

服装专业英语

中国高等职业院校服装专业实用教程

服装专业英语

辛芳芳 文英 编著

上海人民美術出版社

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编者的话

进入21世纪后，我国被世界公认为纺织服装生产大国，作为世界成衣产业最大的加工基地，中国的服装从业人员数量大、层次多、范围广。但长期以来，我国的服装制造业始终身处生产加工型的低端地位，服装设计、服装加工与服装营销的人才比例一度处于失衡状态，所以形成了中国现在独有的服装业态：即生产规模和产值世界第一，利润和知识含量极低。要真正成为一个服装强国，就必须及时培养一大批有中国特色、能适应成衣设计、加工、营销这条产业链的综合应用型人才。培养人才的文化责任，使上海人民美术出版社把话题转变为课题。

上海人民美术出版社近年来大力发展艺术设计类图书的策划与出版，成功地与国内外艺术设计专家、学者合作，在业界取得了一定的好评。在各专业出版社和大学出版社积极推出服装设计系列教材时，我社立足服装专业高等职业教育这一基础性课题，在国家大力培养高级职业人才的号召下，组织了一批长期从事高校专业教育、有着丰富办学经验与教育研究成果的教授、专家编撰本套教材。

主编张福良教授与本书作者均长期活跃在服装设计高职教育第一线，他们将自己长期的教学经验与企业实战经验融于本书，使本书具备体例新、操作性强、注重实践等特点，真正做到了与中国高等职业院校服装专业教学接轨，与中国服装业综合性应用人才的培养接轨，从而使学生在完成学业后，能大大缩短熟悉与适应工作岗位的时间，更快、更强地融入中国成衣业的大市场。

我们希望本书能用专家级阵营、有效实用的内容与普及性价格为中国广大高等服装职业教育服务。本书还存在着某些不足之处，也请广大老师与学者在使用中提出宝贵的建议，以便我们在今后的编辑工作中改进。



上海人民美术出版社社长

2008年1月

前言

随着我国服装行业国际业务合作和交流日益频繁，要求从业人员必须掌握一定的专业英语知识，在培养服装专业人才的教学领域，专业英语课程已被许多学校作为必设的主干课程之一。而随着对外贸易的发展变化，专业英语教材的内容更新也势在必行，本书就是基于这样的出发点，力求将行业最新的知识和操作方式呈现给师生。

本书的内容包括服装的设计、生产、销售、表演以及流行趋势预测等基本的知识内容。在选材以及篇章设置上，配合常规的课时安排，一共设置了24篇主文，方便教师课堂授课。同时，为了拓展相关的知识点，每篇主文之后又设置了相应数量的泛读文章，可以为师生提供一些必要的专业常识、新兴资讯以及常用专业用语。使学生既能掌握基本的服装英语，又能对服装业的概况有基本的认识。另外，本书还设置了图文相配的附录，全面介绍了服装的常见款式以及领型、袖型，服装裁剪所涉及的部位名称和缩略词等英语表达方式。

本书的两位作者多年来一直进行高校服装专业英语的教学工作，专门为高职院校师生编写了本教材，注重实践性和职业适应性的需求。本书同时也可供服装行业从业人员参考学习以及其他形式的服装专业培训用作教材。

本书排名不分先后，第一章、第三章为辛芳芳编写；第二章、第四章为文英编写。

辛芳芳 文英

2009年1月

Contents

5	Chapter1 Brief Introduction of Clothes	001
	第一章 服装发展简史	
	Unit 1 The Reasons for Clothes	001
	第1课 服饰的起源	
	Extensive Reading The First Clothes	006
	泛读 最初的服饰	
	Unit 2 Clothing, Society and Culture	007
	第2课 着装、社会、文化	
	Extensive Reading Effects of Technology and Economics	010
	泛读 科技和经济发展对服饰业的影响	
40	Unit 3 The Development of Apparel Manufacturing	012
	第3课 服装制造业发展历程	
	Extensive Reading Invention and the Garment Industry	014
	泛读 制衣工具的发明与服装工业	
	Unit 4 Changes in Clothing Styles	016
	第4课 服饰风格的演变	
	Extensive Reading Fashion Originator	018
	泛读 “时装” 的创始人	
	Chapter2 Fashion Design & Trends Forecast	021
	第二章 服装设计与流行趋势预测	
	Unit 5 Fashion Designers	022
	第5课 服装设计师	
	Extensive Reading1 How do I Prepare for the Job?	024
	泛读1 怎样才能成为一名服装设计师	
	Extensive Reading2 Areas of Fashion Design	026
	泛读2 服装设计的各个领域	
	Unit 6 Fashion Designer-Nature of the Work	027
	第6课 服装设计师的工作	
	Extensive Reading Fashion Design Terms	028
	泛读 服装设计职位术语	
	Unit 7 Fashion Design around the World	030
	第7课 世界服装设计概况	

