

## 開発等

专业英语

王强 白莉红◎ 主编



FUZHUANG ZHUANYE YINGYU



化学工业出版社



# 服装的表面

王 强 白莉红 ◎ 主编





化学工业出版社社

·北京·

本书主要以对话、阅读的形式介绍了服装企业管理、款式、结构、设备、制作工艺、材料、配饰等方 面的内容,使学生具备在日常业务工作中进行简单交流的能力。同时,为适应服装行业新发展的需要,加 入了服装市场营销、对外贸易及流行趋势等内容。此外,为了在学习过程中增强对学生实践能力的培养, 每一单元后加入了短语训练、英汉互译和对话模写等练习,使本教材脱离了单纯的阅读工具书,突出了实 用性和可操作性。通过本教材的学习,学生除了可以学习到专业词汇,还能对服装企业管理及服装贸易过 程等有一个较为全面的了解和掌握,为学生今后适应工作需要打下良好基础。本书内容丰富,通俗易懂: 形式活泼,图文并茂。

本书可作为高职高专服装类专业学生的教学用书,也可作为中等职业院校、职业培训的教材,还可作 为服装行业从业人员和服装爱好者的参考用书。

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随着服装行业对外贸易、交流的日益频繁,迫切需要从事服装贸易的人员掌握一定程度的专业英语。 针对现有的高职高专服装类专业英语教材的现状,我们编写了这本高职高专院校学生适用的教材。

《服装专业英语》作为服装专业的配套教材,在编写过程中,为了突出专业特点,本着满足岗位基本要求的原则,我们参照了高等职业院校服装类相关专业的教学计划,努力做到与服装专业的教学内容和课程设置相吻合。这种结合易于学生接受和掌握,针对性较强。

本教材主要以对话、阅读的形式介绍了服装企业管理、款式、结构、设备、制作工艺、材料、配饰等方面的内容,使学生具备在日常业务工作中进行简单交流的能力。同时,为适应服装行业新发展的需要,加入了服装市场营销、对外贸易及流行趋势等内容。此外,为了在学习过程中增强对学生实践能力的培养,每一单元后加入了短语训练、英汉互译和对话模写等练习,使本教材脱离了单纯的阅读工具书的作用,突出了实用性和可操作性。 通过本教材的学习,学生除了可以学习到专业词汇外,还能对服装企业管理及服装贸易过程等有一个较为全面的了解和掌握,为学生今后适应工作需要打下良好基础。

全书共 10 个单元,内容包括会话、阅读、词汇、注释和练习,并以附录的形式对常用服装专业词汇进行了分类归纳。 本书各章编写分工为: 王强负责统稿、定稿和 1、2、4、7、8、9 单元 Section C 的编写; 白莉红负责 3、5、6、10 单元 Section B、Section C 的编写; 张爱华负责  $1\sim5$  单元 Section A,1、2、7、9 单元 Section B 的编写; 陈东梅负责练习的编写; 张仁英负责  $6\sim10$  单元 Section A,4 和 8 单元 Section B 的编写; 附录部分由王强、张爱华、陈东梅、张仁英、尹凌燕共同完成; 吴爱荣负责服装专业术语的校对及部分资料的收集。

本书内容丰富,通俗易懂;形式活泼,图文并茂。 可作为高职高专服装类专业学生的教学用书,也可作为中等职业院校、职业培训的教材,还可作为服装行业从业人员和服装爱好者的参考用书。

