

What's so faux about Stella's stance on leather?



- 1 Designer Stella McCartney has been criticised for promoting faux leather. *The Great British Sewing Bee* host Patrick Grant says that McCartney was responsible for popularising the material, which doesn't biodegrade. Grant is right – McCartney was extremely influential in promoting faux leather and thank God for that.
- 2 Leather doesn't biodegrade particularly fast either and it's the by-product of the meat industry, which is notoriously anti-ethical on myriad levels, not least cruelty. And while there's a big problem with plastic, perhaps let's discuss that with companies such as Evian (water bottles) or Johnson's (baby wipes) first. Compared with such global garbage pits, faux leather has to be way down the list of offenders.
- 3 As for McCartney, she point-blank refused to work with leather right from the start, when she first began designing for Chloé. Sure, she has the famous surname, but that wouldn't have saved her if profits had nose-dived. Companies blatantly copying her faux-leather stance means that people on limited budgets can now make animal-kind choices. A big deal, these days, when real fur hood trims can sometimes work out cheaper for manufacturers than the fake variety.
- 4 With her faux leather, McCartney was prescient, brave and revolutionary and should be commended, not criticised.

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Tekst 1 What's so faux about Stella's stance on leather?

- 1p 1 How is Stella McCartney introduced in paragraph 1?
- A as a clever salesperson who puts her company before climate issues
 - B as a dedicated fashionista who will do anything to get the best fabrics
 - C as a staunch advocate of an alternative to animal products
 - D as a stern judge of people using genuine animal products
- 1p 2 What is the main point made in paragraph 2?
- A Environmentalists focus on the faux leather industry but banning leather should be their priority.
 - B Even though faux leather has its problems, it has less environmental impact than other materials.
 - C Since faux leather has a relatively short lifespan, this industry will cause environmental damage on a large scale.
 - D The leather industry is perceived as more environmentally friendly than faux leather because of its reuse of animal waste.
- 1p 3 Which of the following is true about Stella McCartney, according to paragraph 3?
- A As an early adaptor of faux leather she has served as a role model for the fashion industry.
 - B Her celebrity status has made her steadfast opposition to the use of leather easier.
 - C Her ethical objections to leather have always been supported by her employer.
 - D She aims to design animal friendly fashion for both the elite and the general public.

Bronvermelding

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