Extensive Reading1 Sources of New Terminology	032
泛读1 部分服装款型的得名	
Extensive Reading2 Fashion-Dress Glossary	033
泛读2 常见服装廓形及风格	
Unit 8 Fashion Accessory	035
第8课 服饰配件	
Extensive Reading1 Footwear	036
泛读1 鞋	
Extensive Reading2 Jewellery	039
泛读2 首饰	
Extensive Reading3 Hat	041
泛读3 帽子	
Unit 9 Fashion Shows	045
第9课 服装表演	
Extensive Reading Planning a Fashion Show	048
泛读 如何策划一场服装表演	
Unit10 Models	050
第10课 模特	
Extensive Reading Types of Models	001
泛读 模特的类型	
Unit 11 The Fashion Cycle	053
第11课 时尚周期	
Extensive Reading Color Forecasting	056
泛读 流行色预测	
Unit 12 Environmental Scanning Influences	058
第12课 环境对时尚的影响	
Extensive Reading1 Changes of Fashion	061
泛读1 时尚变革	
Extensive Reading2 Fashion Media	062
泛读2 时尚传媒	
Chapter3 Garment Construction and Manufacture	063
第三章 服装的生产制作	
Unit 13 Fabric Characteristics	064
第13课 面料的特性	

Extensive Reading1 Natural Fibers	067
泛读 天然纤维	
Extensive Reading2 Manufactured Fibers	069
泛读 人造纤维	
Unit14 Findings	
第14课 辅料	073
Unit15 Pattern Making	078
第15课 制版	
Extensive Reading1 The Basic Pattern	080
泛读1 原型纸样	
Extensive reading 3 Draping	081
泛读2 立体裁剪	
Extension Reading4 Grading	082
泛读3 推档	
Unit16 Pattern Envelope	084
第16课 纸样套	087
Unit17 Specification Sheets	
第17课 工艺单	
Extension Reading Potential Specification Package Forms	090
泛读 服装生产各类表格	
Unit18 Garment Construction	091
第18课 服装生产流程	
Extension Reading 1 Sewing Tools	094
泛读1 缝纫工具	
Extension Reading 2 Choosing Sewing Machine Needle and Thread	098
泛读2 选择合适的机用针线	
Unit 19 Fitting	100
第19课 服装的合身性	
Extensive Reading 1 Ease	102
泛读1 松量	
Extensive Reading 2 Guide Lines for Meeting Quality Standards	103
泛读2 质量标准	

Chapter 4 Fashion Brands & Fashion Marketing	105
第四章 服装品牌与市场营销	
Unit 20 Why Channel Remains a Popular Fashion Brand	106
第20课 夏奈尔常青之谜	
Unit 21 Fashion Marketing & Merchandising	108
第21课 服装市场营销	
Extensive Reading 1 Fashion Buyer	110
泛读1 时尚买手	
unit 22 Fashion Merchandiser	112
第22课 服装跟单	
Unit 23 Sales Letter	114
第23课 推销信函	
Unit 24 Orders & Contracts	116
第24课 定单与合同	
Extensive Reading1 Sample Order Form	119
泛读 1 订单格式	
Extensive Reading2 Construction and Spec Sheet	120
泛读2 服装缝制工艺单	
Appendix I Fashion Style	123
附录1 常见服装款式	
Appendix II The Illustration of Garment Part	133
附录2 服装部位名称图解	
Appendix III The Common Garment Cutting Abbreviations	136
附录3 服装裁剪常用缩略词	

Chapter 1

Brief Introduction of Clothes

第一章 服装发展简史

Unit 1 The Reasons for Clothes

第1课 服饰的起源

People wear clothes for many different reasons. Some of these reasons are physical. You wear clothes for comfort and protection. Others are for psychological and social reasons. Clothes give you self-confidence and express your personality. Clothes also help you identify with other people.

