

Fur flies as sales take off - Mark Townsend

LEVEL ONE - ELEMENTARY

Pre-reading activities

1 Key Vocabulary

Fill the gaps using these key words from the text:

welfare in favour of popular fur
anti charity cruel protest

- _____ is the soft, thick hair on animals.
- A person who is _____ is unkind and likes to hurt other people or animals.
- A _____ is a group of people who collect money to help other people or animals.
- _____ is the health and happiness of people or animals.
- To _____ is to say or show strongly that you do not like something.
- If something is _____, it means that a large number of people like it.
- If you are _____ something, it means that you agree with it.
- If, on the other hand you are _____ something, it means that you do not agree with it.

2 Correct the sentences

The following sentences contain incorrect information. Find the correct information in the text.

- Sales of fur in the UK have risen by 45%.
- This is the biggest increase in sales since the 1970s.
- People threw paint at women wearing fur coats in the 1980s.
- In the early 1990s the anti-fur movement protested against the sale of fur.
- About 80% of fur shops had to close down.
- About 60 animals are killed to make one fur coat.
- The supermodel Gisele Bundchen received \$50,000 for advertising fur coats.
- She also received three white mink coats.

Fur flies as sales take off - Mark Townsend

LEVEL ONE - ELEMENTARY

Fur flies as sales take off

by Mark Townsend

In the 1990s not many people bought fur coats. In fact, fur was very unpopular and many people protested against women who wore fur coats. This year, however, sales of fur in the UK have risen by 35%. This is the biggest increase in sales since the early 1980s.

In London no-one has seen so much fur in shop windows for the last 20 years. People selling fur also believe that last month's shocking photograph of the pop singer Sophie Ellis Bextor holding a dead fox will not stop people buying fur. They say that fur has suddenly become popular because there is now a new generation of younger people who want to buy fur.

Leading fashion houses are also helping to sell fur. Many models at this year's fashion

shows have worn fur. Stars such as Jennifer Lopez, Madonna, P Diddy, and the model Kate Moss have worn fur in public. This is very different from the 1990s when people threw red paint at women wearing fur coats.

Fashion writer Judith Watt, who specialises in the history of fur, believes that women in their twenties and thirties have opened up this new market for fur. "People that grew up as children of the anti-fur movement are now buying fur", she says.

In the mid-1990s the anti-fur movement protested against the sale of fur and about 90% of fur shops had to close down. However, the increase in the sale of fur this year does not mean that everyone is in favour of using animal skins to make clothes. The animal welfare charity Peta (People for the Ethical Treatment of

Animals), which took the photograph of Sophie Ellis Bextor with the dead fox, said that the fur trade was cruel. It also said that as many as 50 animals are killed by electrocution, poisoning or gassing to make just one fur coat. Dawn Carr, the director of Peta, said "Sophie's picture shows the reality. Cruelty will never be fashionable."

Last month Peta was in the news again when a group of Peta members attacked the fur industry's latest star, the supermodel Gisele Bundchen, at a New York fashion show. They were angry because Bundchen was advertising fur coats for an American company. She got \$500,000 and two black mink coats for this work.

The Guardian Weekly 5-12-2002, page 22

3 Comprehension Check

Choose the best answer according to the text:

1. In the 1990s ...

- a. fur was very popular.
- b. a lot of people bought fur.
- c. fur was very unpopular.

2. This year ...

- a. fur sales have fallen.
- b. fur sales have risen.
- c. fur is still unpopular.

Fur flies as sales take off - Mark Townsend

LEVEL ONE - ELEMENTARY

3. The shocking photograph of the pop singer with the dead fox ...

- a. will stop people buying fur.
- b. will not stop people buying fur.
- c. will make fur more popular.

4. In the 1990s ...

- a. stars like Kate Moss wore fur coats.
- b. people threw paint at women wearing fur coats.
- c. fur was very different.

5. In the mid-1990s ...

- a. some fur shops had to close down.
- b. most fur shops had to close down.
- c. all fur shops had to close down.

6. 50 animals are killed ...

- a. to make one fur coat.
- b. by electrocution.
- c. every year.

Fur flies as sales take off - Mark Townsend

LEVEL ONE - ELEMENTARY

4 Language Practice – Irregular Verbs

Complete the table using verbs from the text

	infinitive	past simple	past participle
1.	to wear	_____	_____
2.	to throw	_____	_____
3.	to rise	_____	_____
4.	to sell	_____	_____
5.	to grow	_____	_____
6.	to get	_____	_____
7.	to take	_____	_____
8.	to become	_____	_____
9.	to see	_____	_____
10.	to make	_____	_____

5 Vocabulary Building – Prepositions

Fill the gaps using a preposition. Use the text to help you.

1. Fur was very unpopular _____ the 1990s.
2. This year's increase is the biggest _____ the 1980s.
3. Models _____ this year's fashion shows have worn fur.
4. There is a new market _____ fur.
5. Many people still protest _____ the sale of fur.
6. Many people are not in favour _____ selling fur.
7. Animals are killed _____ poisoning or gassing.
8. The supermodel received \$500,000 _____ her work.

Fur flies as sales take off - Mark Townsend

LEVEL ONE - ELEMENTARY

KEY

1 Key Vocabulary

1. fur
2. cruel
3. charity
4. welfare
5. protest
6. popular
7. in favour of
8. anti

2 Correct the sentences

1. 35%
2. 1980s
3. 1990s
4. mid-1990s
5. 90%
6. 50
7. \$500,000
8. two black mink coats

3 Comprehension check

1 c; 2 b; 3 b; 4 b; 5 b; 6 a

4 Irregular Verbs

- | | | |
|-----|--------|-------------------|
| 1. | wore | worn |
| 2. | threw | thrown |
| 3. | rose | risen |
| 4. | sold | sold |
| 5. | grew | grown |
| 6. | got | got (gotten – US) |
| 7. | took | taken |
| 8. | became | become |
| 9. | saw | seen |
| 10. | made | made |

5 Prepositions

1. in
2. since
3. at
4. for
5. against
6. of
7. by
8. for