



企鹅英语简易读物精选

Gucci—时尚生意

GUCCI
BUSINESS IN FASHION

paola trimarco

世界图书出版公司



① 企鹅英语简易读物精选 (高一学生)

Gucci – Business in Fashion

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大量阅读简易读物 打好英语基础（代序）

北京外国语大学英语系历来都十分重视简易读物的阅读。我们要求学生在一、二年级至少要阅读几十本经过改写的、适合自己水平的英语读物。教学实践证明，凡是大量阅读了简易读物的学生，基础一般都打得比较扎实，英语实践能力都比较强，过渡到阅读英文原著困难也都比较小。这是我们几十年来屡试不爽的一条经验。

为什么强调在阅读英文原著之前必须阅读大量的简易读物呢？原因之一是简易读物词汇量有控制，内容比较浅易，而原著一般来说词汇量大，内容比较艰深。在打基础阶段，学生的词汇量比较小，阅读原著会遇到许多困难。在这种情况下，要保证足够的阅读量只能要求学生阅读简易读物。其次，简易读物使用的是常用词汇、短语和语法结构，大量阅读这类读物可以反复接触这些基本词语和语法，有助于他们打好基础，培养他们的英语语感。第三，简易读物大部分是文学名著改写而成，尽管情节和人物都大为简化，但依旧保留了文学名著的部分精华，仍不失为优秀读物。大量阅读这些读物对于拓宽学生视野、提高他们的人文素养大有帮助。

在这里我们还可以援引美国教学法家克拉申（Stephen Krashen）的一个著名观点。他认为，学生吸收外语有一个前提，即语言材料只能稍稍高于他们的语言理解水平，如果提供的语言材料难度大大超过学生的水平，就会劳而无功。这是克拉申关于外语学习的一个总的看法，但我们不妨把这个道理运用到阅读上。若要阅读有成效，必须严格控制阅读材料的难易度。目前学生阅读的英语材料往往过于艰深，词汇量过大，学生花了很多时间，而阅读量却仍然很小，进展缓慢，其结果是扼杀了学生的阅读兴趣，影响了他们的自信心。解决这个问题的关键是向学生提供适合他们水平的、词汇量有控制的、能够引起他们兴趣的英语读物。“企鹅英语简易读物精选”是专门为初、中级学习者编写的简易读物。这是一套充分考虑到学生的水平和需要，为他们设计的有梯度的读物，学生可以循序渐进，逐步提高阅读难度和扩大阅读量，从而提高自己的英语水平。

应该如何做才能取得最佳效果呢？首先，要选择难易度适当的读物。如果一页书上生词过多，读起来很吃力，进展十分缓慢，很可能选的材料太难了。不妨换一本容易些的。总的原则是宁易毋难。一般来说，学生选择的材料往往偏难，而不是过于浅易。其次，要尽可能读得快一些，不要一句一句地分析，更不要逐句翻译。读故事要尽快读进去，进入故事的情节，就像阅读中文小说一样。不必担心是否记住了新词语。阅读量大，阅读速度适当，就会自然而然地记住一些词语。这是自然吸收语言的过程。再次，阅读时可以做些笔记，但不必做太多的笔记；可以做一些配合阅读的练习，但不要在练习上花过多时间。主要任务还是阅读。好的读物不妨再读一遍，甚至再读两遍。你会发现在读第二遍时有一种如鱼得水的感觉。

青年朋友们，赶快开始你们的阅读之旅吧！它会把你们带进一个奇妙的世界，在那里你们可以获得一种全新的感受，观察世界也会有一种新的眼光。与此同时，你们的英语水平也会随之迅速提高。

INTRODUCTION

**Madonna, Tom Cruise, Holly Hunter,
Bette Midler, Bryan Ferry, Elizabeth Taylor.
All of these people, and many famous people
in other countries, wear Gucci.**

Gucci is famous around the world for beautiful and expensive clothes and other products.

The company started in 1921 with one small store in Italy. Today, there are Gucci stores in many of the world's large cities. Gucci makes and sells clothes, handbags, luggage, and many other things.

This is the story of the Gucci family and their famous company. The Guccis are a very interesting family. They made Gucci a success after many years of hard work, and the company made Italian design and fashion famous around the world.

The Gucci family had problems, too, and the famous company is not theirs now. But the new bosses made Gucci number one in world fashion again!

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SOME DESIGNER PRODUCTS



FROM HORSES TO HANDBAGS

The First Gucci Store

Guccio Gucci was born in 1881 in Florence, Italy. He was smart, and he learned English, French, and German. At the age of nineteen, he went to London, England, and worked in the famous Savoy Hotel. There, he saw the clothes and jewelry of rich people everyday. Visitors to the hotel had a lot of luggage with them, too. These things gave him ideas for his future.

Guccio went back to Florence in 1901. He met Aida Calvelli and she became his wife. Aida made clothes. Guccio found a job in a store and sold tables, chairs, and desks. He learned about money and customers. But he wanted to sell leather products, so he found a new job. This company made leather products, and Guccio learned more about leather.

