to visit a Forever 21 store in the early 2000s?

- Option: Times Square, Manhattan
- Option: Union Square, Manhattan
- Option: Chinatown, Manhattan
- Option: Brooklyn, New York

4. What comparison does Kim France make between Forever 21 and Zara?

- Option: Zara is more affordable
- Option: Zara is less trendy
- Option: Forever 21 is more stylish
- Option: Zara is a bit more stylish

5. What distinguished Forever 21 despite not having cool looks according to the text?

- Option: Quality of clothing
- Option: Exclusive designer collaborations
- Option: Variety and quantity of clothes
- Option: High-end luxury items

6. What allowed shoppers to enjoy shopping at Forever 21 according to the text?

- Option: Limited selection
- Option: High prices
- Option: Few employees
- Option: Ability to search through many clothes

True-False

7. Forever 21 has announced that it will no longer be open for business.

8. Forever 21 was known for its expensive prices and outdated clothing styles.



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9. Despite not being as stylish as some stores, Forever 21 was popular for offering a wide selection of clothes.
 10. Zara is considered to be less stylish than Forever 21 according to Kim France.
 11. Topshop was known to have cooler looks than Forever 21.
 12. Most of Forever 21 shoppers were older individuals.

Gap-Fill

13. At its peak, Forever 21 had over _____ workers.
14. Forever 21 made more than \$4 billion in revenue each year according to the text.
15. Kim compared Forever 21 to a store in _____ Square, Manhattan.
16. Forever 21 was popular for finding many clothes at _____.
17. Kim and her team often visited a Forever 21 store in _____, Manhattan.
18. Zara is mentioned to be a bit more _____ than Forever 21.

Answer

Multiple Choice: 1. Closure of Forever 21 2. Trendy clothes at low prices 3. Union Square, Manhattan 4. Zara is a bit more stylish 5. Variety and quantity of clothes 6. Ability to search through many clothes

True-False: 7. True 8. False 9. True 10. False 11. True 12. False 14. True

Gap-Fill: 13. 43,000 15. Union 16. Once 17. Union Square 18. Stylish

Vocabulary quizzes

Multiple Choice (Select the Correct answer for each question.)

1. What are taxes on imported or exported goods known as?

Option: Tariffs

Option: Appliances



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- Option: Profits
 - Option: Incentives

2. What are special events or occasions called?

- Option: Essentials
- Option: Celebrations
- Option: Sales
- Option: Government

3. Which term refers to the management or direction of a business or organization?

- Option: Workers
- Option: Administration
- Option: Sanctions
- Option: Democratic

4. What term is used to describe different forms or designs in fashion?

- Option: Waiver
- Option: Popular
- Option: Styles
- Option: Exciting

5. What term describes being easily hurt or harmed?

- Option: Trendy
- Option: Vulnerable
- Option: Celebrity
- Option: Anonymity

6. Which word means to deal with or manage a situation?

- Option: Handle
- Option: Impact
- Option: Sales
- Option: Respect

7. What activity involves buying goods from stores or online?

- Option: Experience
- Option: Shopping
- Option: Disturb
- Option: Concerns

8. What are food items and household products purchased regularly called?

- Option: Workers
- Option: Groceries
- Option: Incentives



Option: Tariffs

9. Which term refers to a powerful effect or influence?

- Option: Impact
- Option: Celebrity
- Option: Sales
- Option: Stock up

10. Who is responsible for making and enforcing laws within a country?

- Option: Government
- Option: Exciting
- Option: Popular
- Option: Transports

Gap-Fill (Fill in the blanks with the correct word from the vocabulary list.)

11. During the storm it is crucial to have _____ like food and water.
12. The company announced a 50% discount to boost _____.
13. The company offered cash bonuses as _____ for employees who met certain targets.
14. In a _____ society the people have a say in how the country is run.
15. The new restaurant is very _____ among young adults.
16. Traveling to a new country can be a(n) _____ experience.
17. The company saw a significant increase in _____ after launching the new product.
18. The athlete signed a _____ allowing them to compete in the event.
19. Some people prefer to donate to charity in _____ to avoid recognition.
20. The fashion industry is always changing with new and _____ styles.

Matching Sentences (Match each definition to the correct word from the vocabulary list.)

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| 21. Many parents have about their children's safety when they go out to play. |
| 22. Please do not the neighbors with loud music late at night. |



23. The movie star's fans gathered outside the premiere to catch a glimpse of the .
24. Traveling to a new country can provide a unique cultural .
25. It is important to treat others with kindness and .
26. Before the hurricane hits it is wise to on emergency supplies.
27. The government imposed new on imported steel to protect local industries.
28. The new policy had a significant on the company's profits.
29. The factory hired more to meet the increasing demand for their products.
30. The United Nations imposed on the country in response to human rights violations.

Answer

Multiple Choice: 1. Tariffs 2. Celebrations 3. Administration 4. Styles 5. Vulnerable 6. Handle 7. Shopping 8. Groceries 9. Impact 10. Government

Gap-Fill: 11. Essentials 12. Sales 13. Incentives 14. Democratic 15. Popular 16. Exciting 17. Profits 18. Waiver 19. Anonymity 20. Trendy

Matching sentence: 1. Concerns 2. Disturb 3. Celebrity 4. Experience 5. Respect 6. Stock up 7. Tariffs 8. Impact 9. Workers 10. Sanctions

CATEGORY

1. Business - LEVEL1

Date Created

2025/03/21

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