

FUZHUANG GAODENG ZHIYE JIAOYU JIAOCAI
服装高等职业教材

■ 严国英 徐奔 编著

服装

专业英语

(第3版)

FUZHUANG
ZHUANYE YINGYU



中国纺织出版社

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内 容 提 要

本书内容涉及服装工具设备、针法、零部件和整体缝制、制图、打样板的一般原理及其过程和操作技巧等服装专业的诸多方面,并介绍了世界各地的时装设计风格、服装贸易、流行趋势及男装时尚等内容,以此作为语言背景材料,配以插图、注释、生词和习题。为便于广大服装专业技术人员阅读使用,附录部分有销售确认书、来料加工合同、商业信函等。

本书适用于广大高职院校和职业学校,也可供服装专业技术人员参阅。

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前言

在当今服装时尚不断发展变化的今天,服装院校专业人才如何能更好地掌握和运用英语这门语言,变得越发重要。为了更好地适应当今的教学模式,本着知识更新的原则,现再次对原中国纺织总会教育部委托中国纺织出版社组织上海纺织工业职工大学等6所院校编写的服装高等职业教育教材进行修订。

本书自20世纪90年代出版以来,得到了多家服装院校和专业师生的认可和好评,在社会上产生了深远的影响,对培养多元、综合的服装专业人才起到了积极的作用。本书还被中国纺织协会评为“十五”部委级优秀教材。

本次修订在原《服装专业英语(第二版)》一书的基础上,对书中部分内容、译文、习题进行了修改和补充。书中补充介绍了世界各地的时装设计风格、流行趋势、服装贸易以及时尚男装等内容,使本书更加新颖,更加实用,更具有可读性。承担本次修订工作的主要有严国英、徐奔。

希望本教材修订后能受到更多读者的欢迎。由于时间仓促,如有不足之处恳请读者批评指正。

编著者

2010年7月

第2版前言

在全国教育事业迅速发展的形势下,为了适应教育体制和教学改革的需要,现对原中国纺织总会教育部委托中国纺织出版社组织上海纺织工业职工大学等六所院校编写的服装高等职业教育教材进行修订。

本套教材自20世纪90年代末问世以来,受到了服装专业广大师生的好评,在社会读者中产生了深远的影响,对培养服装专业人才起了积极的作用。随着教育改革的逐步深入,服装工业新技术、新设备、新工艺、新材料、新标准的不断应用,该套教材的内容已显陈旧,急需更新。为了满足教学需要,我们组织有关专家对教材进行了修改补充,力争使教材内容新、知识涵盖面宽,有利于学生专业能力的培养。

这次修订在原《服装专业英语》一书的基础上,对书中部分内容、译文、习题进行了修改和补充,使本书更具可读性。担任此次修订的主要有严国英、庄福珍。

首批修订的教材包括:《服装结构设计基础》、《服装制图与样板制作》、《服装专业英语》、《服装市场营销》、《服装生产管理》五本。希望本套教材修订后能更受到广大读者的欢迎,不足之处恳请读者批评指正。

编著者

2003年

第1版前言

服装文化是我国五千多年悠久历史的重要组成部分,为人类发展和社会进步做出了重要的贡献。丰富的服装文化是祖先遗留给我们的宝贵财富,继承和发扬我国服装文化,是我们每位服装教育工作者义不容辞的神圣职责,我们编著“服装高等职业教育教材”,意在为发展我国的服装事业尽职尽责。

现代服装教学,已改变了传统、落后的师傅带徒弟的个体传授技艺方式和只讲穿针引线、缝缝烫烫的手工艺内容。一件优秀的服装作品,必然是现代实用艺术和现代科学技术的完美结合,而现代科技又需要赋予服装工业科学合理的经营管理。随着市场经济的发展,服装业已形成一个大的产业。所以,我们培养的目标也必须是会设计、懂技术、能管理、善经营并具有多方面知识和技能复合型服装专业人才。本教材正是为了培养既有服装专业基础理论,又具有实际动手能力,善于在现场组织指挥的高级服装专业人才而编著的。同时,本教材也可以作为在职服装专业技术人员的参考读物。

本教材由中国纺织总会教育部委托中国纺织出版社组织上海纺织工业职工大学服装分校、惠州大学服装分院等一批在教育第一线工作的同志编写的,并得到了中国纺织大学服装学院、上海纺织高等专科学校、上海纺织工业职工大学、上海工程技术大学纺织学院、天津纺织职工大学、武汉纺织工学院、江西纺织职工大学、惠州大学服装分院、上海服装研究所等单位的领导、专家和教授的热心指点,在此一并表示感谢。

