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● 专门用途英语系列教材

服装英语

English for Fashion

教育部《服装英语》教材编写组 编

高等教育出版社



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English
for
Fashion

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内容提要

专门用途英语系列教材是教育部规划的高等学校专业英语阶段的英语教材,可供高等院校本、专科学生及高等职业院校学生第三学年或第四学年使用,也可供电大、各类成人院校及广大社会从业人员学习英语、掌握相关行业实用写文体、实用口语,提高涉外业务交际能力使用。

《服装英语》是该系列教材之一。本书从事服装设计、服装工程人员实际工作的需要出发进行设计和编写。选材新颖、点面结合、内容丰富、语言规范;练习兼具实用性和针对性,易于操作。

全书由10个单元组成,每单元包括“阅读与翻译”、“模拟套写”和“听力与会话”三部分。书后附有练习参考答案和课文参考译文。

本书配有录音磁带。

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Contents

前言

专门用途英语系列教材是教育部规划的高等学校专业英语阶段的英语教材。本系列教材从培养高级应用型人才的整体目标出发,结合学生毕业后的工作实际,力求向学生提供其未来工作岗位所需要的专业英语知识技能,培养学生使用涉外业务英语的交际能力。

本系列教材主要供高等院校专业英语教学使用,可供高等院校本、专科学生及高等职业院校学生第三学年或第四学年使用,也可供电大、各类成人院校及广大社会从业人员学习英语、掌握相关行业实用写作文体、实用口语,提高涉外业务交际能力使用。

本系列教材每册书都由10个单元组成,每单元包括阅读与翻译、模拟套写和听力与会话三部分。

《服装英语》系专门用途英语系列教材中的一种,旨在提高服装设计、服装工程专业的学生和从业人员在服装领域的涉外业务英语交际能力,其中包括专业文献阅读、翻译、写作和口头交际的能力。

《服装英语》共10个单元,每个单元包括三个部分:

第一部分“阅读与翻译”(Reading and Translating),旨在培养学生阅读和翻译服装专业英语的能力。本部分收入两类文章:第一类为专业技术性文章,用来培养学生阅读和翻译服装专业有关文化和技术文献的能力,内容涉及服装的史论、名师简介、设计、材料、裁剪、整理、色彩、商贸、质检等;第二类为有关服装专业领域的实用性文章,用来培养学生阅读有关图表和报告的能力,内容涉及服装加工合同、质量报告、成本单、包装说明、服装规格、设计师工作单等。每篇文章后均配有适量的阅读和翻译练习。

第二部分“模拟套写”(Simulated Writing),旨在培养学生参照范例用英语模拟套写和翻译服装领域的涉外信函、传真、电子邮件、销售合同、发票、汇票、求职简历等实用性单证、文件的能力。

第三部分“听力与会话”(Listening and Speaking),旨在培养学生进行服装专业涉外口语交际的能力。内容涉及零售、产品介绍、参观展览、参观工厂、广告、包装、代理、索赔、合同谈判等。每个单元配有四个情景对话,并编配了涉外业务口语常用表达法,供学习者操练模仿,力求做到“学中用,用中学”。

本教材构思独特、实用性强,尤其突出了从事服装设计、服装工程人员使用涉外英语的实际需要;全书选材新颖,点面结合,内容丰富,语言规范;练习兼具实用性和针对性。为了便于学习,各单元每一部分均注有生词和短语,书后有总词表、练习答案和参考译文。

《服装英语》的总主编为大连理工大学孔庆炎教授,主编为北京服装学院郭平建教授。编写者为郭平建、况灿(Reading and Translating)、马小丰(Simulated Writing)和程红(Listening and Speaking)。原北京服装学院服装系主任吕逸华教授担任本书的主审。服装学院的美籍外教 Ms. Jeanne Caleno 对全书进行了认真审读。

