

# **B1-B2**

## Labubu: The Strange Toy That Took Over the Internet

#### Warm-up

- 1. Do you collect anything or have you ever collected anything (e.g., stickers, toys, cards)? Why or why not?
- 2. What's the most popular trend or collectible in your country right now?
- 3. Have you ever bought something just because it was popular online or on social media?

### Vocabulary

1 Match the words with their definitions.

1. collector's item → H

2. craze  $\rightarrow 1$ 

3. reseller  $\rightarrow$  B

**4.** blind box  $\rightarrow$  C

**5.** consumerism  $\rightarrow$  J

6. demand  $\rightarrow$  E

7. escape  $\rightarrow$  G

9. viral  $\rightarrow$  A

10.symbol  $\rightarrow$  F

A. When a product or idea becomes very popular

very quickly, especially online.

B. A person who buys something and then sells it to

others for a profit.

C. A surprise box that hides which version of a

product you are buying.

D. A difficult time when the economy is doing badly.

**8.** economic downturn  $\rightarrow$  D E. The desire of people to buy a product.

F. An object that represents something bigger, like a

feeling or idea.

G. A short break from stress or reality.

H. A rare or special object people want to own.

I. A strong and sudden interest in something

popular.

J. Buying and spending a lot of money on material

things.

2 Create a short story using the pictures below and the vocabulary (pictures below).



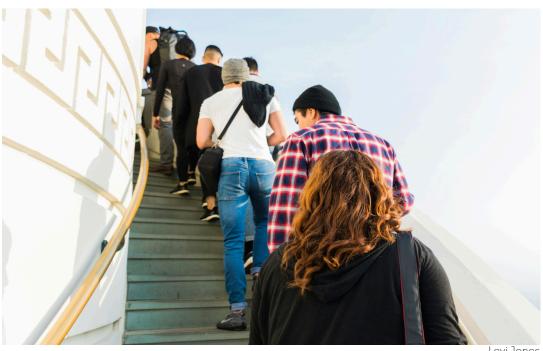






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Labubu is not your typical **1. cute** doll. With big ears, a wide smile, and sharp teeth, it looks like something out of a cartoon nightmare. But that hasn't stopped **2. millions** of people from falling in love with it.

The toy comes from a designer toy **3. company** called Pop Mart, based in Hong Kong. Labubu is part of a series called The Monsters, and each doll is sold in a **4. blind** box—meaning buyers don't know which version they'll get. This makes collecting them even more exciting.

Labubu went viral on TikTok and other platforms. People *5. shared* funny and creative videos of the doll "dancing," "talking," and going on *6. adventures*. The internet loved it. As the videos spread, so did the demand for Labubu. Suddenly, it became almost impossible to find in *7. stores*.

In many countries, fans **8. lined up** for hours outside Pop Mart shops. Some even flew to other countries to buy Labubu dolls. Online, **9. resellers** are charging hundreds of dollars for a single figure. All of this has turned Labubu into more than a toy—it's a collector's item and a pop culture **10. symbol**.

But why now? Some experts say that during **11. economic** downturns, people turn to small pleasures. A toy like Labubu, though not cheap, feels like a fun, harmless **12. escape**. Others believe it's all about trends: when something is popular online, people rush to be part of it.

However, not everyone is a fan of the **13. craze**. Some critics say it's just another example of consumerism gone wild—people spending too much money on things they don't really **14. need**. But for fans, Labubu is more than a toy. It's something that makes them smile during difficult **15. times**.

Love it or hate it, the Labubu phenomenon is a perfect example of how fast a trend can grow online—and how a strange little doll can suddenly take over the **16. world**.





#### **True or False**

Are the sentences true or false?

- 1. Labubu is known for its traditional cute design.
- 2. Each Labubu toy comes in a box where the buyer knows exactly what's inside.
- 3. Labubu became famous thanks to social media.
- 4. The toy is only popular in Hong Kong.
- 5. People waited in long lines to buy Labubu dolls.
- 6. Some fans travelled to other countries just to get the doll.
- 7. The dolls are very cheap and easy to find now.
- 8. Some people believe Labubu became popular during a hard economic time.
- 9. Everyone agrees that Labubu is a good purchase.
- 10. Labubu is an example of how quickly trends can grow online.
  - **1**. F
  - **2**.F
  - **3**. T
  - **4**. F
  - 5.⊤
- **6**. ⊤
- **7.** F
- **8**.T
- **9**. F
- 10. ⊤