本教材共11册,由冯翼主编,参加编写的人员有包昌法、濮微、苏石民、李青、刘小红、刘东、陈学军、万志琴、顾惠生、徐雅琴、沈六新、陈平、严国英等,主审人员有刘晓刚、张文斌、缪元吉、孙熊、金泰钧、宋绍华等。由于服装高等职业教育教材在我国尚属首次编著,缺少经验和资料,加之编者水平所限,不足之处在所难免,望有关专家、学者给予指正。

编著者

1997年

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A Brief Introduction 概述

A clothing firm has many different departments to guarantee the normal operation. Generally, they mainly include the designing department, the techniques developing department and the sales department.

The Designing Department 设计部

The designing department is the heart of a clothing firm. Its work directly influences the commercial existence and sustainable development of the firm. It is responsible for developing new products. In practice, the designer's job is involved in market researching, developing new ideas with combination of fashion trend and consumers' demands, even selecting proper fabrics and trimmings. Thus, the designer's ideas must be creative and successfully marketed. They're often passed to the techniques developing department in the form of working sketch for the pattern and sample garments.

The Techniques Developing Department 技术研发部

The techniques developing department is the backbone of a clothing firm. The key process of making patterns and assembling garments will be done in this part. It covers the most critical techniques strength of the firm, which can be divided into two important sections: the pattern making and the sample operating department.

In the pattern making department, pattern cutters will thoroughly understand and

show the designer's ideas, carefully choose the proper method best for pattern making of his or her designs. Usually, there're two ways of making patterns on the basis of different processes of cutting. One is draping pattern making to make a sample with calico pinned onto the dress stand, and then create patterns by removing sample parts from the stand. The other is flat pattern making to analyze the fashion drawing into working sketch with construction details. These two ways are both feasible and have different advantages; the maker can choose either of them by the style to be cut and his own preference considered. At present, senior pattern makers often adopt the former way.

Then, the pattern will be brought to the sample operating department. It's here that sample garments are made up by the machinist as efficiently as possible. Not only does the machinist realize the designer's style, but also proves the accuracy of the pattern made by the pattern cutter. It also sets the quality standards for producing in bulk on the assembly line.

The Sales Department 销售部

After designers come up with the latest trends and develop them into a design, it's up to fashion merchandisers and marketers to figure out how to get people to buy the stuff, their goal is to move clothing out of designers' showrooms and into customers' closets. This is the process of clothing marketing.

Fashion marketing and merchandising isn't just one simple job, but actually a series of jobs. It includes clothing market segmentation, the target markets determination, merchandising policies formulation and sales channel choice etc. So they must make a very elaborate plan of visual merchandising, wholesale and retail merchandising, fashion coordinating, store managing and more.

A large part of sales promotion budget in a clothing company is normally allocated to advertising. It's effective to strengthen the publicity and the brand fame by the common media of the Internet, television, radio, newspapers, magazines, even the direct mail. Thus, a lot of limits of pure promotion will be avoided during the extension of the market. Besides this, it's essential to own a special promoting team and establish the regular distribution network.

Words and Expressions 单词和词组

guarantee [ˌɡærən'ti:] vt. 保证
influence [ˈɪnfluəns] vt. 影响
commercial [kə'mə:ʃəl] a. 商业的
sustainable [sə'steɪnəbl] a. 持续性的
trimming [ˈtrɪmɪŋ] n. 装饰配料
creative [kri'eɪtɪv] a. 创造性的
backbone ['bæk,bəʊn] n. 脊柱,支柱
pattern ['pætən] n. 样板
assemble [ə'sembl] vt. 缝合
critical ['krɪtɪkəl] a. 关键的
thoroughly ['θʌrəli] ad. 完全地,彻底地
calico ['kælikəʊ] n. 白坯布,印花布
feasible ['fi:zəbl] a. 可行的
adopt [ə'dɒpt] n. 采纳
bulk [bʌlk] n. 大批,大量

promotion [prə'məʊʃən] n. 促销
budget ['bʌdʒɪt] n. 预算
allocate ['æləkeɪt] vt. 分配
publicity [pʌb'lɪsɪti] n. 公开
essential [ɪ'senʃəl] a. 必要的
distribution [ˌdɪstrɪ'bju:ʃən] n. 销售
working sketch 款式设计图
fabrics and trimmings 面辅料
pattern cutter 制板师
draping pattern making 立体裁剪
dress stand 人台,胸架,形体架
flat pattern making 平面裁剪
fashion drawing 效果图
sample operating department 样衣缝纫车间
brand fame 品牌知名度