同时,北京服装学院的领导、教务处和有关教师给予此教材极大的支持,在此表示衷心的感谢。由于编者水平有限,加以时间仓促,疏漏和不妥之处在所难免,恳请读者不吝指正。

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UNIT

The Apparel Industry

Part I

Reading and Translating

Reading A

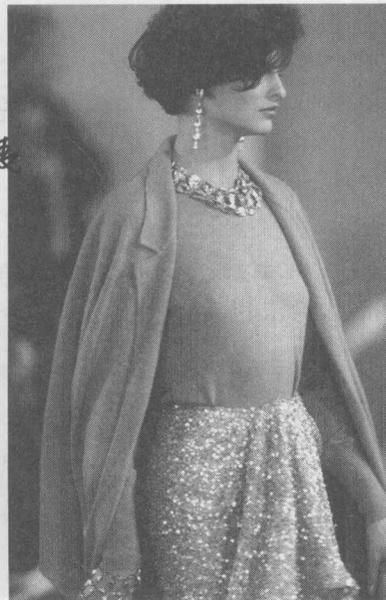
History of the Apparel Industry

The apparel industry is relatively new — only approximately 150 years old. During the American colonial period, all clothing was made in the home by family members. This situation gradually changed as tailors of dressmakers were hired to come into the home and make clothing. Eventually, these dressmakers and tailors began to establish their own shops where custom-made clothing was made and sold. In the last quarter of the eighteenth century, milliners' shops provided the raw materials for dressmaking and accessories as well as the services of milliners and dressmakers. Occasionally, some articles of apparel were also available to women to purchase ready-made. These were most commonly unfitted items such as capes, shawls, and other loose fitting wraps.

It was not until the early 1800s that stores featured both ready-to-wear and custom-made apparel. The quantity of ready-to-wear merchandise was very small and was intended primarily for persons of low socioeconomic status — sailors, slaves, and miners, for example. As some tailor shops began to offer imported ready-mades of superior quality, these goods gradually gained a more widespread acceptance. Then the earlier manufactures of lower-quality goods began to convert part or all of their production to the new ready-to-wear for men and boys.

The first recorded civilian clothing factory dates from 1825. The early factories were not very different from tailors' operations. The fabric was cut in a factory — usually not more than three layers at a time — and then sent to seamstresses who sewed it by hand at home.

In the middle of the nineteenth century two events occurred which caused major changes in the apparel industry. The first of



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these was the invention and adoption of the sewing machine. The second was the Civil War. Women went to work in the newly-created factories where they used sewing machines to make uniforms for soldiers. These factories not only used the sewing machine to introduce mass production sewing, but they also initiated the development of a standardized sizing system. Following the War, these techniques were adapted to the civilian market. By the end of the century, the men's ready-to-wear apparel industry was well established.

The women's ready-to-wear apparel industry did not develop to any great extent until the early 1900s. Even though undergarments, shirtwaist blouses, skirts, and coats were factory produced by the late 1800s, women's better dresses continued to be made by the consumers themselves or by their dressmakers. This was due in large part to the complexity of the dress designs and to the very exact fit that was required of fashions at that time.

Only when styles began to allow more ease of fit and when separates (the blouse and skirt, in particular) were adopted was it feasible to begin trying to mass produce women's clothing. The rise in the production of women's ready-to-wear coincided with changes in fashion and in society — women became significant factors in the nation's work force.

By the 1920s, styles in women's clothing had changed from the prewar structured dress to the "flapper" look of the 20s. With this simplification of fashion, mass production began in full swing. By the end of the decade approximately 3 500 dress manufacturers had joined the industry. The majority of the manufacturers were in New York City and established the now-famous "garment district" along Seventh Avenue. In less than fifty years, the wearing apparel industry had blossomed from a meager beginning to a multimillion-dollar industry.