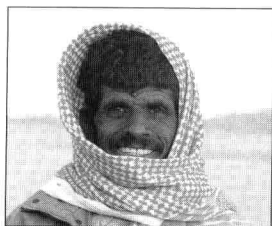
All people have basic human needs. Meeting these needs provides satisfaction and enjoyment in life. Clothing helps to meet some of these needs. Knowing something about the role of clothing helps you to understand yourself and others better. Clothing is a complex but fascinating part of everyone's life.

PROTECTION

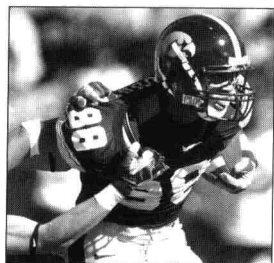
In our world, we humans need to protect ourselves from our environment. We do not have a natural protective covering like most animals. The feathers and fur of animals protect them and keep them comfortable. Our skin is uncovered and exposed. We can be easily affected by the elements—rain, snow, wind, cold, and heat, we can be harmed or injured on the job or while participating in sports. In some cases, we need to protect others with our clothing.



1-1 The Eskimos



1-2 The desert nomad



1-3 A football player



1-4 The doctors and nurses

Climate and weather

All over the world, people have traditionally used clothing for comfort and protection in this way. People who live in severely cold climates, such as the Eskimos(1-1), keep warm by wearing pants and parkas with fur linings. The fur traps the warm air from their bodies and creates a life-saving insulating layer of warmth.

Desert nomads keep the harmful hot sun from dehydrating their bodies by covering up with long flowing robes and headdresses (1-2). Their clothing actually keeps them cooler than they would be without it.

Safety

Clothing also serves to protect your skin from harm or injury. Some sports and occupations require protective clothing for safety reasons. Football players wear helmets and protective padding to help prevent injuring during rough play (1-3). Soccer and hockey players wear shin guards to protect their legs from hard hits by the ball or puck. Amateur boxers wear protective headgear to reduce the blow from punches.

All of these protective aids were developed so that people could enjoy a sport and reduce the risk of injury.

Sanitation

Special clothing and accessories are often worn for sanitation reasons. People who work in factories that produce food and medical products wear sanitary clothing, face masks, and hair coverings. This precaution prevents contamination of the products by germs.

In operating rooms, doctors and nurses wear special disposable sanitary uniforms, gloves, and face masks (1-4). Fast-food workers wear hats or hair nets to prevent their hair from falling into your food. These are examples of how other people protect you by

wearing special clothing. Can you think of any other examples?

Modesty

Modesty refers to what people feel is the proper way for clothing to cover the body. Different groups of people may have different standards of modesty. People follow these standards in order to fit and be accepted by the group. Usually you can recognize what is considered modest or immodest because most people in the group dress in the acceptable manner.

Sometimes standards of modesty are only minor variations of dress. For example, buttoning a shirt up to the neck would be more acceptable in some groups than leaving two or more buttons open.

IDENTIFICATION

Clothing can also identify people as members of a group. Certain types of clothing, colors, and accessories have become representative of certain groups, activities, and occupations. Also, by simply dressing alike, people can show that they belong to the same group.

Uniforms

A uniform is one of the easiest ways to identify group members. Uniforms can provide instant recognition or create a special image for the group.

Members of the police force, fire department, and military wear uniforms so that they can be recognized quickly and easily for public safety. Athletic teams wear different colors to identify their team and to tell them apart from their opponents. Different sports have different styles of uniforms. For example, rugby players wear traditional striped shirts and shorts. Baseball, football, wrestling, and soccer players all have different styles of uniforms.

Insignias

Insignias are badges or emblems that show membership in a group. Patches or emblems can be worn on jackets or blazer pockets. Ties with special colors or designs may be worn by club members. A school letter with a sports pin can be worn on a jacket or sweater to indicate participation in athletics. Even special scarves or hats can identify people as members of a group.

STATUS

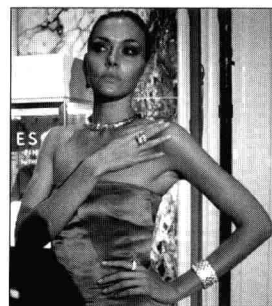
Status symbols are clothes or other items that offer a sense of status for the ordinary person. Usually these items are more expensive or the latest in design. For some people, status symbols can be fur coats, expensive Jewellery, or designer clothes. For others, a certain model car or type of equipment is a status symbol.