Exercises 习题

I. Match phrases

- | | |
|---|----------|
| 1. draping pattern making | a. 技术研发部 |
| 2. brand fame | b. 销售部 |
| 3. the sales department | c. 款式设计图 |
| 4. working sketch | d. 平面裁剪 |
| 5. flat pattern making | e. 品牌知名度 |
| 6. the techniques developing department | f. 立体裁剪 |

II. Translate the following sentences into English.

- 通常,设计师做好的款式设计图交给研发部制成样板,并进行样衣加工。
- 立体裁剪是直接在人台上用白坯布做出样板;而平面裁剪即直接通过款式设计图制作样板。
- 拥有一支专门的促销队伍并建立固定的销售网络,对于销售部门来说是至关重要的。
- 作为服装厂支柱的技术研发部的主要工作是制板和缝制样衣。

CHAPTER 2

Fashion Design around the World

世界各地的时装设计

Most countries have their own fashion industry, such as Belgium, Spain, Portugal, Brazil, India, The Netherlands, Germany, Poland, and Australia. However, only five nations have established truly international reputations in fashion design. These countries are France, the United Kingdom, the United States of America, Italy, and Japan. Below are brief descriptions of the fashion industry in each country.

French Fashion Design (Figure 2-1)

Most French fashion houses are in Paris, which is the capital of French fashion. Traditionally, French fashion is chic and stylish, defined by its sophistication, cut and smart accessories. Among the many Parisian couture houses are Chanel and Christian Dior, who present exclusive fashion shows in their salons; other designers display their work at the designer collections that are held twice a year.

British Fashion Design (Figure 2-2)

As in France, the majority of British fashion houses are based in the capital, London. British fashion houses are associated with a very traditional, British style: elegant, yet conservative cuts, fine yet not overly extravagant materials and a sort of noble, even 'imperial' elegance, such as that of traditional Fifties debutantes, gowns, compared to the French chic. The first fashion designer, Charles Worth, was a native of Britain, although he made his name in Paris in the 19th century. British Designers include Vivienne Westwood, Paul Smith, John Galiano, Alexander McQueen, Stella McCartney, Matthew Williamson, Luella Bartley, Sir Hardy Amies, Christopher Bailey,

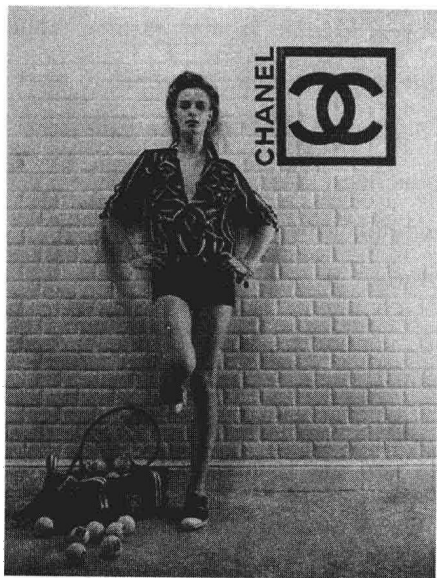


Figure 2-1



Figure 2-2

Bruce Oldfield and Christopher Kane.

American Fashion Design (Figure 2-3)

The majority of American fashion houses are based in New York, although there are also a significant number in Los Angeles, where a substantial percentage of clothing manufactured in the US is actually made, and Chicago, which was once a center of American fashion. American fashion design is dominated by a clean-cut, casual style, reflecting the athletic, health-conscious lifestyles of many American city-dwellers. A designer who helped to set the trend in the United States for sport-influenced day wear throughout the 1940's and 1950's was Claire McCardell. Many of her designs have been revived in recent decades. More modern influences on the American look have been Calvin Klein, Ralph Lauren, Uriel Saenz, Anna Sui, Donna Karan, Kenneth Cole, Marc Jacobs, Michael Kors and Tommy Hilfiger.