New Words and Expressions

apparel /ə'pærəl/ *n.*

relatively /'relatɪvli/ *ad.*

approximately /ə'prɒksɪmɪtli/ *ad.*

colonial /kə'ləʊniəl/ *a.*

gradually /'grædʒuəli/ *ad.*

establish /i'stæbliʃ/ *v.*

custom-made /,kʌstəm'meɪd/ *a.*

milliner /'mɪlɪnə(r)/ *n.*

raw /rɔː/ *a.*

accessory /ək'sesəri/ *n.*

occasionally /ə'keɪʒənəli/ *ad.*

ready-made /,redi'meɪd/ *a.*

unfitted /,ʌn'fɪtɪd/ *a.*

cape /keɪp/ *n.*

服装

相对地, 相关地

近似地, 大约

殖民的, 殖民地的

逐渐地

建立, 设立; 确定

定做的, 定制的

女帽制造及贩卖商

未加工的, 生疏的

服饰品; 附件, 附加物

有时候, 偶尔

已制成的, 人工制造的

不紧贴的, 不合适的

披肩, 女斗篷



shawl /ʃɔ:l/ *n.*wrap /ræp/ *n.*feature /'fi:tʃə(r)/ *v.*merchandise /'mɜ:tʃəndaiz/ *n.*socioeconomic /'səʊsiəʊ,ɪkə'nɒmɪk/ *a.*status /'steɪtəs/ *n.*widespread /'waɪdspred/ *a.*convert /kən'veɪt/ *v.*record /rɪ'kɔ:d/ *v.*civilian /sɪ'vɪljən/ *a.*layer /'leɪ(r)/ *n.*seamstress /'simstrɪs/ *n.*sewing machine /'səʊɪŋ mə'ʃɪn/ *n.*adoption /ə'dɒpʃən/ *n.*uniform /'ju:nɪfɔ:m/ *n.*mass /mæs/ *a.*initiate /ɪ'nɪʃieɪt/ *v.*standardize /'stændədaɪz/ *vt.*technique /tek'ni:k/ *n.*undergarment /'ʌndəgɑ:mənt/ *n.*shirtwaist /'ʃɜ:tweɪst/ *n.*complexity /kəm'pleksɪti/ *n.*separates /'sepəreɪts/ *n.*feasible /'fi:zəbl/ *a.*flapper look /'flæpə luk/ *n.*majority /mə'dʒɔ:rɪti/ *n.*blossom /'blɒsəm/ *v.*meager /'mi:gə(r)/ *a.*

be available to

intend for

date from

adapt ...to...

not...until

due to

in large part

coincide with

in full swing

披肩, 围巾

外套, 围巾; 包裹

以...为特色, 突现, 特写

商品, 货物

社会经济学的

身份, 地位; 情形, 状况

分布广泛的, 普遍的

转换

记录, 标明; 将...录音

民间的, 民用的

层, 阶层

女裁缝师, 缝纫女

缝纫机

采用, 收养

制服

大规模的

开始, 发起

使符合标准, 使标准化

技术, 技巧, 方法, 手法

内衣, 贴身衣

仿男式女衬衫; 衬衣式连衣裙

复杂的事物, 复杂性

组合服装; 不配套的服装

可行的, 切实可行的

轻佻女子风貌

多数, 大半

开花, 发展

瘦的, 不足的, 缺乏的

可获得的, 可弄到的

意欲, 打算

始于

使...适合, 使...适应

直到...才...

由于

很大程度上

与...相吻合, 与...同时发生

活跃的, 全力进行的



Check Your Understanding

I. Mark the following statements with T (true) or F (false) according to the passage.

- (F) 1. During the American colonial period, some tailors opened shops, where one could find not only custom-made, but ready-to-wear clothing sold.
- (F) 2. In the last quarter of the 18th century, the ready-made clothing available to women was designed to the exact fit.
- (F) 3. The first recorded civilian clothing factory was opened in 1825, which was quite different from tailors' operations.
- (T) 4. The invention and adoption of the sewing machine was one of the two factors leading to major changes in the apparel industry.
- (T) 5. By the end of the 19th century men's and women's ready-to-wear apparel industry was well established.
- (F) 6. Until the late 1800s, women's clothes started to be produced in factories except for better dresses.
- (F) 7. The fact that women became significant factors in the nation's work force resulted in the rise in the production of women's ready-to-wear clothing.
- (T) 8. There are a lot of clothing factories in the well-known "garment district" along Seventh Avenue in New York.

