

实用商务英语系列

实用服装表演 与设计英语

白静 丁衡祁 编著

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English for Fashion:
Modeling and
Designing



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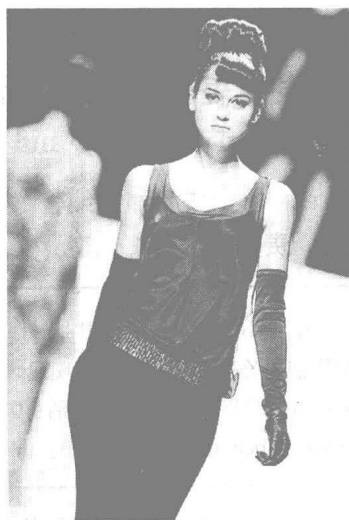
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编 著 白 静 丁衡祁



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实用服装表演与设计英语

English for Fashion Modeling and Designing

内容涉及

- * 职业生涯 * PROFESSION & CAREER
- * 新闻采访 * MEDIA INTERVIEW
- * 应用体验 * HANDS-ON PRACTICE
- * 实际操作 * FASHION & STYLE
- * 流行时尚 * HOW-TO INSTRUCTIONS
- * 衣橱更新 * WARDROBE BUILDING
- * 心愿故事 * ASPIRATION STORY
- * 服装之都 * FASHION CAPITAL
- * 大腕品牌 * BIG NAMES
- * 国别概况 * COUNTRY OVERVIEW
- * 模特档案 * MODEL PROFILE
- * 专业词汇 * FASHION TERMINONOLY



前 言

中国的服装模特和设计师要走向国际化,必须在提高个人素质和职业涵养方面下工夫,要培养、策划、包装、推广走向世界的服装模特和设计师。为了参加国际性的服装模特和设计大赛,有效地展现东方的风采和学习西方的经验,我们的服装模特和设计师必须掌握一定程度的英语技能。

《实用服装表演与设计英语》教材就是为了适应我国服装模特业和服装设计业走向世界的要求而编写的。它强调英语教学的实用性,特别突出和加强学生的交流能力的训练,是一本理念创新、内容实用、具时代特色的全新教材。

本教材注意打好语言基础,更侧重培养实际应用能力,特别是使用英语进行涉外交际的能力。在培养阅读能力的同时,加强说、写、译等语言技能的综合训练,尤其注重口头和书面实用表达能力的训练与培养。加之本书的主编之一白静老师长期从事北京服装学院的服装表演专业和设计专业学生的英语教学,比较了解学生的真实水平与需求,而且在编写过程中已将部分内容先期试用于日常英语教学,并不断地进行了改进与完善。本教材已被北京服装学院列入十一五院级教材规划,该书的编写工作也得到了院方的重视与支持。本教材的主要特色如下:

1. 注重培养表达能力。本教材不仅重视语言技能的训练,更注重这些技能的实际运用。以实际工作的需要为主线进行教材的编排,使课文和练习成为一个有机的整体,有利于培养学生实际使用英语进行涉外交际的能力。

2. 强调交际内容的实用性。本教材在选材中注重思想性、现代性、科学性、前瞻性、趣味性和可操练性。文章短小精悍,易于学习、操练。为了突出英语作为涉外交际的工作语言这一特点,本教材还特别突出交际内容的实用性,而且听、说、读、写、译各项技能的培养与训练都围绕同一交际话题展开,紧密结合服装表演和设计的需要设计各项教学活动。

3. 重视文化因素,注重培养“跨文化意识”。跨文化交际中的文化因素在外语教学中具有特殊意义。本教材注重语言材料与文化内容的融合,注意对西方文化背景知识的介绍与传播。

4. 本书内容丰富、涉猎广泛,形式多样、图文并茂。而且其内容可以根据需要随意取舍,各取所需。这些特点使得本书形成了一个独特的亮点:它就像一本关于时装英语的杂志,每一课就是一期,栏目固定但内容变化。这样的教材正好适合时装模特和设计师们的业务需要和他们自身的学习特点。

本教材的基本编写思路是把服装方面的知识和技能同英语方面的知识和技能相结合,也就是通过训练英语的知识和技能来获得服装方面的知识和技能。这样的安排具有明显的实用性和趣味性,从而可以激发学生的学习主动性,使多种语言技能在同一主题下通过多种交际环境和练习形式反复循环、深化、巩固、加强,充分体现“举一反三”和“学以致用”的学习过程。本教材共有十六个单元,每个单元都由十一个板块构成,分别如下:

- PROFESSION AND CAREER(职业生涯)为阅读理解部分,讲述了模特和服装设计师这两种职业的起源、发展、性质、学历要求、职业前景等等,且两种职业各占八个单元,穿插安排,每篇后面都配有阅读理解、选词填空等习题。
- MEDIA INTERVIEW(新闻采访)摘选了时尚杂志对于大牌设计师和超级名模的访谈录,可以用作对话练习。
- HANDS-ON PRACTICE(应用体验)和 HOW-TO INSTRUCTIONS(实际操作)也是分别为设计师和模特安排的内容,配以插图,以动手操作,在实践中练习英语口语为目的。
- FASHION AND STYLE(流行时尚)为看图练习口语部分,精选了二十世纪五、六十年代的男女时装,旨在让读者掌握各种服装的说法。

其余几个板块均为补充阅读材料。

◇ WARDROBE BUILDING(衣橱更新),讲述时尚的方方面面。

◇ MODEL PROFILE(模特档案)和 BIG NAMES(品牌故事)分别讲述超级名模的奋斗故事和品牌(大牌设计师)的发展历程,希望那些有意从事服装表演与设计的学生能够从中获得感悟。