One Sunday in 1921, Guccio and Aida went for a walk around Florence and saw a little store. Guccio wanted to have a store. He also wanted to make beautiful leather products. So, he bought the little store.

A Family at Work

Guccio and Aida had six children. There were five sons—Ugo, Enzo, Aldo, Vasco, and Rodolfo—and a daughter, Grimalda.

Everybody in the family helped at the store. Guccio and Aida made and sold luggage and leather products for horses. It was hard work. Their children took packages to customers on their bikes.

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Guccio Gucci

A Wonderful Idea!

Then, one day, Guccio had a wonderful idea. He could use the designs of the leather products for horses and make handbags. The famous Gucci GG logo came from a stirrup. The Gucci lines of green/red/green came from the design of a horse's saddle.

People liked these products because they were different and strong. Guccio's company became bigger. In 1937, he moved the company to a larger place. The Gucci logo became famous in Italy. The Italians loved Gucci products because they were Italian. They also loved Gucci things because they were beautiful and expensive.

Gucci became more and more famous. So, the family opened a store in Rome. Then, almost everybody in Italy knew about Gucci products.

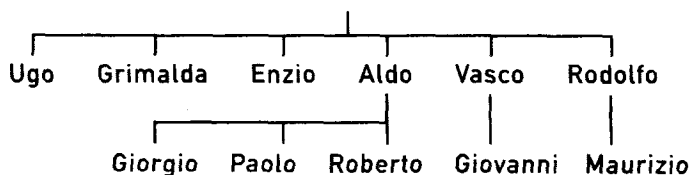
*A Gucci
handbag with the
GG logo and the
green/red/green
stripes*



Guccio wanted all of his sons to work for the company. Sadly, Enzo died when he was nine years old. In 1939, Ugo, Aldo, and Vasco started to work for the store. Rodolfo was not interested in the family company. He loved movies and he became a movie actor.

GUCCIO'S SONS

Guccio Gucci and Aida Calvelli



The 1940s were difficult years. Italy was in World War 2, and people did not want to pay a lot of money for things. At the same time, leather had to come from other countries and it was very expensive.

After the war, in 1945, life was better for everybody. The company made its most famous designs: the leather handbag and shoes. In 1952, Rodolfo left the movies and started to work for the family company, too. He opened a store in Milan.

Guccio Gucci died in 1953 and gave the company to his sons. They opened a store in New York. Rich and famous Americans wore Gucci's designs. These people were in newspapers, magazines, and movies. Around the world, the Gucci name meant beautiful Italian fashion.

In the 1960s, Aldo made Gucci a greater success in the United States. He started stores in Chicago, San Francisco, and Beverly Hills. In 1965, he opened the first Gucci store in Japan.

Rodolfo and Vasco stayed in Italy. Gucci made all of their products there. Aldo, Rodolfo, and Vasco had sons and they worked in the company, too. Their names were Giorgio, Paolo, Roberto, Giovanni, and Maurizio.

Under Water

In November 1966, there were problems at the Gucci store in Florence. Water from the river ran into the streets of the old town. Dirty water went into the houses, the famous churches, and the stores. When Giovanni arrived at the store, he found water inside it.

Paolo and Roberto and their uncle Vasco were the only other Guccis in Florence that day. They all went to the store and worked through the night. They could not lose the products!

Paolo said, "We pulled and pushed. We took everything ..."

When the water got higher, it came up to their stomachs. But the family worked hard and 90% of their products were fine. Of course, the store had to close for three months. The floors and walls were dirty. Everything was dirty.

IN AND OUT OF FASHION

Think about your last trip to a clothes store.

Did you go there because you did not have any clothes? No?

We buy new clothes because we want new and different things. We also want to be "in fashion." We want to wear the newest and most famous designs and colors. So, fashion is always changing.

What's In? What's Out?

What do you think?

Put a ✓ or an X in the boxes below.

<input checked="" type="checkbox"/> IN FASHION	OUT OF FASHION <input checked="" type="checkbox"/>
<input type="radio"/> _____ long skirts _____	<input type="checkbox"/>
<input type="radio"/> _____ blue jeans _____	<input type="checkbox"/>
<input type="radio"/> _____ leather dresses _____	<input type="checkbox"/>
<input type="radio"/> _____ red hair _____	<input type="checkbox"/>
<input type="radio"/> _____ black ties _____	<input type="checkbox"/>
<input type="radio"/> _____ T-shirts _____	<input type="checkbox"/>
<input type="radio"/> _____ jewelry for your nose _____	<input type="checkbox"/>

Now, talk to your friends about their answers.