Designer clothing offers a sense of status for many people. Wearing an original garment made by a famous designer shows that the wearer can afford expensive clothes.

DECORATION

People decorate themselves to enhance their appearance (1-5). They wear clothes, jewellery, and cosmetics in hopes of improving their looks and attracting favorable attention. Adornment, or decoration, also helps people to express their uniqueness and creativity.

Clothing and accessories can be used to improve appearance in different ways.



1-5 People decorate themselves with clothes and jewellery

You can select the styles, colors, and fabrics that will best complement your own characteristics.

Words & Phrases

psychological adj. 心理学(上)的	stripe adj. 带条纹的
fascinate v. 迷住, 使神魂颠倒; 吸引; 使感兴趣	wedding gown 婚纱
participate v. 参与, 参加	veil n. 面纱; 遮盖物; 遮布
traditionally adj. 传统上, 传说上	mortarboard hat 学士帽; 方帽子
Eskimo n. 爱斯基摩人	tassel n. 缨, 绶, 流苏
parka n. 风雪衣, 派克大衣; 亚洲北部与阿拉斯加所用的毛皮制上装	insignia n. 勋章, 徽章
lining n. (衣服等的) 衬里, 衬料	badge n. 徽章, 证章
insulating layer 绝缘层	emblem n. 象征, 徽章, 符号
nomad n. 游牧部落的人	patch n. 补丁, 补片; 金属补片
dehydrate v. 脱水	jacket n. 短上衣, 夹克衫, 外套
robe n. 长袍, 罩衣, 礼服, 制服	tie n. 带子, 绳; 领带, 鞋带, 领结
headdress n. 头巾; 头饰	sweater n. 羊毛衫; 厚运动衣; 针织上衣; 运动衫
helmet n. 头盔, 钢盔	athletic n. 体育; 田径运动
padding n. 填充, 填塞, 装填; 填料, 芯, 衬垫	scarf n. 领带, (长) 桌巾, 丝巾
headgear n. 帽, 盔, 头饰	jewellery n. 珠宝, 珠宝首饰物
punch v. 打洞; 刺; 戳	cosmetic n. 脂粉
accessory n. 附件, 配件	adornment n. 装饰, 装饰品
mask n. 面具, 面罩, 伪装; 掩饰	decoration n. 装饰, 装饰品
covering n. 头饰	uniqueness n. 唯一性; 独特性
precaution n. 预防, 警惕, 小心	creativity n. 创造力, 创造
contamination n. 污染; 污物	appearance n. 外貌, 外观
disposable adj. 一次性的; 用后即可丢弃的; 可任意使用的	style n. 风格, 时尚, 风度, 类型, 式样, 模样; 品格
glove n. 手套	fabric n. 织品, 织物, 布, 结构, 建筑物, 构造
identification n. 谨慎; 谦虚; (尤指妇女的) 端庄; 节制; 中肯; 朴实	complement n. 补足物; 补充量; 定额装备
representative adj. 典型的, 有代表性的	characteristic n. 特征; 特性
uniform n. 制服; 军服	

Exercises

I. Answer the following questions.

1. How does the clothing help people to meet their basic human needs?

2. Which kinds of clothing do doctors and nurses wear when they are working in the operating rooms?
3. Do different groups have the same standards of modesty, why?
4. How do the uniforms provide the special image for a group?
5. How people decorate themselves to enhance their appearance?

II. Fill in the blanks according to the text.

1. People wear clothes for many different reasons, such as _____, _____, _____, _____, _____ etc.
2. Clothing can also identify people as members of a group through _____, _____, _____.
3. Members of the police force, fire department, and military wear uniforms so that they can be recognized _____, _____ for _____.
4. Desert nomads keep the harmful hot sun from dehydrating their bodies by _____ and _____.
5. Desert nomads keep the harmful hot sun from dehydrating their bodies by _____.

