

CLOTHING PRACTICAL ENGLISH

SITUATIONAL
DIALOGUES
AND
SCENE
SIMULATION

服装企业口语 / 常用服装专业词汇 / 实用拓展阅读 / 命题练习

服装 实用 英语

情景对话与场景模拟

柴丽芳 潘晓军 编著



美籍外教录音

 中国纺织出版社

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内 容 提 要

本教材包含了在服装企业和日常生活中进行专业英语对话的场景,专业词汇丰富,阅读材料生动、有趣、实用,课后练习针对性强,适合大专院校服装专业的师生、服装从业人员及英语爱好者使用。

图书在版编目(CIP)数据

服装实用英语:情景对话与场景模拟/柴丽芳 潘晓军 编著. —北京:中国纺织出版社, 2012. 6

ISBN 978 - 7 - 5064 - 8446 - 6

I. ①服… II. ①柴…②潘… III. ①服装-英语 IV. ①H31

中国版本图书馆 CIP 数据核字(2012)第 048442 号

策划编辑: 向映宏 华长印	责任编辑: 宗 静	特约编辑: 温月芳
责任校对: 余静雯	责任设计: 何 建	责任印制: 储志伟

中国纺织出版社出版发行

地址: 北京东直门南大街 6 号 邮政编码: 100027

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http: //www. c-textilep. com

E-mail: faxing@c-textilep.com

三河市华丰印刷厂印刷 各地新华书店经销

2012 年 6 月第 1 版第 1 次印刷

开本: 635 × 965 1/16 印张: 11

字数: 164 千字 定价: 29.80 元(附光盘 1 张)

凡购本书,如有缺页、倒页、脱页,由本社图书营销中心调换

前 言

与大众英语词汇与语法并重的教学内容不同,专业英语的教学应偏重专业词汇。而专业词汇只凭死记硬背是不可能收到好的效果的,必须将词汇放在一定的情境下,才能使学生对它的用法、用途有较清晰的认识,掌握起来更容易,记忆更牢固。服装专业词汇量非常大,但相当部分词汇并不经常使用,较为生僻,学生应掌握那些较常用的词汇。这些词汇可按照其使用的场合,分为设计词汇、工艺词汇、材料词汇、后整理词汇等,服装企业不同的部门使用各自的常用专业词汇。

因此,本教材虚拟了一个部门设置较完整、产品品种较齐全的服装生产企业,并根据实际生产和生活,设置了一个个对话场景,将不同部门、不同场合、不同活动的常用英语专业词汇巧妙地穿插进对话里,包括日常服装英语、设计部门英语、电话英语、车间英语、外贸英语、门店英语、应聘英语等。这样,学生既能掌握专业词汇,又能了解该词汇常用的语境,对服装企业的运营情况也有一定了解。

