

Lakua's market can't compete with Primark!

28th November 2019

The market opened 11 years ago with 90 stalls; now it doesn't even have 40.

"When a **stall** closes, another one doesn't open in its place". This is how José González describes the situation at the market in Lakua, in the north of Vitoria-Gasteiz. It opened 11 years ago with 90 **stalls**. Now, there are barely 40 **vendors** who congregate in the local car-park every Wednesday. "It's not because of the bad weather that few people come; it's the same in the summer."

Tome has been the manager of a clothes **stall** for the last 8 years. If it rains or snows or even if it's 40 degrees in the shade, he arrives on time at his site every week. Among his **merchandise**, you can find the latest fashion in coats, jumpers, t-shirts and trousers, but he cannot "compete with Primark. Their enormous surface areas are doing us a lot of damage."

Sales in the villages are going better than in the capital. "I suppose it's because there are less shops than in Vitoria". José and Tome agree that there are fewer and fewer **stalls**.

"Years ago, **vendors** came here from other towns to sell their **wares**. Now, everyone's from Vitoria", they tell us. "And what's more, the new **stallholders** only last a few months.

They give it a try and then they don't come back. The thing is, people no longer come and buy here."

Borja Jiménez has been brought up on this type of work since he was a child. His parents also worked on the market, but "they were different times. Back then, you could sell loads." He describes the life of a travelling **salesman** as "very hard. You have to sacrifice everything. You have to get up very early and you get very tired." Just like his colleagues, he doesn't blame the weather. "We'll be here, even if a cyclone hits." The three of them confirm that their clients are generally older and very loyal. You rarely see younger people at the market. "When one of our clients passes away, we only find out because they stop coming."

Among these loyal customers are Mari Nieves Herrera and Julia Espinosa, who come nearly every Wednesday to Lakua. "We take a little walk from 'Coronación'. We buy fruit and we wander amongst the clothes **stalls**" Julia says. Mari Nieves has come with a clear idea this Wednesday. "I've come to buy some trousers. The other day, I saw Julia with some, and I want the same ones. They only cost ten euros!"

These friends **outline** the friendliness of the vendors and the quality of the clothes, as well as the price. "Because everyone knows us and the way they treat us is very personal, they know what we like. And if they have new **goods**, they'll show us immediately." they say.

Patricia López is one of the youngest customers you can find in the market. She has come looking for something specific. "My mum bought a **dress** and I want one myself because it was super-warm. I'm looking for one the same or similar" she tells us. The youngster states that in Vitoria it's not customary to go to the market. "It's the first time I've been, but it won't

be the last. I've been **eyeing up** a pair of boots for a while, they're on sale for only 20€. In Benidorm, we go to the market every year, without fail. I don't understand why it's not usual here. Next Wednesday, I'm coming back". She finds the **dress**: "This is the one. It's this one!"

Borja, Tome, José and the dozens of other salesmen will come back next Wednesday to put up their **stalls** in the car-park in Lakua hoping that sales **pick up** and the tradition of buying at the market comes back. "Trousers, parkas, coats. Everything's really cheap. And when you buy something, we give you the bag for free!". Their humour remains intact.

Translated by ECP coach Kez from gasteizhoy.com

Before you read the article, find this vocabulary in the text:

- stall**: a place where you can sell things at a market
- stallholder/vendor/salesman**: synonyms for people who sell things
- merchandise/goods/wares**: synonyms for things that are sold
- to outline**: To give a summary of a situation; to highlight.
- dress**: an item of clothing worn at bedtime over your pyjamas
- to eye up s.t.**: to closely inspect something in which you are interested
- to pick up** (in context) : to increase



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Let's chat about that!

Write your opinions in an email and send them to your ECP coach!

Do you ever shop at this (or any other) market? Why (not)?

Do you ever shop at Primark (or other chain stores)? Why (not)?

Do you like shopping? If so, why? If not, why not?

How long do you think the market in Lakua will survive?

Do you ever shop online? If so, what do you buy?

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Real-Life English in Vitoria-Gasteiz



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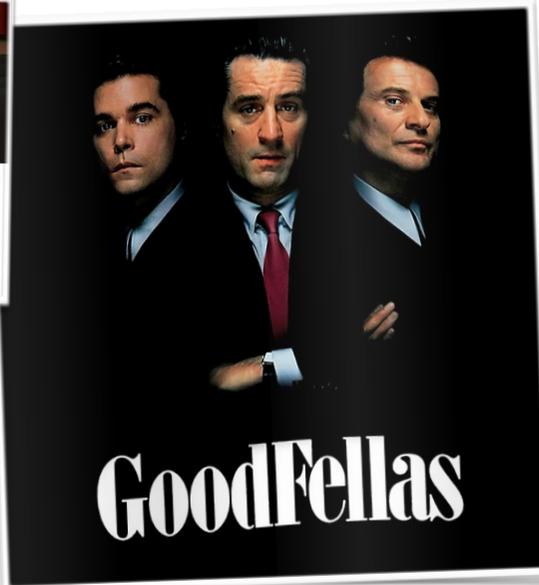
**CINEMA
NIGHTS!**
Come and socialise in English!

*"Hard hitting and stylish"
"It vibrates with outlaw energy"*

Date: Friday, 29th November

Time: 19:30 to 21:30

Place: ECP Hub, C/San Ignacio de Loyola 15



Add these dates to your diary!

Coffee Saturdays:

5th Oct ✓
2nd Nov ✓
7th Dec
11th Jan
1st Feb
7th Mar
4th Apr
2nd May
6th Jun

Cinema Nights:

25th Oct ✓
29th Nov
20th Dec
31st Jan
28th Feb
27th Mar
24th Apr
29th May
26th Jun

LIVE!English presents:

COFFEE SATURDAYS!



Come and socialise in English!

First Saturday of every month

Next date:

Saturday, 7th December

Time: 11:00 to 12:30

Place: Panadería Bertiz, C/Francia 23

EXPRESSIONS ABOUT SHOPPING

it's a bargain

when an article is much cheaper than it normally is
"Fifty per cent off? At that price these jeans are a bargain!"

I can't afford it

when you don't have enough money to buy something
"I'd love to buy that jacket but I can't afford it!"

it costs an arm and a leg

something that is very expensive
"A brand new iPhone costs an arm and a leg!"

it's good value for money

something that is worth the money spent on it
"The quality is excellent, it's great value for money."

it's a bit pricey

something that is a little expensive
"Their clothes are pricey but they are good quality."

it's a rip-off

something that costs much more than it should
"€10 for an orange juice? That's a rip-off!"

to shop around

to visit several shops to compare the price of a product
"You can usually save money by shopping around."

to go on a shopping spree

a trip around shops buying a lot of things
"I went on a shopping spree after I got paid."

to splash out

to buy something even though it costs a lot of money
"Liz splashed out on a brand new car when she got promoted."

to go window shopping

to look at things in shop windows but not purchase anything
"I haven't been paid yet, so I can only go window shopping."