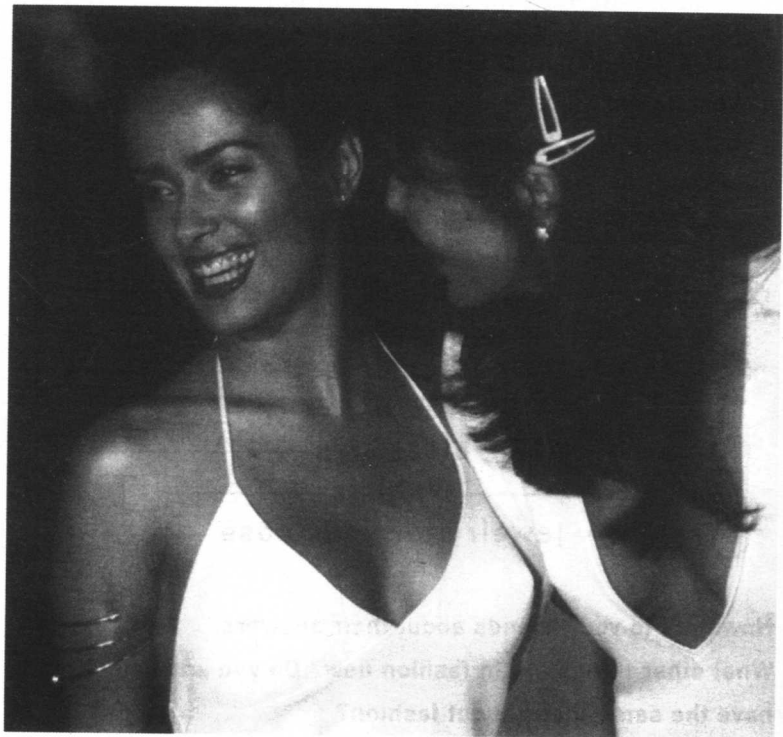
What other things are in fashion now? Do you and your friends have the same ideas about fashion?

In and Out for Gucci

In the 1970s, Gucci products became very famous. The Gucci logo was in fashion. Rich people wore Gucci clothes and used Gucci products.

In the 1980s, Gucci products were more famous than before. Maybe too famous! Many people wore Gucci, so the clothes were not new and different. The Gucci logo suddenly went out of fashion.

Today, Gucci is in fashion again!



Is Gucci for You?

Would you like to wear Gucci clothes or use Gucci products?

Are you a Gucci person?

Answer these questions.

- 1 Do you like to be in fashion?
- 2 Do you like to feel rich?
- 3 Do you like to wear beautiful jewelry?
- 4 Do you only wear clothes by famous designers?
- 5 Do you take leather luggage on vacation?
- 6 Do you buy shoes because famous actors wear them?
- 7 Do you buy clothes because fashion models wear them?
- 8 Do you like products with a famous company logo on them?
- 9 Girls, will you pay \$700 for a skirt?
- 10 Boys, will you pay \$1,000 for a jacket?

- Did you answer "yes" to eight or nine of these questions?

Then, Gucci is for you!

- Did you answer "yes" to six or seven of these questions?

Then, maybe Gucci is for you.

- Did you answer "no" to most of these questions?

Sorry, you are not ready for Gucci.

(But maybe you will be in the future!)

P R O B L E M S A T G U C C I

The 1980s and 1990s were difficult years for the Gucci family and their company. All of the Guccis left the Gucci company before 1994. What happened?

Paolo Starts a New Company

Paolo worked in Italy for his Uncle Rodolfo, but Paolo and Rodolfo had different ideas about design. They had many angry conversations about it. One day, Rodolfo said, "Paolo has to leave the company." Paolo went to the United States and worked for his father, Aldo.

Paolo also talked with his father about ideas for designs, but Aldo did not like these ideas. So, Paolo left the Gucci company and started a new company. He called his company "Paolo Gucci." He made new designs for clothes and leather products. He put a different logo on these products; he used the letters PG, not the Gucci GG logo.

The Gucci company and Paolo Gucci's company made the same kind of products—beautiful, expensive clothes and other products. Many of Gucci's customers became Paolo Gucci's customers. Now, Aldo and Paolo—father and son—were at war. Aldo did not want Paolo to use the Gucci name for his products, and Aldo's lawyers wanted to close Paolo's company. Paolo told bad stories about the Gucci family and people read them in newspapers and magazines around the world. It was a sad and difficult time for all of the Guccis.

Gucci—or not

Other companies made "Gucci" products. They had the same

designs and the famous GG logo, but they were not really Gucci. The leather was usually cheap, and the products were cheap, too. Many people bought them because they were not expensive. Now, everybody could buy the famous handbags and shoes.

Of course, this was not good for Gucci. These other companies took away some of Gucci's customers, and they took away the idea of Gucci products for rich people only. Gucci had to stop them. The company's detectives went around the world and found many of them. This was not always easy because sometimes the leather was not cheap.

In some countries, makers of these products went to prison. In other countries nothing happened, so Gucci put the companies on trial. It cost Gucci a lot of money.

Today, you can buy these "Gucci" products in some places, usually in Asia. They are not the products of the Italian Gucci company.

Giorgio Opens a Store

Giorgio Gucci also wanted to sell Gucci products to everybody, but his father and uncles only wanted rich customers. So, Giorgio left the family company and opened a store in Rome. At this store, he sold only small Gucci products (ties, scarves, and small jewelry). These things were not as expensive as other Gucci products. Giorgio Gucci's customers did not have to be rich.

Aldo Goes to Prison

Aldo Gucci wanted to bring more success to the company. He made the Gucci stores in the United States bigger and better. This cost a lot of money. He also paid a lot of money to lawyers for the fight with Paolo's company. Then, he could