

Call it a sacrifice to the hype gods

By Jonathan Evans

- 1 I don't have an ouchie right now, but I will soon. Because soon, Supreme is going to release Band-Aids as part of its spring/summer 2019 collection. Yes, real Band-Aids, made in partnership with Johnson & Johnson and offered in a 20-pack of assorted sizes. (The price, thus far, is unknown. But no matter what it is, you can bet it'll skyrocket on the secondary market.)
- 2 The release date is February 21 in-store and February 25 online. So, depending on whether or not I can make it to one of the brand's brick-and-mortar locations or have to deal with buying online and waiting for shipping, I need to acquire a boo-boo somewhere between the afternoon of February 21 and late morning on February 27.
- 3 This is not an optional thing. I need a semi-significant owie at some point in the date range. I have to scrape my elbow, or get a hangnail. I need to (non-severely) cut my hand while preparing the avocado toast that prevents me from qualifying for home ownership. I have to bark my shin on my coffee table just enough to draw a trickle of blood, then commit to wearing shorts in NYC in early March.
- 4 Because I'll tell you this: Supreme is making Band-Aids. And there is no way I'm gonna be that poseur who slaps a logo-heavy adhesive bandage on my person without an actual cut or scratch or other minor injury beneath it. This brand is about authenticity.
- 5 Now, real quick, could someone punch me in the face just hard enough to open up a 1cm cut on my left cheek?



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Tekst 4 Call it a sacrifice to the hype gods

- 2p 8 Geef van de volgende beweringen over Jonathan Evans aan of deze overeenkomen met de tekst.
Noteer 'wel' of 'niet' achter elk nummer op het antwoordblad.
- 1 Hij denkt dat een deel van de pleisters doorverkocht zal worden.
 - 2 Hij wil de pleisters graag hebben omdat ze kwalitatief beter zijn dan gewone pleisters.
 - 3 Hij is van plan zijn kledingkeuze aan te passen om de pleisters zichtbaar te dragen.
 - 4 Hij wil in dit artikel benadrukken dat sommige mensen gevaarlijke dingen doen om er modieus uit te zien.
- 1p 9 Welk citaat is op een grappige manier inhoudelijk tegengesteld aan alles wat de schrijver verder in de tekst zegt?
- A "The price, thus far, is unknown." (alinea 1)
 - B "I need a semi-significant owie at some point in the date range." (alinea 3)
 - C "This brand is about authenticity." (alinea 4)
 - D "could someone punch me in the face" (alinea 5)
- 1p 10 "Call it a sacrifice to the hype gods" (title)
Which of the following is the sacrifice, judging from the text as a whole?
- A admitting you like Supreme Band-Aids
 - B paying a lot of money for Supreme Band-Aids
 - C waiting a long time to get Supreme Band-Aids
 - D wounding yourself to show off Supreme Band-Aids
 - E writing about a product such as Supreme Band-Aids

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.