另外,本教材还搜集了与每一个运营环节相关的英语资料,供学生进行拓展阅读。在每一课,设置了适当的练习题目,督促学生做口语、写作或查找资料的训练。

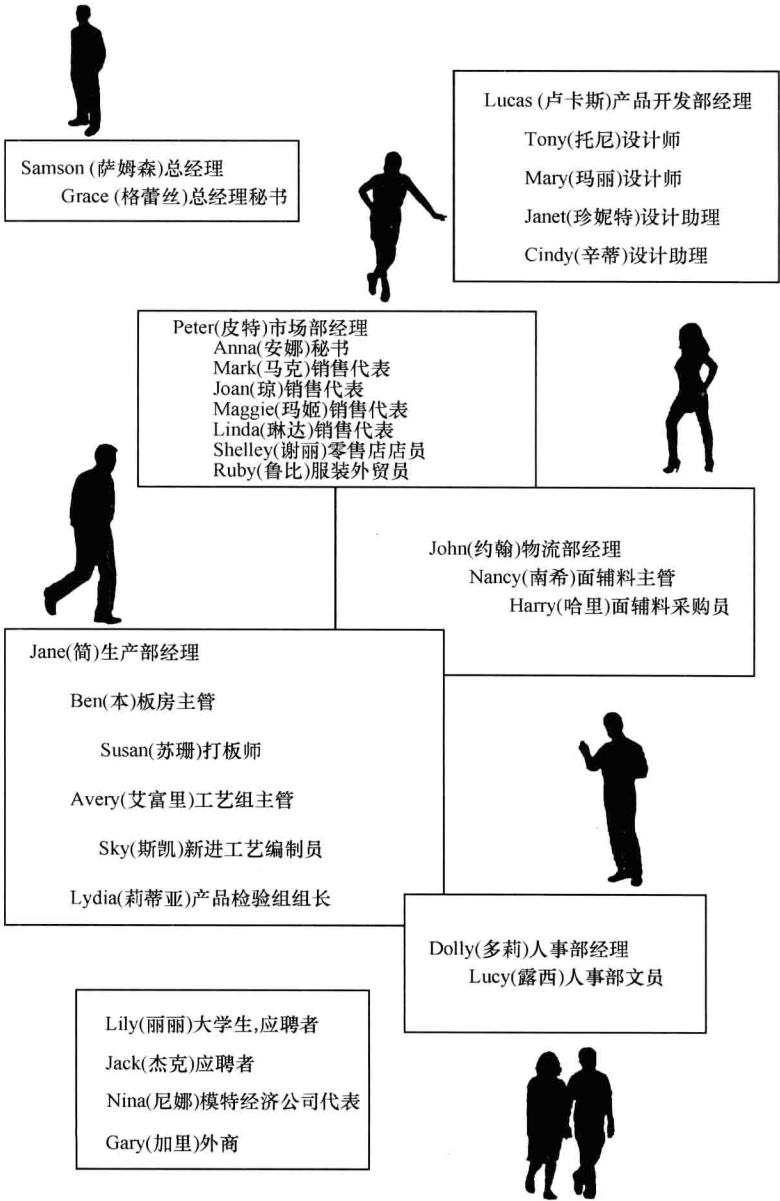
本教材的参编人员有:梅倩、文妙、陈巍娣、柴栋斌、陈子豪。梅倩老师设计和绘制了插图,文妙老师编写了第9单元和第14单元,陈巍娣老师编写了第16单元,柴栋斌先生编写了第12单元,陈子豪老师承担了本书的部分中文翻译工作。在此表示衷心感谢!

欢迎广大的服装专业英语学习者和爱好者对本教材提出宝贵意见。

柴丽芳

2011. 11. 26

People List



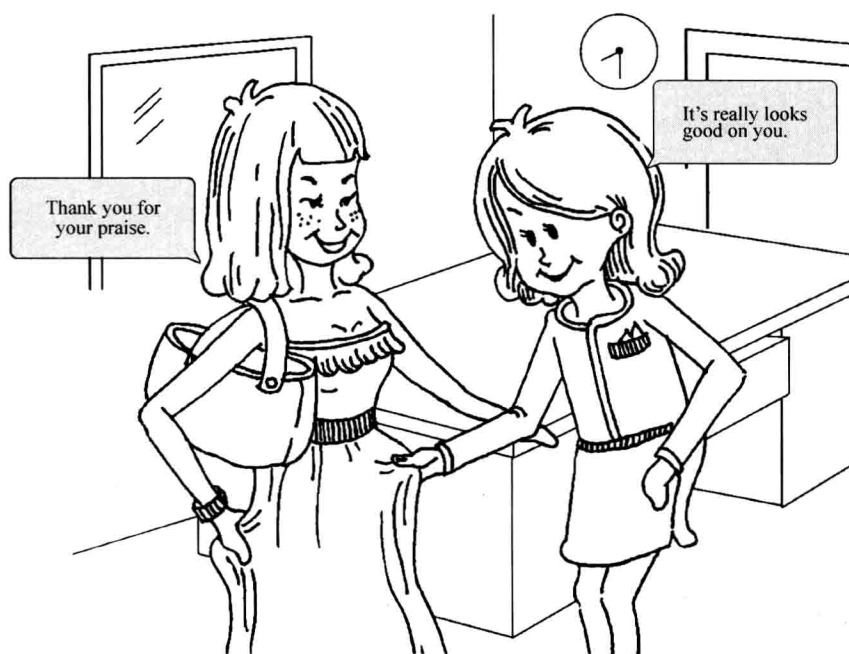
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CHAPTER 1

How to Describe the Style of an Apparel (描述服装的款式特征)



1. Dialogue

Time:

8:30 a. m.