Build Up Your Vocabulary

II. Match the items listed in the following two columns.

- | A | B |
|--------------------|---|
| d 1. approximately | a. (style of) dress worn by all members of an organization, e.g. the police, the armed forces |
| g 2. accessory | b. woman who makes a living by sewing |
| e 3. convert | c. insufficient, scanty, thin |
| h 4. civilian | d. about |
| c 5. meager | e. change from one form into another |
| i 6. adoption | f. the greater number or part (of) |
| a 7. uniform | g. something extra, helpful, useful, but not an essential part of something |
| i 8. feasible | h. not serving in the armed forces |
| f 9. majority | i. use, application |
| b 10. seamstress | j. that can be done |

III. Fill in the following chart by giving the corresponding translation.

English	Chinese
custom-made	定制的
apparel	服装



merchandise	商品
milliner	女帽制造及贩卖商
separates	组合服装
cape	披肩, 女斗篷
flapper look	轻佻女子风貌
sewing machine	缝纫机

Translation

IV. Complete the following by translating the Chinese in the brackets into English.

- The beginning of the apparel industry dates from 150 years ago (可以追溯到 150 年前). (date from)
- The great change in the apparel industry was due to the invention and adaptation of sewing machine and the Civil War (由于缝纫机的发明和应用, 以及内战的爆发). (due to)
- Those designs _____ (专为中年女性设计). (intend for)
- In order to succeed, we'd better _____ (使我们的产品适应市场的需要). (adapt...to...)
- 150 years ago, _____ (人们不能在商店买到成衣). (be available to)
- The development of the apparel industry _____ (是与历史的发展相吻合的). (coincide with)

V. Translate the following sentences into Chinese, paying special attention to the underlined parts.

- The apparel industry is now in full swing throughout the whole world.
- Chanel's style features simplicity and wearability.
- Consumers respond to not only the design but also the color combination.
- Chanel's decline in her influence was derived from her refusing to convert her basic style.
- The apparel industry was well-established in less than fifty years.
- The development of the standardized sizing system was a milestone in the history of the apparel industry.
- Only the custom-made clothing was sold in the tailors' shops at the very beginning.
- People and society's demand, in large part, contributed to the rapid growth of the apparel industry.

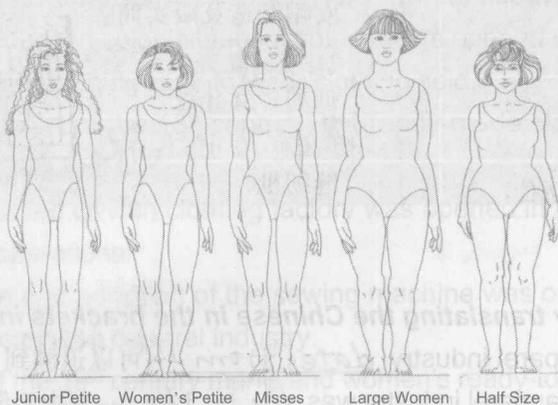
Reading B

Body Types and Size Charts

Understanding and selecting the correct body type is important before choosing the size for the pattern. Body type refers to the height and shape of an individual. Once the body type is identified, it is necessary to take accurate measurements.

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The following illustrations and charts represent the various body types for women.



Underclothes or a leotard should be worn when measuring the body. Tie a piece of twill tape or string around the waist. Do not wear shoes.

Measure the circumference of the bust, waist and hip (fuller part). Also measure the length of the center back neck to waist and sleeve. Record all of these measurements.

Junior Petite 4' 11" To 5' 3"

Small frame, shorter figure, and smaller proportions. Usually young adult.

Women's Petite 4' 11" To 5' 3"

In comparison to the Junior Petite body type — this figure is a few pounds heavier, fully developed, shorter figure; narrower shoulders, higher bust, and thicker waist.

Misses 5' 4" To 5' 9"

Fully developed, well-proportioned figure, longer waist length, fuller bust and hips, but generally slim.

