

READING

The best shopping street in the world

- 1 Match a famous shopping street with a town, a store, and a product.

Street	Town	Store	Product
Oxford Street	Milan	Guerlain	underwear and jumpers
Champs-Élysées	New York	Marks and Spencer	leather goods
Fifth Avenue	London	Gucci	jewellery
Via Montenapoleone	Paris	Tiffany's	perfume

- 2 Read the headline and the introduction of the newspaper article. Does anything surprise you? What do you want to find out when you read the article? Write some questions.
- 3 Read the article quickly and answer the questions you have written.

What is the best summary of the article?

Nowy Świat is the best shopping street in the world because ...

- ... so many Polish people go walking there.
- ... it is a pleasant place to shop and the shops are small.
- ... everything is very expensive and very exclusive.
- ... the shops sell quality goods that you can't buy anywhere else.

- 4 Read the article again and answer the questions.
- How do we know that Nowy Świat is the most popular shopping street?
 - Why is it such a nice place to go shopping?
 - What can you see in the photos that is described in the article?
 - Why don't many foreign people go to Nowy Świat?
 - Why are the things produced by Polish manufacturers so good?
 - What can you buy here? What can't you buy?
 - What is expensive? What isn't expensive?
 - What's good about *Café Blikle*?
 - What is special about the shops in Nowy Świat?

Language work

Complete the sentences with different ideas from the article.

In Nowy Świat, there are a lot of ... There isn't any ...
There aren't any/many ... There are some ...

What do you think?

- What are some of the famous brands and products that you can buy in many countries of the world? Think of clothes, food, cars Make a list. Work in groups and choose the most famous three. Compare your list with the class.
- What is the main shopping street in your town? What can you buy there that's special?
- Do you enjoy shopping? What do you like shopping for? What *don't* you like shopping for?



The best shopping street in the world

No, it isn't Oxford Street, the Champs-Élysées, or even Fifth Avenue. A new survey shows that the most popular shopping street in the world is ... Nowy Świat. Where's that? In Warsaw, Poland, of course.

by ANNE APPLEBAUM



'If you're tired, stop at *Café Blikle*.'



'There are a lot of small, chic shops.'

A recent survey has shown that the busiest shopping street in the world is not in London, New York, or Paris, but in Warsaw. It's called Nowy Świat (pronounced /nɔvɨ ʃvʲat/), which means *New World*. An incredible 14,000 Poles walk down this main street every hour.

It is a lovely place to shop. The pavements are very wide. There are statues, palaces, attractive town houses, exclusive cafés, and high-class restaurants. The buildings aren't too tall. They look old, but in fact the whole city was rebuilt after World War II.

There aren't any billboards or neon lights. There isn't any loud music, and there aren't many tourists. People think that Polish shops have nothing to sell, so nobody comes shopping here. The world doesn't know

about this paradise for shoppers – yet.

It is now possible to buy almost everything in Warsaw. There are a lot of shops from the West, but the interesting thing is that Polish manufacturers are now producing high quality goods. They are good because they are not mass produced for world consumption.

Nowy Świat has a lot of small shops, specialist shops, and chic shops. It hasn't got the huge department stores that sell the same things everywhere.

If you want an exquisite hand-made suit, Nowy Świat is the place to go. It isn't cheap. You will pay up to £1,000. For beautiful French baby clothes, go to *Petit Bateau*. You will pay £50 for a pair of blue jeans for a baby. A dress for a baby girl is about £90. At *Désa*, a famous antique shop, a desk costs

£5,000, and a 19th century Russian icon is £200.

Not everything is expensive. At the shop *Pantera* you can buy leather goods – handbags, purses, coats, and belts. *Cepelia* specializes in folk art. There are also book shops and record shops. And there are a lot of small boutiques that sell men's and women's clothes that aren't too expensive.

If you're tired, stop at *Café Blikle*. This is a fashionable place to meet. You'll find a lively atmosphere, and a lot of well-known Poles. The frozen yoghurt and ice-creams are excellent, and its famous doughnuts are delicious.

It is possible to travel the world and find the same things for sale in every country. But Warsaw is different because its shops are unique – and they're in Nowy Świat.