Place:

In the office

Person:

Grace, Secretary of GM (General Manager)

Cindy, Designer Assistant

Early morning at 8:30, Grace encountered Cindy in the office. Cindy glorified Grace on her clothes.

Cindy: Hi, Grace! Your dress is so beautiful. Can I know the brand?

Grace: Really? Thanks! The brand was ABC, I like its design and style.

Cindy: I heard of this brand. Its designer was John Brown. I saw a special report about him on a fashion magazine several days ago. He was good at designing such Bohemian style womenswear.

Grace: Quite right. Look at this dress. The cutting is fit. I like the open bottom of the skirt especially. At the same time, the silky fabric is comfortable too.

Cindy: It's really looks good on you. The brilliant color set off your skin softly. The square neckline matches your face. The long skirt makes your legs appear much longer and thinner. Together with the sleeveless design, this dress is really classic.

Grace: Thank you for your praise. You look nice too! When did you change your wearing style and dress the business uniform?

Cindy: You notice that! Do you think I'm agree with the gray color uniform?

Grace: You are a pretty girl and agree with any clothes.

Cindy: I think there will be more fresh feeling when you changing your wearing style sometimes.

Grace: Oh, I have a scarf with violet ground and white print that matches your uniform well. Let me take it and give to you as a present tomorrow.

Cindy: Thank you so much!

对话内容:

时间:

上午 8:30

地点:

办公室

人物：

格蕾丝 (Grace)，总经理秘书

辛蒂 (Cindy)，设计助理

早晨 8:30，在办公室，格蕾丝 (Grace) 与辛蒂 (Cindy) 见面，辛蒂 (Cindy) 夸奖格蕾丝 (Grace) 的衣服漂亮。

辛蒂：格蕾丝，你的这件连衣裙真漂亮，是什么牌子的？

格蕾丝：真的吗？谢谢！是 ABC 牌，我很喜欢它的设计风格。

辛蒂：我听说过这个品牌，它的设计师是约翰·布朗 (John Brown)，前两天在一本时尚杂志上还读到了对他的专访。他很擅长设计这种波西米亚风格的女装。

格蕾丝：是的。你看这条裙子，裁剪合体，特别是大大的裙摆，我非常喜欢，而且这种丝绸的面料穿起来也很舒适。

辛蒂：它确实非常适合你，色彩绚丽，衬托着你的皮肤显得很柔和。方形的领口与你的脸型也搭配，长裙子使你的腿显得那么修长，再加上无袖的设计，这款连衣裙确实很经典。

格蕾丝：谢谢你的夸奖，你今天看上去也不错啊！什么时候改变穿衣风格，改穿起职业套装来了？

辛蒂：你注意到了吗？你觉得我适合穿这种灰色的套装吗？

格蕾丝：你是个漂亮的女孩，穿什么都好看。

辛蒂：经常改变穿衣风格，会使生活多一些新鲜感。

格蕾丝：对了，我有一条紫底白花的丝巾，配你这身套装最合适了，明天我带来送给你吧！

辛蒂：那太感谢你了！

2. Words and Expression

apparel [ə 'pæɪrəl] (商店出售的) 衣服，(正式场合穿着的) 衣服，与 clothing, clothes 等可通用

例句：The bride was in full wedding apparel.

新娘穿着一身结婚礼服。

clothing ['kləʊðɪŋ] (泛指) 衣服，包含纺织品的概念

例句：Our clothing protects us from the cold.

衣服帮我们御寒。

clothes [kləʊðz] (泛指) 衣服, 使用较多, 适合口语中使用

例句: I bought a suit of clothes.

我买了一套衣服。

wear [weə] 衣着, 穿着 (亦为动词“穿”)

例句: This jacket is for everyday wear.

这件夹克供日常穿用。

wear perfume (makeup, cologne)

涂抹香水 (化妆品, 古龙水)

dress [dres] 衣服, 女服, 连衣裙 (亦为动词“穿”, 较仔细地穿着打扮)

例句: The mother is dressing her baby.

母亲正为婴孩穿衣。

All the pretty women wore their smartest dresses.

所有漂亮的女士都穿着最漂亮的连衫裙。

garment ['gɑ:mənt] (泛指) 服装, 衣服, 成衣

例句: This shop sells garments of all kinds.