Large Women 5' 4" To 5' 9"

Full-figured woman with the same proportions as a Misses' figure. Usually the waist and bust are thicker and heavier.

Half Size 5" To 5' 6"

More mature, short-waisted woman with a shorter, heavier body type.

Notes

size chart

Junior Petite

Women's Petite

Misses

尺寸表

少女小号

妇女小号

少女尺码, 妇女尺码

尺寸表
少女小号
妇女小号



Large Women	妇女大号
Half Size	身材矮小的妇女衣服尺寸, 半码尺寸(美国胖妇女尺寸)
take measurement	量体
twill tape	斜纹牵条
in comparison to	与...比较

New Words

individual /'ɪndɪ'vɪdʒuəl/ a.	个别的, 单独的, 个人的
once /wʌns/ n. ad.	一次, 从前, 曾经
identify /aɪ'dentɪfaɪ/ v.	识别, 鉴别
accurate /'ækjʊrət/ a.	正确的, 精确的
represent /,reprɪ'zent/ v.	代表, 表现
various /'veəriəs/ a.	不同的, 各种各样的, 多方面的
underclothes /'ʌndəkləʊðz/ n.	内衣, 贴身衣
leotard /'li:ə(u)tɑ:d/ n.	(杂技、舞蹈等演员穿的) 紧身连衣裤
circumference /sə'kʌmfərəns/ n.	圆周, 周围
bust /bʌst/ n.	半身像, 胸像, (妇女的) 胸部
hip /hɪp/ n.	臀
sleeve /sli:v/ n.	袖子
frame /freɪm/ n.	结构, 体格
proportion /prə'pɔ:ʃən/ n.	比例, 均衡, 面积, 部分
mature /mə'tjuə(r)/ a.	成熟的, 到期的

I. Match the items listed in the following two columns.

- | | |
|------------------|--------------|
| 1. twill tape | a. 身材矮小的妇女尺寸 |
| 2. size chart | b. 斜纹牵条 |
| 3. Junior Petite | c. 体型 |
| 4. body type | d. 尺寸表 |
| 5. Half Size | e. 少女小号 |

II. Mark the following statements with T (true) or F (false) according to what you have read.

- (T) 1. Before choosing the size for the pattern, we must understand and select the correct body type.
- (F) 2. When measuring the body, shoes may be or may not be worn.
- (T) 3. We should record all of the measurements of the circumference of the bust, waist, hip, the length of the center back neck to waist and sleeve.
- (F) 4. The fully developed body type belongs to both women's petite and Misses.
- (F) 5. Half size is for very young adults.

Handwritten marks and signatures at the bottom right of the page.

III. Give brief answers to the following questions.

1. Why do we have to understand and select the correct body type?
2. What does the body type refer to?
3. What should be worn when measuring the body?
4. How many body types are listed in the passage?
5. Could you explain the type of half size 5" to 5' 6" ?

Part II

Simulated Writing

Business Letters 商业信函

商业信函是一种常见的对外联络方式,其范围一般包括建立贸易关系、询价、报价、订购、装运、付款、信用调查以及货物保险等。

商业信函一般由以下几个部分构成:

1. 信头(Letterhead): 包括发信人公司的名称、地址、传真号码、电子邮箱等。
2. 日期(Date)
3. 信纸地址(Inside Address): 信纸左上角的收信人公司名称和地址。
4. 称呼(Salutation)
5. 正文(Body)
6. 结尾敬语(Complimentary Close)
7. 签名(Signature)
8. 其他(The Others) (写信时可根据具体情况增减)

(1) 附件 (Enclosure): 注明随信所附的样品、样品本、价目单等。

(2) 附言 (Postscript): 在信末附言前加 P.S, 引出提醒的话。商业信函中较少使用。

(3) 烦交收信人(Attention): 收信部门需转交的具体收信人。加在信纸(或信内)地址之后。

(4) 事由 (Subject): 信体正文前加的内容标题。加在信体正文之后。

(5) 抄送(Carbon copy): 同一封信发送几个收信人。

英语商业信函通常有三种格式: 缩行式 (Indented style)、齐头式 (Block style)、混合式(modified style)。



缩进式

齐头式

混合式

Letterhead

Date

Inside name and Address

Salutation

Body

Closing

Signature

Letterhead

Date

Inside name and Address

Salutation

Body

Closing

Signature

Letterhead

Date

Inside name and Address

Salutation

Body

Closing

Signature

Sample 1

寻求建立业务联系 (缩行式)

