



Swatch Stores Close as Fans Queue for New Release

Description

Chaos happened at Swatch stores in New York and London. Many watch fans wanted to buy a new watch. The large crowds forced some stores to close for safety reasons.

The new collection is called the Royal Pop Collection. It is a partnership between two companies, Audemars Piguet and Swatch. The watches cost between \$400 and \$420 each. This high demand for the watches caused problems at many stores.

Swatch asked customers to be safe. They told people not to rush to stores. The company said the watches will be available for several months. In some places, more than 50 people in line is not allowed. Stores may stop selling the watches if crowds become too big.

In the U.S., at least 19 stores closed on Saturday. This was to keep everyone safe. Some stores included locations in New York and Atlanta. Swatch said this collection is not limited. More watches will be released in the future.

Vocabulary List:

1. **chaos** //ˈkeɪ.əs// (noun): very confused, noisy, and dangerous activity
2. **forced** //fɔːrst// (verb): made people do something they did not want
3. **partnership** //ˈpɑːt.nə.ʃɪp// (noun): two groups working together on the same project
4. **demand** //dɪˈmænd// (noun): how many people want something to buy
5. **safety** //ˈseɪfti// (noun): being free from harm or danger
6. **available** //əˈveɪləbəl// (adjective): easy to get or use now

Comprehension Questions

Multiple Choice

1. What is the name of the new collection launched by Swatch?

Option: Royal Pop Collection

Option: Luxury Timepiece Collection

Option: Classic Watch Collection



Option: Trendy Watch Collection

2. Which two companies partnered for the Royal Pop Collection?

- Option: Audemars Piguet and Swatch
- Option: Rolex and Swatch
- Option: Tag Heuer and Audemars Piguet
- Option: Omega and Swatch

3. What is the price range of the new watches?

- Option: \$300 to \$350
- Option: \$400 to \$420
- Option: \$500 to \$550
- Option: \$600 to \$650

4. How many stores closed in the U.S. to ensure safety?

- Option: 10
- Option: 15
- Option: 19
- Option: 25

5. What safety measure did Swatch advise customers?

- Option: To rush to stores
- Option: To avoid crowds
- Option: To buy multiple watches
- Option: To line up early

6. Will the watches from the collection be available for a limited time?

- Option: Yes
- Option: No
- Option: Only in select stores
- Option: It is not mentioned

True-False

7. The Royal Pop Collection is a collaboration between Swatch and Rolex.

8. Swatch advised customers to be safe and not rush to stores.



9. More than 50 people in line is allowed in all Swatch stores.
10. The watches are priced between \$400 and \$420 each.
11. Some stores in New York and Atlanta closed to keep everyone safe.
12. The collection is limited to only a few watches.

Gap-Fill

13. Chaos happened at Swatch stores in New York and _____.
14. The new collection is called the Royal Pop _____.
15. Stores may stop selling the watches if crowds become too _____.
16. Swatch said the watches will be available for _____ months.
17. In the U.S., at least 19 stores _____ on Saturday.
18. This collection is not _____ according to Swatch.

Answer

Multiple Choice: 1. Royal Pop Collection 2. Audemars Piguet and Swatch 3. \$400 to \$420 4. 19 5. To avoid crowds 6. No

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

Gap-Fill: 13. London 14. Collection 15. big 16. several 17. closed 18. limited

Vocabulary quizzes

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

1. What does A.I. commonly stand for?



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- Option: Artificial Intelligence
Option: Automated Infrastructure
Option: Advanced Integration
Option: Actual Interaction
2. What is often considered a significant effect on society and technology?
Option: Confusion
Option: Impact
Option: Annoyance
Option: Laziness
3. What term describes a financial state where an individual or organization cannot meet its debts?
Option: Bankrupt
Option: Affluent
Option: Solvent
Option: Employed
4. What are claims or accusations made against someone called?
Option: Accusations
Option: Facts
Option: Allegations
Option: Remedies
5. Which type of energy is derived from sources that are naturally replenished?
Option: Fossil
Option: Nuclear
Option: Renewable
Option: Non-renewable
6. What term refers to essential services such as water, electricity, and gas?
Option: Utilities
Option: Amenities
Option: Options
Option: Features
7. What process involves separating or splitting something into parts?
Option: Consolidation
Option: Combination
Option: Division
Option: Unity
8. What is the term for an arrangement where parties agree to cooperate for mutual benefit?
Option: Partnership



- Option: Independent venture
- Option: Collaboration
- Option: Competition

9. What economic term describes the desire for a particular good or service?

- Option: Supply
- Option: Offer
- Option: Demand
- Option: Distribution

10. What term is used to describe the condition of being subjected to an action or influence?

- Option: Exemptions
- Option: Exclusions
- Option: Exposures
- Option: Isolations

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

11. The sudden change in leadership led to _____ within the organization.
12. The company faced serious allegations of _____ after the financial audit.
13. The startup secured additional _____ to support its expansion plans.
14. The students celebrated their _____ with a grand ceremony.
15. The resources are _____ for those who need assistance.
16. Financial _____ are predicting an uncertain economic outlook.
17. The industry is rapidly evolving with new _____ emerging every year.
18. The company's influence has reached a _____ scale, affecting markets worldwide.
19. The energy _____ are critical for transporting resources efficiently.
20. The new regulations aim to enhance workplace _____ for all employees.

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

21. The audience erupted in applause after the outstanding performance.



22. The management addressed the numerous complaints from customers effectively.
23. The new policy will have a significant impact on local businesses.
24. After several poor financial decisions, the company was declared bankrupt.
25. The lender approved the loan application after thorough review.
26. Their partnership resulted in a successful joint venture and innovative solutions.
27. Safety measures were implemented to protect workers in the facility.
28. The initiative promotes the use of renewable energy sources to combat climate change.
29. A stable economy is critical for the growth of businesses and job creation.
30. The division of labor improved efficiency in the manufacturing process.

Answer

Multiple Choice: 1. Artificial Intelligence 2. Impact 3. Bankrupt 4. Allegations 5. Renewable 6. Utilities 7. Division 8. Partnership 9. Demand 10. Exposures

Gap-Fill: 11. chaos 12. fraud 13. funding 14. graduation 15. available 16. analysts 17. technologies 18. global 19. pipelines 20. safety

Matching sentence: 1. applause 2. complaints 3. impact 4. bankrupt 5. lender 6. partnership 7. safety 8. renewable 9. economy 10. division

CATEGORY

1. Business - LEVEL1

POST TAG

1. collaboration
2. ESL learning
3. esl news
4. Level 1
5. stores
6. swatch

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Date Created

2026/05/17

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