III. Please use "T" or "F" to indicate whether the following statements are TRUE or FALSE:

1. People wear clothes for physical reasons. ()
2. People have traditionally used clothing only for climates and weather reasons. ()
3. Some sports and occupations require protective clothing for safety and modesty. ()
4. People who work in factories that produce food and medical products wear sanitary clothing, face masks, and hair coverings for sanitation reasons. ()

IV. Fill in the following table by giving the corresponding translation.

English	Chinese
desert nomad	
uniform	
adornment	
insignia	
jewellery	
headdress	
appearance	

V. Translate following sentences into Chinese.

1. Football players wear helmets and protective padding to help prevent injuring during rough play.
2. Usually you can recognize what is considered modest or immodest because most people in the group dress in the acceptable manner.
3. Many people wear special styles and colors of clothing for special occasions in their lives.
4. Status symbols are clothes or other items that offer a sense of status for the

ordinary person.

5. People decorate themselves to enhance their appearance. They wear clothes, jewellery, and cosmetics in hopes of improving their looks and attracting favorable attention.

Extensive Reading

The First Clothes

最初的服饰

Thousands of years ago, people learned to make clothing from the natural resources around them. In many climates, clothing was essential for protection from the cold weather or the blazing sun. Animal skins and hair, plants, grasses, and tree bark were some of the materials used for clothing.

LEARNING TO SEW LEATHER

Early cave drawings show animal skins being used as body coverings by people in Northern Europe. Untreated animal skins are very stiff and uncomfortable to wear, so primitive people discovered different ways to make the skins soft.

Some people beat the skins with stones, while other people chewed the skins to make them soft. Others beat the skins, then wet them, and rubbed them with oil. Much later, skins were tanned, or treated with tannic acid which is a substance that comes from a tree. With this method the skins stayed soft for a long time.

To hold the skins together, holes were punched in the leather. Then sinews, or string-like tendons from animals, were laced through the holes. With this crude form of sewing, several skins of small animals could be stitched together to form a garment.

LEARNING TO MAKE FABRIC

People in warmer climates, such as Africa and the South Pacific, needed protection from sun and rain (1-6). They learned to make garments from the trees and plants around them. Some used for mats and baskets rather than for clothing. Parts of plants, such as the bark of the trees, had to be soaked and treated until soft enough to be used as cloth.

People in colder climates began to cut up the animal skins for a better fit. As they did this, they found that the wet, matted clumps of animal hair formed a crude version of felt.

Words & Phrases

untreated adj. 未处理的; 未加工的

stiff adj. 坚硬的, 挺的, 不易弯曲的

primitive adj. 原始的, 远古的, 古老的; 初期的, 最早的

beat v. 打; 敲; 连打; 连击

chew v. 咀嚼, 嚼碎

rub v. 擦, 搓, 摩擦

tan n. 硝(皮), 鞣(革)

tannic acid 【化】丹宁酸, 鞣酸

leather n. 皮革, 皮革制品

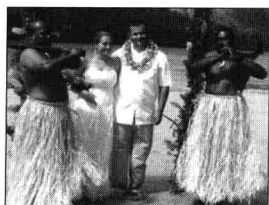
sinew n. 肌肉, 精力, 体力, 原动力

string n. 线, 细绳, 一串, 一行

crude n. 原(生)材料, 天然物质; 原油

sew v. 缝制, 缝纫, 缝合

stitch v. n. 缝, 缝合; 一针, 针脚, 缝针



1-6 Clothing made from trees and plants.

Unit 2 Clothing, Society and Culture

第2课 着装、社会、文化

The style of clothing that people wear – the fabrics, the designs, and the colors – can tell you many things about the way that people think and live. Clothing is a clue to a person's occupation, lifestyle, wealth, customs, status, values, and beliefs.

DEVELOPING SOCIETIES

The clothes that people wear in any society tell us something about the times in which they live. In a developing society, clothes tend to be strictly functional and very simple. The daily tasks of providing food, shelter, and clothing does not leave much time to decorate and embellish clothes for everyday wear.

As society becomes more developed, a greater variety of styles and fabrics are available. The way that clothes look can become even more important than the protection that they provide. In some societies, clothing is considered a form of art.

Initially, the type of clothes that a society wears is determined by the climate and the natural materials that are available. The pre-historic peoples who lived in northern Europe, where the climate was dry and cold and the warm weather lasted only two or three months a year, developed a style of clothing made mostly from animal skins (2-1), the ancient Egyptians lived in a much warmer climate where plants, such as the flax plant, grew abundantly along the Nile River. Flax was woven into linen and styled into simple garments suitable to the hot climate of Egypt (2-2).