这家商店销售各式各样的衣服。

costume ['kɒstju:m] (某地区、某历史时期的) 服装, 装束, 戏装

例句: He changed his costume for the party.

他换了衣服去参加晚会。

fashion ['fæʃən] 时装, 风格, 式样

例句: I don't like the fashion of that coat.

我不喜欢那件上衣的式样。

GM (General Manager) 总经理

Design Assistant 设计助理

dress [dres] 连衣裙

shirt [ʃə:t] 男衬衫, 女用 (仿男式) 衬衫

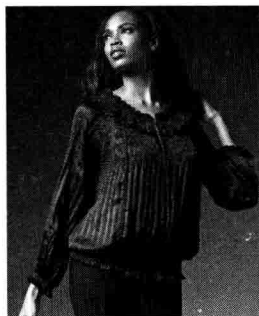
blouse [blaʊz] 女衬衫, (妇女、儿童等的) 短上衣, 短衫

skirt [skɔ:t] 裙子

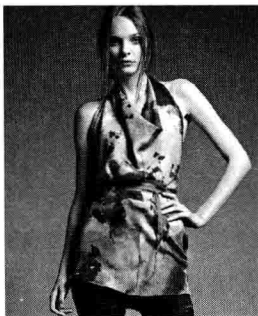
trousers ['traʊzəz], **pants** [pænts] 裤子

suit [su:t] 套装

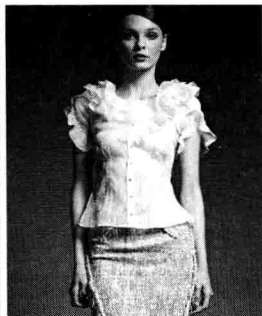
jacket ['dʒækɪt] 夹克, 西服上衣
overcoat ['əʊvəkəʊt] 大衣, 外套
underwear ['ʌndəweɪə] 内衣
pajamas [pə'dʒɑ:məz] 睡衣
vest [vest], **waistcoat** ['weɪstkəʊt] 背心
T-shirt T恤
formal ['fɔ:məl] wear 礼服
tops [tɒps] 上装
bottoms ['bɒtəms] 下装
design [di'zaɪn] 设计
style [stɑɪl] 风格, 款式



A pleated blouse
(打褶女衬衫)



A printed habotai blouse
(印花电力纺女衬衫)



A sheer ruffle blouse
(薄纱女衬衫)

designer [di'zainə] 设计师
design style (design and style) 设计风格
design idea [ai'diə] 设计理念
design inspiration [ˌɪnspe'reɪʃən] 设计灵感
fashion magazine [ˌmæɡə'zi:n] 时尚杂志
fashion channel ['tʃænl] 时尚频道
fashion show, fashion release [ri'li:s] 时装秀, 时装发布会
Bohemian [bəʊ'hi:miən] **style** 波西米亚风格
Chinese style 中式风格

Rococo [rə 'kəukəu] **style** 洛可可风格
Architectural [ˌɑːki 'tektʃərəl] **style** 建筑风格
Hippie ['hipi] **style** 嬉皮风格
Neutral ['njuːtrəl] **style** 中性化风格
womenswear ['wiminzweə] 女装
menswear ['menzweə] 男装
children's wear 儿童服装
infant's wear 婴儿装
cut [kʌt] 裁剪
fit [fit] 合体
loose [luːs] 宽松
tight [taɪt] 紧身
bottom of the skirt 裙摆
silky ['silki] 丝质的
silk [sɪlk] 丝绸
cotton ['kɒtn] 棉, 棉质的
gauze [ɡəʊz] 纱, **gauzy** ['ɡəʊzi] 纱质的
linen ['linɪn] 麻, 麻质的
wool [wʊl] 毛料, **woolen** ['wulin] 毛质的
fabric ['fæbrɪk] 面料
lining ['lainɪŋ] 里料
accessory [æk 'sesəri] 辅料, 配料
brilliant [brɪljənt] 绚丽的
soft [sɒft] 柔和的
square [skweə] **neck (neckline)** 方形领
round neck (neckline) 圆形领
V neck (neckline) V字领
heart neck (neckline) 心形领
sleeveless ['sliːvɪs] 无袖
short sleeves 短袖
long sleeves 长袖

