

## Milan's Via Monte Napoleone becomes world's most expensive shopping street

### Level 2: Intermediate

#### 1 Warmer

a. What fashion brands say 'luxury' to you? Make a list. Then talk to your classmates and compare.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

#### 2 Key words

a. Write the correct words from the wordpool to complete the definitions below. Then find and highlight them in the article to read them in context.

exceptionally  
comparison  
prestige

buzz  
synonymous  
luxury

creativity  
appreciation  
fancy

high-end  
hotspot  
popularity

1. Something sophisticated or with a lot of decorations is \_\_\_\_\_.
2. \_\_\_\_\_ is when something sees an increase in value over a period of time.
3. A(n) \_\_\_\_\_ is the process of comparing two or more people or things.
4. When something is a(n) \_\_\_\_\_ or \_\_\_\_\_ item, it is expensive and of very high quality.
5. A place where there is a lot of activity or entertainment is a(n) \_\_\_\_\_.
6. When there is \_\_\_\_\_, there is a strong feeling of pleasure, excitement or achievement.
7. When \_\_\_\_\_ is used before an adjective or adverb, it emphasises how strong or unusual the quality is.

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8. \_\_\_\_\_ is the respect and value that somebody/something has because of their social position, or what they have done.
9. \_\_\_\_\_ is the use of skill and imagination to produce something new or to produce art.
10. The state of being liked, enjoyed or supported by a large number of people is called \_\_\_\_\_.
11. If two or more things are \_\_\_\_\_, they are closely associated or equivalent in meaning.

**b. Complete the sentences with words from the previous activity. You may have to change the form of the word.**

1. Paris and Milan are \_\_\_\_\_ with high-end fashion and design.
2. My sister loves to visit \_\_\_\_\_ restaurants when she's on holiday.
3. Cultural \_\_\_\_\_ helps us understand different societies better.
4. After a \_\_\_\_\_ between these two pairs of leather shoes, we decided to buy the black ones.
5. \_\_\_\_\_ cars are very expensive and not affordable for most people.
6. This café is a popular \_\_\_\_\_ for young professionals.
7. The city center was full of excitement and \_\_\_\_\_ during the festival.
8. Social media can quickly increase or kill a product's \_\_\_\_\_.

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*Rental growth and euro's strength against dollar help a European street to top of list for first time in 34 years*

**Ellie Violet Bramley**  
**22 November, 2024**

- 1 If the names Fendi, Dior and Valentino were erased from the shop fronts, Milan's Via Monte Napoleone would look like a slightly fancier than average street in the capital, with a mix of vans, Vespas, Porsches, tourists and residents.
- 2 But the 350 metre-long street has just been named the world's most expensive shopping street. It beat New York's Fifth Avenue, London's New Bond Street and Paris's Champs-Élysées, and became the first European city to top the list in 34 years.
- 3 According to the latest report by the real estate group Cushman & Wakefield, the change shows how much rentals have grown — over 30 per cent in the last two years. The euro's appreciation against the US dollar supported this increase.
- 4 Rent on the street, which ranked second last year behind Fifth Avenue, can reach as high as 20,000 euros (17,000 pounds sterling) a square metre annually. Europe's biggest property deal in two years happened here with Kering, which owns Gucci. Rents on Fifth Avenue, by comparison, can reach 19,537 euros a square metre annually. Tsim Sha Tsui in Hong Kong came in at number four, with annual rent per square metre reaching 15,697 euros.
- 5 Via Monte Napoleone, which is far smaller than the other global luxury hotspots, is home to the world's biggest high-end names. Italian heritage brands Loro Piana and Tod's sit near Bottega Veneta and Versace. Gucci sits opposite Prada. All of them choose to show at Milan fashion week, which adds more high-fashion buzz to the city.
- 6 "Prices are exceptionally high, not only because of its prestige but also due to the lack of supply," says Diletta Giorgolo, the head of residential at Italy Sotheby's International Realty. In her experience, "property values have consistently risen, even during the pandemic".
- 7 Other streets might not be in the running for the top spot just yet, but are nevertheless doing well in terms of growth: Váci utca in Budapest, Omotesando in Tokyo, Midouji in Osaka, the Design District in Miami and Indiranagar 100 Feet Road in Bengaluru.
- 8 Milan's position does not match overall tourist numbers, given Paris had about 50 million tourist arrivals last year, New York 60 million, Hong Kong 34 million, London 16 million and Milan 8.5 million. One explanation might be that Milan has been attracting more global big spenders since offering tax-free luxury shopping for people from outside the EU. Global-centric events have also been attracting people. "Since the Milan Expo in 2015, Milan has seen a resurgence of creativity," says the British journalist Scarlett Conlon, who works in the city.
- 9 Milan design week has been rising in popularity in recent years and brings hundreds of thousands of design lovers to the city.

JJ Martin was born in LA but over the past 20 years has become synonymous with Milanese luxury thanks to her lifestyle brand La DoubleJ, which has a shop just off Via Monte Napoleone. "I'm thrilled for Milan for being in the news and being the centre of fashion, because it's so deserved in terms of all the know-how, the quality, the artisans, the factories, the hundreds of, and even combined thousands of, years of experience that this country has, and the radical beauty and the passion for the highest quality possible," she says.
- 10 Martin says she knows what makes the Milanese street so special compared with other global luxury cities: "You get a much better plate of pasta and glass of wine nearby."

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#### 3 Comprehension check

a. Answer the questions using information from the article.

1. How long is Via Monte Napoleone?
2. Which three streets did Via Monte Napoleone beat to become the world's most expensive shopping street?
3. How long has it been since a European city was #1 on the list?
4. How much have rentals grown on the street in the last two years?
5. What else supported the street's high rental prices?
6. How high can rent per square metre reach on Via Monte Napoleone?
7. What two reasons does Diletta Giorgolo give for why prices are 'exceptionally high'?
8. In terms of growth, which five streets are doing well and which cities are they in?
9. How many tourists did Milan have last year?
10. In JJ Martin's opinion, what makes the Milanese street so special compared with other global luxury hotspots?

#### 4 Key language

a. Underline the relative clauses in the sentences below. Circle *which* and the commas.

1. Rent on the street, which ranked second last year behind Fifth Avenue, can reach as high as 20,000 euros a square metre annually.
2. Kering, which owns Gucci, bought a prime spot on the street earlier this year.
3. Via Monte Napoleone, which is far smaller than the other global luxury hotspots, is home to the world's biggest high-end names.
4. All of them choose to show at Milan fashion week, which periodically injects more high-fashion buzz to the city.

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b. Write two personalised sentences using relative clauses with *which*.

1. \_\_\_\_\_

2. \_\_\_\_\_

### 5 Discussion

a. Discuss these statements.

- 'Beauty is in the eye of the beholder.'
- 'Fashion is more of an art than art is.'
- 'Don't be into trends. Don't make fashion own you, but you decide what you are, what you want to express by the way you dress and the way to live.' —Gianni Versace

### 6 In your own words

a. Do some research about luxury fashion brands or real estate prices around the world. Answer these questions.

- **Fashion:** What are some up-and-coming brands that are coming onto the fashion scene? What are the three largest fashion conglomerates? How much are they worth? What are a few of their brands?
- **Real estate:** In which cities are the rents rising the fastest? What is contributing to this growth? If you were going to invest, where would you buy property? Why?

b. Report your findings to the class and share the information you learned, as well as your opinions. Include facts and statistics that support your research. Give reasons to support your answers.