◇ ASPIRATION STORY(心愿故事)是爱好服装设计的一些美国孩子的心愿故事,她们的心愿也许可以道出我们那些未来的服装设计大师们的心声。

◇ FASHION CAPITAL(时尚之都)介绍了国际知名的时装之都,它们中多半是国际时装周的举办地。

◇ COUNTRY OVERVIEW(国别介绍)主要介绍具有国际影响力的时尚大国。

本教材的英语程度为中级(intermediate),适合服装表演和服装设计专业的本科和专

科学生使用,也可以作为培训班的教材。书中的课文部分都是改编自互联网上的相关资料。

本书的编著者真诚地希望这本《实用服装表演与设计英语》能够帮助中国的服装模特与设计师们更好地走出国门,走向世界。由于编著者水平有限,书中不足之处在所难免,恳请有关专家和读者提出批评和建议。

编著者
二〇〇七岁末

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Unit 1



PROFESSION AND CAREER

The Profession of Modeling

Modeling today has become one of the most sought-after career options for youngsters. This is one of the most lucrative professions. It attracts males and females equally, though there was a time when females dominated the field. With the expansion of consumerism and media there has been a fabulous boost in the advertising industry. This, along with the upsurge in the fashion industry, has made modeling an attractive career option. It has generated a large and continuing demand for fresh faces and personalities to launch and promote a variety of branded products or show a garment to its best advantage.

Modeling is undoubtedly a glamorous field which offers tremendous opportunities to travel and meet various kinds of people. Moreover, once established it is a highly paid job. Even with all these plus points it involves a lot of hard work, dedication and perseverance to be successful in this field. It is a highly competitive and short-lived career. Further, stress factor is high and the hours are erratic. The job also requires a lot of stamina and patience.

Modeling is a profession where physical attributes and personal qualities assume importance.

Modeling jobs are of various types. Modeling can be broadly classified into ramp modeling, television modeling and print modeling.

Eligibility There is no specific qualification or age limit to enter into this field. The first step for making an entry is to prepare a portfolio. This consists of a series of photographs

taken by a professional photographer. The portfolio can then be shown to an advertising agency. A model coordinating agency provides suitable models or a fashion designer according to the requirements. Another way to enter into this career is to apply for contests sponsored by magazines, cloth manufacturers, cosmetic companies, etc., or to participate in beauty pageants.

There are no set standards of training in this area, and models are usually expected to learn on the job. A beginning for training in this field has been made by ex-models who have set up training schools.

Training programs include instructions on beauty care, make-up, hair styling, diet and exercise, how to walk and carry yourself elegantly and so on. These training programs include guidance on how to make a contract and other technicalities. Guidance on making a portfolio also forms a part of such training programs.

Personal attributes Main attributes required to become a model are a good and healthy complexion, and lustrous hair. Models should be tall. The fashion industry criteria for best models are 5'7" to 6' or 6' plus. For a man, the height should be 6' or 6' plus and he should be muscular. Being photogenic is the single most important quality to have for a model. Apart from good acting skills and a camera friendly attitude, a great amount of self-confidence will reward success in this profession. They must also be open to criticism.

Education, Certification & Licensing Models are hired on the basis of their portfolios, not their degrees, but it really helps to have enough education to understand and negotiate the contracts and other business deals models have to cope with. Most female models start working between the ages of 15 and 22 while male models are usually a bit older, 18 to 25. The minimum height for a high fashion female model is about 5'8 inches and most models average between 108 and 125 lbs. Average dimensions for a male model are 5'11 to 6'2, and most weigh between 140 and 165 lbs.

There are lots of scams in the business of modeling, as companies try to take advantage of young people who want to be models by selling them photo shoots and training sessions they don't need. Modeling agencies will accept models based on just a few informal snapshots. With these in hand, aspiring models can attend the open calls held by reputable agencies looking for new talent and send photos to those agencies that don't hold open calls. There is also a number of legitimate modeling contests held each year. These can be fun, and the reputable ones are free. Avoid fly-by-night agencies that charge "registration fees" and "modeling schools" that are more interested in getting you to take their courses than they are

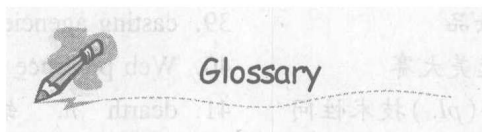
getting you hired to work.

In addition to a portfolio, models need to have a brochure called a “composite”, a single sheet with a head shot on one side and more photos and vital statistics on the other, which they distribute to photographers, art directors, casting agents and others. Most agencies will help models put together a composite once they are signed. These days, models also need a Web presence. Those who sign with an agency will be displayed on an agency site, but others need to set up their own sites, either independently or through one of the online model listing sites and agencies. These listing sites also need to be thoroughly investigated, since some are legitimate and some are not.

Job prospects There is no dearth of jobs in modeling these days. Job prospects are available to models:

- In product advertising
- Featuring in music videos
- Doing live fashion shows
- Showroom displays or garment fairs
- Opening a school for models
- Setting up a model coordinating agency
- Acting in television programs or films

Outlook The field of modeling is growing, but no matter how many models people want, the field will still be competitive because so many people want this career. Only those with extraordinary qualifications can hope to enter the field, let alone become a success.



- | | |
|--|--|
| 1. sought-after <i>adj.</i> 很吃香的; 广受欢迎的 | 4. fabulous <i>adj.</i> 寓言般的, 神话般的; 惊人的, 难以置信的 |
| 2. lucrative <i>adj.</i> 有利的, 赚钱的, 合算的, 待遇好的 | 5. boost <i>n.</i> 促进; 助推力 |
| 3. dominate <i>v.</i> 处于支配地位; 占优势 | 6. upsurge <i>n.</i> 高涨; 高潮 |
| | 7. generate <i>vt.</i> 产生, 发生 |