**Text: Shopping in Russia**

Shopping is a significant part in everyday life of every person living in Russia. In every Russian city you will find numerous malls and supermarkets offering a great choice of goods from A to Z depending upon the customer's budget. World famous brands are represented in large shopping centers; in some Russian cities fashionable boutiques cover particular central streets and small blocks attracting customers attention by well designed shop windows with clothes, shoes and jewelry represented by exclusive brands. Luxurious brands become more and more popular among Russians. Young Russian designers are of great demand among those who are seeking for new look, fresh ideas and extraordinary style.

Despite the fact that large shopping centers are located not only on the city centers, but in the suburbs, it is still hard to find an empty place at the parking lots nearby.

Foreigners can notice that there are many small kiosks in Russia where one can find not only printed media (newspapers, magazines), but also chocolate, sweets, drinks and tobacco, therefore kiosks are very convenient for the people who are pressed for time and are unlikely to drop in at the supermarket during a busy day.

In Russia like in any other country shopaholics look forward to sales seasons: big sales are announced in January and July, mid-season sales are in late autumn and spring.

Many glossy magazines cover news from fashion industry and are popular among Russian ladies and gentlemen. These magazines provide useful up-to-date information about new arrivals and the latest tendencies in fashion. Perfume and cosmetics stores like «Ile De Beaute», «L'Etoile», «Rive Gauche» publish their own editorials with the news of make-up and perfume industries and recommendations of leading beauty experts.

Many stores accept payment both by credit card and in cash. Please be advised the only currency accepted in Russian stores is Russian rouble.

Internet shopping becomes more and more popular in Russia, it opens great opportunities for busy people working in large cities: customers are getting used to buying online, nevertheless the authentic human interest to touch, try and examine the goods prevails and does not let customers forget about the great feeling of pleasure they can get from the real shopping in the city malls.

**Exercise 1: Guess the meaning of the following international words:**

Budget, brand, boutique, kiosk, tobacco, chocolate, designer, shopaholic, perfume, cosmetics.

**Exercise 2: Give the Russian equivalents for the words and word expressions below:**

Shopping center, shop windows, clothes, shoes, jewelry, to be represented by, exclusive, luxurious, to be of great demand, fresh ideas, extraordinary style, printed media, convenient**,** sales seasons, make-up, internet shopping, payment, opportunity, to buy online, pleasure.

**Exercise 3: Some women include shopping in their list of favourite activities. Men traditionally hate it. Here's what some of our compatriots think:**

**Nina, 24:** I love shopping, but not on a Saturday or during the sales, when the shops are really crowded. I prefer shopping alone. Buying things often takes me a long time because I never buy the first thing I see. I always look around other shops to see if I can find the same thing cheaper. I'm quite good at finding a bargain. I hate shopping in large supermarkets, and prefer buying food in small shops or street markets.

**Elena, 32:** I like shopping, but it depends who I go with. Trying to shop with young children is a nightmare! I don't like shopping with my husband either because he's always in a hurry, and worries about spending money. Butshopping with friends is fun, and I like going on my own too.

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**Kirill, 28:** I don't really enjoy shopping. In fact it's a pain! I find it stressful because I'm always afraid of making mistakes. I've got a collection of awful 'mistakes' at the back of my wardrobe, which I never wear! But I don't mind going with my girlfriend, because she helps me choose. I think women are better at buying clothes than men. They've got better taste and they always know what's in fashion.

**Ivan, 30:** I'm not interested in shopping at all - in fact I hate it. My wife buys all my clothes and brings them home. I try them on and if I like them, I keep them. If not she takes them back. Choosing things from catalogues and the TV shopping channels is the only kind of shopping I enjoy.

**Who said this?**

1. I like going shopping on my own.

2. I prefer shopping alone.

3. The TV shopping channel is the only kind of shopping I enjoy.

4. I don't really enjoy shopping.

**Exercise 4: Discuss your shopping habits:**

1. What do you look for when you shop? Why?
2. What factors are important for you when you go shopping?
3. List the factors below in order of importance.

friendly service low prices

the quality of goods the design of the shop interior

the size of the shop brand name goods on sale

shops that aren't crowded nearby entertainment/cafe

**Discussion point:** Shopping is (not) an important human activity.