Figure 2-3

Italian Fashion Design (Figure 2-4)

Most of the older Italian couturiers are in

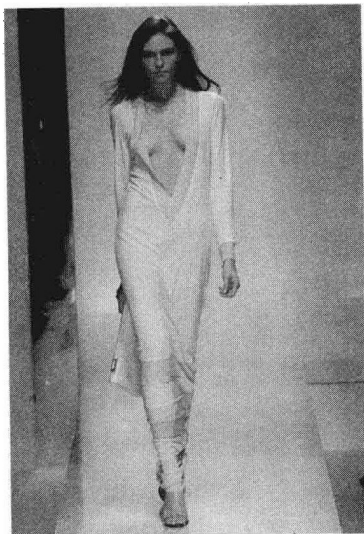


Figure 2-4



Figure 2-5

Rome. However, Milan is the fashion capital of Italian and the world because it is base to most of the well-known designers, and it is the exhibition venue for their collections. Italian fashion features casual elegance and luxurious fabrics. The first Italian luxury brand was Salvatore Ferragamo.

Swiss Fashion Design

Most of the Swiss fashion houses are in Zürich. The Swiss look is casual elegant and luxurious. The fabrics manufactured in St. Gallen are exported to the most important fashion Houses all over the World (Paris / New York / London / Milan/ Tokyo). The first Swiss luxury brand is Alvoni from the italo/Swiss designer Marianne Alvoni.

Japanese Fashion Design (Figure 2-5)

Most Japanese fashion houses are in Tokyo. The Japanese look is loose and unstructured (often resulting from complicated cutting), colours tend to the sombre and subtle, and richly textured fabrics. Famous Japanese designers are Yohji Yamamoto, Kenzo, Issey Miyake (masterful in draping and cutting), and Comme des Garçons's Rei Kawakubo, who developed a new way of cutting (comparable to Madeleine Vionnet's innovation in the 1930s).

Words and Expressions 单词和词组

chic[ʃi:k] a. <法>漂亮的,时髦的,潇洒的

stylish['stailɪʃ] a. 有格调的,有风度的,有气派的

sophistication[səˌfɪstɪˈkeɪʃən] n. 强词夺理,诡辩,混合

accessory [æk'sesəri] n. 配件

elegant['elɪɡənt] a. 漂亮雅致的;陈设

讲究的;精美的
 conservative[kən'sə:vətɪv] a. 传统的,
 保守的
 extravagant[ɪks'trævɪɡənt] a. 奢侈的;
 挥霍的;铺张浪费的
 imperial[ɪm'piəriəl] a. 帝国的,帝王的
 gown[gaʊn] n. 女长服,礼服
 substantial[səb'stænʃəl] a. 坚固的;结

实的大量的,可观的
 sombre['sɒmbə] a. (颜色或景色)昏暗
 的,阴沉的,暗淡的
 subtle ['sʌtl] a. 微妙的;难以捉摸的
 textured ['tekstʃəd] a. 肌理明显的,
 手摸时有感觉的,有织纹的
 innovation[ˌɪnəʊ'veɪʃən] n. 改革,革
 新,创新

Exercises 习题

I. Translate the following sentences into Chinese.

1. However, only five nations have established truly international reputations in fashion design.
2. Most French fashion houses are in Paris, which is the capital of French fashion.
3. American fashion design is dominated by a clean-cut, casual style, reflecting the athletic, health-conscious lifestyles of many American city-dwellers.

II. Translate the following sentences into English.

1. 法国时装传统上是时尚且讲究格调的,这反映在其复杂性、剪裁和漂亮的小配件方面。
2. 美国时装的主要特点是具有裁剪简洁的休闲风格,这反映了许多美国城市居民的运动和健康意识。
3. 米兰是意大利和世界的时尚之都,因为它是大多数著名设计师的基地,而且是他们作品的收藏展示场地。

CHAPTER 3

Global Clothing Trade 服装贸易

In international trade, enquires, offers, counter-offers, conclusion of business and fulfillment of contract are essential steps. There are no exceptions in global clothing trade. In this text, the writer only refers to three vital processes for your care. They are making an offer, booking an order and executing an order.

Making an Offer 发盘

In enquires, buyers who are interested in your goods would like you to send them details concerning your products, such as sizes, colors, prices, even some samples for the reference. As often as not, they would like you to make an offer. When making an offer, you had better state an exact description of the goods, terms of payment, discount you would allow, prices with insurance and freight to the destination. The following is a letter on making an offer.

October 8th, 2009

Dear Sirs,

We have for acknowledgement your letter of Oct. 1st that there is a promising market for our products, the Chinese Costume. We take pleasure in making the following offer subject to your reply reaching us by the end of this month:

Commodity: Men's Chinese Costume

Specification: Large (L), Medium (M), Small(S)

Quantity: 1,800 pieces, 600 pieces of each size

Packing: Chinese Costume are wrapped up in plastic bags and packed in standard