本书在编写过程中得到山东服装职业学院领导的大力支持和帮助,在此深表感谢。

由于时间所限,书中难免存在不妥之处,敬请同行专家和读者批评指正。



### Contents 目 录

	Unit 1		
	Section A Speaking Practice		
	Visiting a Clothing Firm 参观服装公司	j	
	Section R Text Learning		1
	Major Departments in a Class.		1
	The Designing Department 设计部 2		1
	The Techniques Developing Department 技术研发部 2		1
	The Sales Department 销售部 3		1
	Section C Extensive Reading 4		1
-	Li-Ning Sporting Goods Co. Ltd. 李宁运动服饰有限公司 4		1
•	· · · · · · · · · · · · · · · · · · ·		i
/	Unit 2		;
	CHILL	7	
	Section A Speaking Dead		1
	Section A Speaking Practice	7	1
	Trying on a New Style Dress 试穿新款服装 Section B Text Learning		i
	[6] [6] [6] [6] [6] [6] [6] [6] [6] [6]	8	1
	Basic Styles of Clothing 服装基本款式 Women's Wear 女装	8	1 1 1
	Men's Wear 男装	8	!
	Children's Wear 童装	9 ;	
	Section C Extensive Reading	10 /	
•	Jean-Paul Gaultier 让・保罗・戈帝埃	11 /	
		11 /	
	Unit 3		
	Section A Speaking Practice 15		
	Fachian Dagionar's W. J. VI. M. M. J. W.		
	Fashion Designer's Work 设计师的工作 15 Section B Text Learning 10	/	
	Rasic Structure of Class.		
	- · · · · - · · · · · · · · · ·	/	
	Main Location and Method of Anthropometric Surveys for Garment 服装人体测量的主要部位与方法	/	
	16	,	

#### Contents

#### 目录

Pattern Making 制板	18
Section C Extensive Reading	20
How to Draft the Basic Trouser Block 裤装原型的画法	20
2.4	

Unit 4	24
Section A Speaking Practice	24
Purchasing a Suitable Sewing Machine 购买服装设备	24
Section B Text Learning	25
Clothing Industry Equipment 服装设备	25
Sewing Machine 缝纫机	25
Pressing Equipment - 熨烫设备	26
Miscellaneous Tools 其他工具	26
Section C Extensive Reading	28
Brother Industries, Ltd. 日本兄弟工业株式会社	28

Unit 6	31
Section A Speaking Practice	31
Clothing Quality Control 服装质量管理	31
Section B Text Learning	32
Techniques of Making up Clothing 服装缝制工艺	32
Hand Stitching 手缝针法	32
Seams Type 机缝缝型	33
Pressing 熨烫	34
Section C Extensive Reading	36
Tailored Shirts 缝制衬衫	36

#### Contents 目 录

	Unit 6	42	
			1
	Section A Speaking Practice	42	
	Choosing Sheer Fabrics for an Evening Dress 购买晚礼服面料	42	i i
	Section B Text Learning	43	1
	Materials for Clothing 服装材料	43	
	Fabric 面料	43	į
	Lining 里料	48	
	Interlining 内衬	48	
	Section C Extensive Reading	50	
	Selecting Material 面料的选择	50	
	and the second s		
/	Unit 7		53
	Section A Speaking Practice		53
	Making a Contract 签订合同		53
	Section B Text Learning		54
	Clothing Marketing and Merchandising	服装市场与营销	54
	Market Segmentation 市场细分		54
es Fi	Merchandising Policies 销售策略		55 ;
	Section C Extensive Reading		57 !
	Fashion in China 时尚在中国		57 !
•	· 18 · · · · · · · · · · · · · · · · · ·		1
	Unit 8	61	
		01	7
	Section A Speaking Practice	61	
	Meeting with Foreign Merchants 会见外国客商	61	i
	Section B Text Learning	62	/
	Global Clothing Trade 全球服装贸易	62 .	•
	Making an Offer 发盘	62	
		Charles and Charles and Charles and	
	Booking an Order 下订单	63 ,	

#### Contents

#### 目 录

Executing an Order 执行订单			64
Section C Extensive Reading			65
Outlook for China's Trade on Textile	e & Clothing 2006 200	6 年中国纺织与	
服装贸易展望			65
		and the second second	
Unit 9		69	
Section A Speaking Pr		69	
Going Shopping with Clo		69	
Section B Text Learning	ng	70	
Fashion Accessories 服	装配饰	70	
Role of Accessories 饰品的作	作用	70	
Head Wear 帽饰		70	
Foot Wear 鞋类		71	
Jewelry 首饰		72	
Other Accessories 其他饰品		72	
Section C Extensive R	eading	73	
All Sorts of Accessories	各种饰品	73	
	Unit 10		
	OHIL TO		76
	C-4: A C 1:	D	
	Section A Speaki		76
	A Fashion Show		76
	Section B Text L		77
1	Fashion Popularity		77
	Styles in Different Age		77
,	The Fashion Cycle 服		82
	Section C Extens	ive Reading	84
	Trend Prediction	流行趋势预测	84

