

Star power

adapted from an article by Amy Bradford

- 1 2016 was a funny old year. We had political calamities aplenty, improbable numbers of pop star deaths and rapper Kanye West begging Swedish furniture store Ikea to let him design a bedroom collection. Once you'd recovered from the weird vision of multi-millionaire Kanye taking a trip round Ikea in search of interiors inspiration, the idea that this collaboration might actually happen became frighteningly real. Thankfully, Ikea responded with a pitch-perfect joky tweet that 32 the threat.
- 2 We can't be sure we're safe, though. Celebrity homeware ranges are everywhere. You can buy bedlinen encrusted all over with pointy silver beads by Kylie Minogue at House of Fraser (this must make sleeping on it uncomfortable, imagine the pillow-face; 34, it's one of the store's highest-selling bedding brands). Very.co.uk offers up crystal chandeliers as part of TV presenter Fearne Cotton's home range. Super-blogger Zoella is more hip and trendy with her copper and pale-pink lifestyle collection, but the same cannot be said of Justin Timberlake's ill-fated 'Home Mint' line, which sold crochet cushion covers and dispensed daily design tips on 'melon-coloured accents'; the range beat a quiet retreat shortly after being unveiled.
- 3 Other home collections by Cindy Crawford, Lionel Richie and Ellen DeGeneres continue to sell. Truth be told, the Americans do this sort of thing much more slickly than us Brits: DeGeneres's line is a proper lifestyle range, well shot and stylishly presented. There is evidence that she has a genuine appreciation of design and can fairly be acquitted on the charge of just 'slapping her name on things'. But of how many stars can we say the same? When fashion model Kate Moss designs clothes for Topshop, we applaud her style and business sense; but when she creates the interior of a luxury rental home for a design company, we can't help but wonder what her credentials are.
- 4 It's also hard to shake the impression that very few celebrities have any real design input in these collections. If they're simply picking bought-in items from a list and sticking their brand on them, why should we be interested? To do anything properly, you have to do it with integrity. And really, we all know Kanye's not sleeping on an Ikea bed, don't we?

ELLEDECORATION, 2017

Tekst 10 Star power

- 1p 32 Which of the following fits the gap in paragraph 1?
A appeared to underestimate
B failed to address
C managed to reinforce
D seemed to deflect
- 1p 33 What is the main function of paragraph 2?
A to illustrate the differences between the various celebrity homeware ranges
B to make clear that many celebrities have put their names on a homeware range
C to ridicule celebrities who have tried to design their own homeware range
D to stress that most of the celebrity homeware ranges are overpriced and of low quality
- 1p 34 Which of the following fits the gap in paragraph 2?
A all the same
B from now on
C under the circumstances
D what's more
- 1p 35 What is the example of Kate Moss in paragraph 3 meant to make clear?
A People are easily fooled by outward appearances.
B People like spending money on glamour and luxury.
C People should stick to their own area of expertise.
D People tend to overestimate the value of good design.
E People with proper qualifications are often overlooked.
- 1p 36 “To do anything properly, you have to do it with integrity.” (alinea 4)
Welke beroemdheid wordt als goed voorbeeld hiervan genoemd door de schrijfster?
Noteer de naam van deze persoon.

Bronvermelding

Een opsomming van de in dit examen gebruikte bronnen, zoals teksten en afbeeldingen, is te vinden in het bij dit examen behorende correctievoorschrift, dat na afloop van het examen wordt gepubliceerd.