raglan ['ræglən] **sleeves** 插肩袖
puff [pʌf] **sleeves** 泡泡袖
classic ['klæsɪk] 经典的
uniform ['ju:nɪfɔ:m], **business** ['biznis] **uniform** 职业套装
casual ['kæʒjuəl] **wear** 休闲装
sports [spɔ:ts] **wear** 运动装
gray [grei] 灰色
brown [braun] 褐色
beige [beiʒ] 米色
violet ['vaiələɪt] 紫罗兰色
purple ['pə:pl] 紫红色
pink [pɪŋk] 粉色
scarf [ska:f] 丝巾
tie [tai] 领带
necklace ['neklɪs] 项链
bracelet ['breɪslɪt] 手镯
ring [rɪŋ] 戒指
violet ground and white print 紫底白花
pure [pjʊə] **color** 纯色

3. Reading

(本文对服装最常用的词汇 STYLE 的用法和意义做了介绍和分析)

• Fashion Style

The word style was used in our definition of fashion. Sometimes, people heard the words style and used interchangeably (可交换的, 可替换的), but they do have different meanings and should not be considered synonymous (同义的).

Style is a particular characteristic or feature that distinguishes one object from another. In apparel, a style is a particular characteristic of design or silhouette

(廓型)。Skirts and pants are examples of different styles, and each comes in different designs that may also be considered styles. For example, skirts are designed in many styles, such as A-line (A 型裙), tubular (筒裙), dirndl (紧身裙), flared (喇叭裙) and pleated (褶裙). Pant styles include trousers (长裤), Bermuda shorts (百慕大短裤), pedal pushers (长及小腿的中裤) and bell bottoms (喇叭裤).

Styles remain the same, whereas fashions change. A style is always a style, but it is in fashion only as long as it is purchased and worn by a significant number of consumers. The distinctive cut or style of a jacket remains the same, but it will not always be in fashion. Fashion designers reintroduced the miniskirt (迷你裙) in 1987, but the style was not widely accepted by a majority of consumers. Because of the rejection, sales in many stores were lower than predicted, and large price reductions were taken by retailers in an attempt to sell the goods.









Home furnishing (家用纺织品, 家纺) also are available in different styles. Basic areas of furniture styles are traditional, country or provincial and contemporary. There are variations within each general style.

Style is also used to describe people. Certain individuals are said to have style, meaning that they have a distinctive manner setting them apart from others. Some well-known individuals are considered to have distinctive styles.

The word style has yet another meaning within the fashion industry. A manufacturer uses a style number (款式号) to identify each item in his or her line. When retail buyers order (订购) or reorder an item in a manufacturer's line, the style number is listed on the order form (订单). Thus in this usage the word style refers not to the particular style of the item but rather to the number given each item in the line.

4. Do You Know

• Types of necklines

			
A folded turtleneck	T shirt neckline	The Navy Service Uniform with V neck shirt	A square neckline
			
Deep V neckline	A deep cut square neck	A halter top	A tube top

• Description of clothing

To make your description of clothing and accessories interesting, you need to be able to “paint a picture with words”. A picture can be painted by a string of adjectives. The following word order is recommended for arranging adjectives before a noun. Other descriptions may use a different order, but you will always be safe if you follow this pattern. —Put OPINIONS before FACTS. For example:

<u>OPINION</u>	<u>FACT</u>	<u>NOUN</u>
a lovely	blue	dress
a stylish	silk	tie

“Lovely” and “stylish” are OPINION adjectives. FACT adjectives give objective information about size, shape, colour, etc. If more than two or more FACT adjectives are used, the normal word order follows this pattern. Other descriptions may use a different order. But you will always be safe if you follow this pattern.

1	Size	a long
2	Shape	form-fitting
3	Colour	blue
4	Pattern	checked
5	Origin	Thai
6	Fabric	linen
7	Noun	gown

Look at the pictures below and decide which of the categories each adjective belongs to. Rewrite the description in the correct order. Don't forget the position of opinion adjectives.



Tie

sophisticated/silk/Italian/brown/geometrical/long



Skirt

corduroy/darkblue/practical/plain/short/narrow/Indian



Coat

wool/sensible/3/4-length/cream/loose-fitting/English/checked

5. Speaking

- (1) Please describe the style of the dress you wear today.
- (2) Please tell something about a designer you favored and discuss his/her fashion style.