#### Contents

#### 目录

, if the 2 had been a

Appendix 1	Orders 订单	87
Appendix 2	Sketches of Styles 款式图	98
Appendix 3	Fabrics 服装面料	110
Appendix 4	Vocabulary 单词表	129
Appendix 5	Answers and Translation 答案与译文	137
Appendix 6	Colors 颜色(见封三)	11.00
参考文献		178

#### Unit



#### Section A Speaking Practice

#### Visiting a Clothing Firm

Mr. Chen is the manager of the Overseas Department of Qingdao Red Collar Group Co. Ltd. They invited Mr. Robert, the president of ABC Company, to visit their company.

Chen: Welcome to Qingdao, Mr. Robert. I'm Chen Lin, from Qingdao Red Collar Group Co. Ltd, the manager of the Overseas Department.

Robert: Nice to meet you, Mr. Chen. I'm excited to visit your company. Of course, and to tour around Qingdao. tremtrage Q gringiae Q ed T

Chen: I'm very happy that you have come all the way from Britain for our business talk.

Robert: It's my pleasure to have received your friendly invitation. I've been looking forward to visiting your factory. Shall we start now?

Chen: Sure. Maybe we could start with the Designing Department. This way, please. The yellow building with skylights is the Designing Department. We have dozens of designers here and they are the hub of our company.

Robert: In fact, designing department is the most important part for any clothing company.

Chen: I agree with you. Then we could look at the production line. You'll know our products better after this visit. I prigoloved soupindse T ed T

Robert: May I take a close look there?

Chen: Of course. These drawings on the wall are process sheets. They describe how each process of making patterns and assembling garments process goes on to the next.

Robert: Is the production line fully automatic? The add to dignate application are the production line fully automatic?

Chen: Yes, almost every process is computerized. The efficiency is greatly raised and the inworld betensity of labor is decreased. Status matter and an intermediate tensity of labor is decreased.

Robert: What kind of quality control do you have? A second will be a really a rengisely edu-

Chen: All products have to go through five checks in the whole process. We believe that the quality is the soul of an enterprise. Therefore, we always put quality as the first consideration. Dante add mod 21180

Robert: Yes, quality is even more important than quantity. and asyland or garden matriag

Chen: Definitely right. What's your general impression, may I ask?

Robert: Pretty good. I've got to report back to the head office and hope the further cooperation as soon as possible.

Chen: I'm looking forward. You must be very tired after a long tour, Mr. Robert. You need a rest for tonight's reception party. I'll send someone to pick you up at six.

Robert: Okay.

Chen: See you in the evening.

Robert: See you.



#### Major Departments in a Clothing Firm

In a clothing firm, it has many different departments to guarantee the normal going. Generally, they mainly include the designing department, the techniques developing department and the sales department.

#### The Designing Department

The designing department is the heart of a clothing firm. Its work directly influences the commercial existence and sustainable development of the firm. It's functionally 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

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 de-

tails. These two ways are both feasible and have different advantages; the maker can choose either with 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 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

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.

#### New Words and Expressions

collar/'kələ/ n. 领子
skylight/skailait/ n. 天窗
hub/hʌb/ n. 中心
automatic/ətə'mætik/ adj. 自动化的
computerized/kəm'pjutəraizd/ adj. 电脑
控制的