Children's Wear Co., Ltd.
350 Nanjing Road
Shanghai, China
Tel:021 - 34567890
Fax:021 - 34595987
Feb 15, 2004

Holton Trading Company
160 Broadway
California 94080
U.S.A.

Attention: Mr. Allen Smith, Export Manager

Dear Sirs,

Subject: Request for the Establishment of Business Relation

Your company has been recommended to us by Jims Fashion Co., Ltd. Shanghai, China who has in-

English for Fashion



formed us that you are in the market for Textiles.

We specialize in manufacturing children's wear which uses fancy materials made of best cotton and cotton blended with polyester, as well as worsted, tweed, woolen fabrics and the like. There is a wide range such as suits, shirts, skirts, pajamas, gowns, jackets and winter wear. If you are interested in marketing these products in your territory, please let us know, and we shall be pleased to send you our latest catalog, together with a list of our quotations upon receipt of your detailed requirements.

We look forward to your early reply.

Encl. 1 Photo of Samples

Yours truly,
Children's Wear Co., Ltd
Wang Lin
Marketing Manager

Notes

Jims Fashion Co., Ltd.

吉姆时装有限公司

in the market for

想要购买

cotton blended with polyester

棉涤纶

specialize in

专营

polyester

涤纶

worsted, tweed, woolen fabrics

精纺、粗纺毛呢

catalog (catalogue)

产品, 目录

quotation

报价

upon (on) receipt of

收到...后 (立即...)

Encl.= Enclosure

Sample 2

对寻求建立业务联系的回信(齐头式)

Holton Trading Company

160 Broadway

California

U.S.A.

Tel:(018)6601520

Fax:(018)7631529

Feb 26, 2004

Children's Wear Co., Ltd

350 Nanjing Road

Shanghai, China

A Reply to Request for the Establishment of Business Relation

Dear Sirs,

Thank you for your letter of the 15th this month and we shall be glad to enter into business relations with your company. There is a steady demand here for Children's wear. Please send us your catalogue and full details of export prices and terms of payment, together with any samples you can let us have.

We look forward to hearing from you.

Yours faithfully,

Holton Trading Company

Notes

enter into business relations with
terms of payment

与...建立业务联系
付款条件

1. Study the following useful sentences on establishing business relations and self-introduction.

- On the recommendation of the Commercial Counsellor's Office of the USA Embassy, we have learned with pleasure the name of your firm and shall be glad to enter into business relations with you.
承蒙美国大使馆商务参赞处介绍,有幸得知贵公司的名字,我们愿与贵公司建立业务关系。
- We wish to introduce ourselves to you as a corporation dealing exclusively in ...
现向贵公司作自我介绍,我们是一家专营……的公司。
- We enclose a brochure and a price list.
随信附上价格单和商品小册子各一份。
- Will you kindly give us a general idea of the market price of your textiles?
请将贵公司纺织品的市场价格大致告知我方好吗?
- Will you please quote us your lowest prices for the goods listed below?
请贵公司将下列货物的最低价格报给我们好吗?
- We would appreciate receiving details regarding the commodities.
如能收到贵公司有关商品的详尽说明,将不胜感激。
- We trust you will find our quotation satisfactory and we look forward to receiving your order.
我们的报价一定会令你们满意,期待你们的订货。
- The purpose of this letter is to explore the possibilities of developing trade with you.
此信的意图是探询与贵方发展此项业务的可能性。
- We hope to hear some good news from you in the near future.
我们希望不久能听到贵方传来的好消息。
- We take the liberty of writing to you with a view to building up business relations with your firm.
冒昧给贵方写信,以期与贵公司建立业务关系。