Clothing ideas are frequently shared among cultures. As early societies came in contact with one another, they began to exchange ideas and information that influenced their clothing. Sailors and merchants who established trade with other countries brought back fabrics, yarns, and trimmings. Soldiers who went away to war abroad saw how others lived and dressed. Missionaries who went to other lands taught the native people about the European styles of clothing.

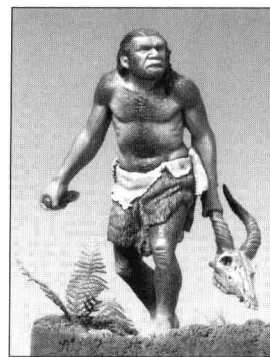
CLOTHES IN DIFFERENT CULTURES

Every culture throughout history has had something special and unique about its clothing. The ancient Greeks wore gracefully draped garments that reflected the same qualities of beauty, harmony, and simplicity that were valued in art and architecture. French fashion in the 18th century, with its richly embellished fabrics, yards of ribbons and laces, and elaborate wigs, reflected the complicated manners and life at the court of Versailles.

In the early American colonies, many goods, such as clothing and furniture, were not easily available. If the colonists needed new clothes, they had to spin and weave their own fabrics, as well as sew the garments themselves. As a result, their clothes were plain and practical.

Many cultures developed a unique style of dress or national costume. Most of these items of clothing had very practical beginnings.

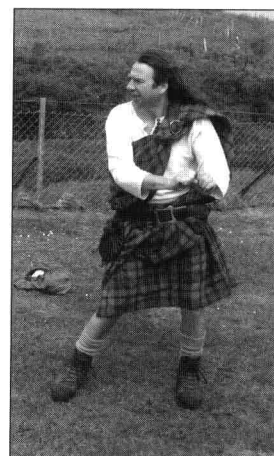
Ancient Celts in the highlands of Scotland began to weave clan blankets with special plaid patterns to identify each clan. In the 16th century, they started wrapping these clan blankets around the body to form a short, belted-on, all-purpose garment called a kilt(2-3).



2-1 This hominid wrapped animal skins around his haunch



2-2 Ancient Egyptians wore a kind of garment made from flax



2-3 The traditional Scotland Kilt

The extra fabric was pulled up over the shoulder from the back and pinned in place.

In Middle Eastern countries, where the desert is very hot during the day and very cold at night, the turban became a common item of clothing. It absorbed sweat during the day and insulated the head at night.

In some parts of the world, such as China, Africa, and India, people still wear distinctive native costumes as part of their everyday dress. The African tribal robe, Chinese coat, and Indian sari have changed little over the centuries.

In other parts of the world, native costumes are usually worn only for festive occasions, such as holidays, parades, weddings, and dances.

Tips

Every society develops its own set of rules for clothes that are appropriate for certain occasions. In Western cultures, the bride traditionally wears white(2-4). In China, she wears red (2-5).

In Western society, men are expected to wear a tuxedo for formal occasions. In the Philippines, men wear a long-sleeved, off-white, embroidered shirt, called a barong tagalog, for formal events.

Although we may think of sportswear as casual clothing, sometimes it is very traditional. For example, white is the traditional color for tennis outfits. While other colors may be worn, most players in major tennis tournaments wear white.

Traditions



2-4 The Western white wedding dress



2-5 The Chinese red wedding dress

Words & Phrases

embellish n. 装饰; 用饰品装饰服装

flax n. 亚麻; 麻布; 麻线; 亚麻黄

linen n. 亚麻布, 亚麻纱线, 亚麻纺品, 仿亚麻制品; 亚麻色

yarn n. 纱, 纱线

trimming n. 修剪; 镶嵌线; 装饰线

gracefully adv. 优美地

harmony n. 调和, 和谐

simplicity n. 简洁

ribbon n. 带, 丝带, 缎带, 饰带

lace n. 网眼织物, 蕾丝; 网眼花边, 鞋带; 系带; 滚带; 饰带

wig n. 假发, 假发套

spin n. 手工饰线针绣

plain adj. 平的, 平纹的, 平针的, 素色的; 平纹布, 素色布

plaid n. 方格布, 方格呢; 格子花纹; (苏格兰)方格呢披衣

belted adj. 束腰带的

kilt n. 苏格兰褶裥短裙; 苏格兰褶裥短裙式的童装