intensity/in'tensiti/ n. 密度 decrease/di kri:s/ v. 降低 check/t∫ek/ n. 工序 moissalong diw blow enterprise/'entəpraiz/ n. 企业 consideration/kənˌsidə'reiʃən/ n. 考虑 cooperation/kəuˌɔpə'reiʃən/ n. 合作 reception/ri'sepfən/ n. 接待 who and Justical guarantee/igærən'ti:/ v. 保证 mətava gniş influence/'influens/www. 影响 wolledtooms en commercial/kə mə:∫əl/ adj. 商业的 way i sustainable/sə steinəbl/ adj. 持续性的 creative/kri eitiv/ adj. 创造性的 backbone/'bækbəun/ n. 脊柱, 支柱 pattern/'pætən/s n. 样板 sa ot szisses zineg assemble/ə'sembl/ v. 缝合。 gool anw critical/'kritikəl/ adj. 关键的

thoroughly/'θʌrəli/ adv. 完全地, 彻底地 calico/'kælikəu/ n. 白坯布, 印花布 feasible/'fi:zəbl/ adj. 可行的 adopt/ə'dəpt/ v. 采纳 bulk/bʌlk/ n. 大批,大量 promotion/prə məuʃən/ n. 促销 budget/'bʌdʒit/ n. 预算 allocate/'æləkeit/ v. 分配 publicity/pʌb'lisiti/ n. 公开 essential/i'senfəl/ adj. 必要的 distribution/idistribju:ʃən/n. 销售 Overseas Department 海外部 如 bus and process sheet 生产流程图 pattern cutter 制板师 sollowing specialising draping pattern making 立体裁剪 dress stand 人台 design and design lo flat pattern making 平面裁剪 mysell you fashion drawing 效果图 A noils rago lo yo sample operating department 样衣缝纫车间 brand fame 品牌知名度



#### Section C Extensive Reading

#### Li-Ning Sporting Goods Co. Ltd.

Founded in Sanshui, Guangdong, in 1990, Li-Ning Sporting Goods Co. Ltd. joined hands with the Chinese Olympic Committee to promote the development of China's sports course by advancing that of the sports products and to spare no efforts to sponsor a variety of sports events. In 1995, the Li-Ning Company became a leader in Chinese sports goods business. In 2005, the company retained its leading position with its sales hitting a new record, marching towards first class international brand.

The basis of competition in sporting goods industry consists in its professional products. Li-Ning Sporting Goods Co. Ltd. has been taking the development of products as a race of setting and resetting records. As early as in 1998, the company was the first to establish a design and development center for sportswear and athletic footwear, evolving into an independent Chinese sporting goods company. In 2004, Li-Ning Company cooperated with the Department of Kinesiology of the Chinese University of Hong Kong to give sports bio-mechanic tests to the dynamic mechanic characteristics of Li-Ning footwear, establish foot-style database for professional athletes, and collect data about professional sporting characteristics and analyze them, thus further enhancing the professional and comfort level of its products. After fifteen years' development, its products now include a wide variety of series, ranging from apparel, footwear to accessory products, instead of the monotonous variety of sportswear when it was founded. In near future, Li-Ning brand will become a global top brand and provide athletes and sports lovers around the world with professional sporting goods. This type of enthusiasm has enabled Li-Ning Company to possess the largest distribution network of sporting goods in China. Meanwhile, its international network has expanded to 23 countries and regions.

Each champion team owes much to its efficient management. This also applies to Li-Ning Company. The strategic mode and managing system which have been molded through persistent practice and exploration guarantee the smooth flow of the operation of the company and the efficient strategic implementation. At present, Li-Ning Company is under its way of establishing a domestic information system based on ERP to integrate resources like product design, supply chains, channels, retail, etc., develop e-business, and promote efficiency of operation as well as brand image.

"To promote the development of China's sports course, to embrace changes of our lives by sports" is the initial purpose when the company was founded. And it has never given up this mission. Since its sportswear were chosen as the designated clothes for athletes from Chinese Sports Delegation during the 11 th Asia Olympic Games, Li-Ning Company has been sponsoring various sports events, creating tens of thousands of job opportunities.

Its unique enterprise culture is the baton for every part of Li-Ning Company working with close coordination and persistent efforts forward, incorporating all the suppliers, franchisers, and service providers as cooperative partners and all the employees joining their endeavor. Li-Ning staff believes that nothing is impossible for man. Sports help build more confident selves willing to project ourselves, discover our potential and transcend ourselvesthis constitutes the core value of Li-Ning Company and is consistently reflected in practice. In 1990, Li-Ning Company was the first domestic sporting good company to sponsor Chinese Sports Delegation during the 11 th Asia Olympic Games; in 1992, the Company was also the first domestic sporting good company to provide clothes and footwear for Chinese Olympic Sports Delegation on the pedestal; in 1993, the company became the first to establish a franchise chain-marketing system in China; in 1998, the company was the first to establish a design and development center for sportswear and athletic footwear in Foshan, Guangdong; in 1999, the company collaborated with SAP to introduce the solution scheme of AFS clothes and footwear, thus becoming the first enterprise in China to implement ERP; in 2004, it was successfully listed on the main board, the Stock Exchange of Hong Kong (code: 2331), the first ever sporting goods company in the mainland to go public in Hong Kong; in 2005, it became the official partner of NBA; in 2006, it became the Chinese official market partner of ATP.

Today, Li-Ning Company not only produces sporting goods, but also promotes and propels a healthy life style. The company is making the best of the ever-increasing confidence and historical opportunity to face the challenges from global market and fulfill its mission—it can spur your desire and power to break through by sports!

You are introducing your new product to your client in the Salv



#### Vocabulary

#### I. Words Matching

- 1. working sketch
- 2. draping pattern making
- 3. flat pattern making
- 4. brand fame
- 5. the Overseas Department
- 6. process sheets
- 7. the Techniques Developing Department
- 8. the Sales Department

- a. 品牌知名度
- b. 技术研发部
- c. 立体裁剪
- d. 生产流程图
- e. 销售部
- f. 平面裁剪
- g. 款式设计图
- h. 海外部

#### Chinese Sports L. J. o. Loudoning the Main Olymbric Games, El-Ning notalianT

#### II. Translate the following English into Chinese.

- 1. The Designing Department is functionally 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.
- 2. 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.
- 3. 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.
- 4. 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.

#### **II.** Translate the following Chinese into English.

- 1. 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。
- 2. 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。
- 3. 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。
- 4. 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。

#### Structured Writing

#### W. Please make up dialogues according to the situation given below.

- 1. As the manager of Overseas Department, you are asked to show a client around your firm to let him have a general view of your firm.
- 2. You are talking with your friend about Designing Department.

立体裁判。

3. You are introducing your new product to your client in the Sales Department.



#### Section A Speaking Practice

#### Trying on a New Style Dress

Jane is a very fashionable girl. She likes current fashions and styles to make her beautiful, elegant and sexy. Today she is in a boutique trying on a new style dress. The salesgirl is serving for her.

Salesgirl: Good morning. Welcome to Kenny's shop. Can I help you?

Jane: Not at the moment, thank you. I'm just looking round. I'm really looking for a new style dress, button-fronted and with fluorescence waistband. I saw it on TV spring fashion show 2006. I really like it.

Salesgirl: How about this one? Is this the kind of dress you're looking for?

Jane: Well, I think it is an old style of last summer. I'd prefer a new one.

Salesgirl: How about this blue one? This color is very popular for the coming season. It's electric blue designed by the world top designers of Dior Company.

Jane: I like the color very much. It's a lovely dress, but it's not the style I want.

A few minutes later, Jane found a dress in the show window.

Jane: Ah, may I take a close look at the dress in the show window?

Salesgirl: Sure. This is our latest style in this season.

Jane: I think I prefer the blue one there, if it's not too much trouble.

Salesgirl: Not at all. I'll get it for you. Here you are.

Jane: It looks like the one I saw on TV. May I have a try?

Salesgirl: Certainly. The fitting room is over there.

Jane came out of the fitting room and looked at herself in the mirror.

Salesgirl: It seems to fit you very well.

Jane: I don't think it fits me so well, a little bit tight. I wear size 38. What size is it? And the collar... Mmm ...?

Salesgirl: It's size 36. This is the basic style in this season. We have different ranges developed from it, long sleeves for a red one, and different styles of the neckline in many colors.

Jane: Do you have samples of these designs?