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Douglas Kobernick 审读

# COLLEGE

## Fashion English

### 服装英语教程



中国纺织出版社

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*New College Fashion English*

张玲 董清松 编著

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## 内 容 提 要

随着我国加入 WTO, 服装行业对外交流日益频繁, 迫切需要广大服装专业人员熟练掌握专业英语。本书选择与服装专业密切相关的知识, 如服装流行周期、面料性能、色彩知识、流行预测、设计原理、立体裁剪、服装精制、新技术应用、消费者、广告媒体、服装表演、橱窗设计等, 循序渐进地进行介绍, 并配有注释、插图、生词及练习。为了配合学生的职业生涯, 在每单元 C 部分还依次介绍了服装专业毕业生求职计划、自我分析、求职信、求职简历、面试准备、面试技巧、择业决定等内容。通过本书学习, 可使学生基本掌握服装专业英语, 并在我国加入世贸组织后, 为走向更多的国际合作岗位打下基础。

本书可作为大、中专院校的服装专业教材, 也可作为服装专业技术人员的自学读本。

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# CONTENTS 目录

## Unit 1

- Part A The Fashion Cycle 服装流行周期 1
- Part B The World of Fashion 服装行业概况 9
- Part C Career Planning 服装毕业生求职计划 17

## Unit 2

- Part A Performance of Fabric 服装面料性能 21
- Part B The Color of Fashion 服装色彩知识 31
- Part C Conducting a Self - Analysis 服装毕业生自我分析 39

## Unit 3

- Part A Style Gazing 服装流行预测 43
- Part B Garment Details 服装设计细节 53
- Part C The Letter of Introduction 服装毕业生求职信 63

## Unit 4

- Part A Development of the Collection 服装系列设计 67
- Part B Principles of Design 服装设计原理 77
- Part C The Resume 服装毕业生求职简历 85

## Unit 5

- Part A Tailoring Techniques 服装精制技术 91
- Part B The Art of Fashion Draping 服装立体裁剪 101
- Part C The Portfolio 服装毕业生作品集 111

## Unit 6

- Part A Advanced technologies and Strategies 服装新技术介绍 113  
Part B Fashion Industry Trends 服装工业发展趋势 121  
Part C Getting Ready for the Interview 服装毕业生面试准备 129

## Unit 7

- Part A The Powerful Consumer 服装消费者 133  
Part B Fashion Accessories 服装配饰 143  
Part C During the Interview 服装毕业生面试技巧 153

## Unit 8

- Part A The Language of Fashion 服装专业语言 157  
Part B Fashion Advertising and Media 服装广告与媒体 167  
Part C After the Interview 服装毕业生面试之后 173

## Unit 9

- Part A Why Fashion Shows Are Important 服装表演的作用 175  
Part B Window Display 服装店橱窗设计 183  
Part C Decisions 服装毕业生择业决定 191

## Unit 10

- Part A Careers in Fashion 服装职业概况 193  
Part B Apparel Designers 服装设计师 203  
Part C Your First Position 服装毕业生第一份工作 211

## References 参考文献 213

# UNIT

# 1

## Part A

### The Fashion Cycle

All fashions move in cycles. The term fashion cycle refers to the rise, wide popularity, and then decline in acceptance of a style<sup>❶</sup>. The word “cycle” suggests a circle. However, the fashion cycle is represented by a bell-shaped curve. Some authorities compare the fashion cycle to a wave, which shows first a slow swell, then a crest, and finally a swift fall. Like the movement of a wave, the movement of a fashion is always forward, never backward. Like waves, fashion cycles do not follow each other in regular, measured order. Some take a short time to crest; others, a long time. The length of the cycle from swell to fall may be long or short. And, again like waves, fashion cycles overlap.

❶ 所有服装流行变化都具有周期性。服装流行周期是指一种款式在公众接受方面从开始出现到大范围流行再到逐渐衰退的过程。

### Stages of the Fashion Cycle

Fashion cycles are not haphazard; they don't “just happen”. There are definite stages in a style's development that are easily recognized. These stages can be charted and traced, and in the short run, accurately predicted. Being able to recognize and predict the different stages is vital to success in both the buying and the selling of fashion.

② 每种服装流行周期都要经过五个阶段：导入、上升、顶峰、下降及消亡。流行周期律是服装营销的重要向导。

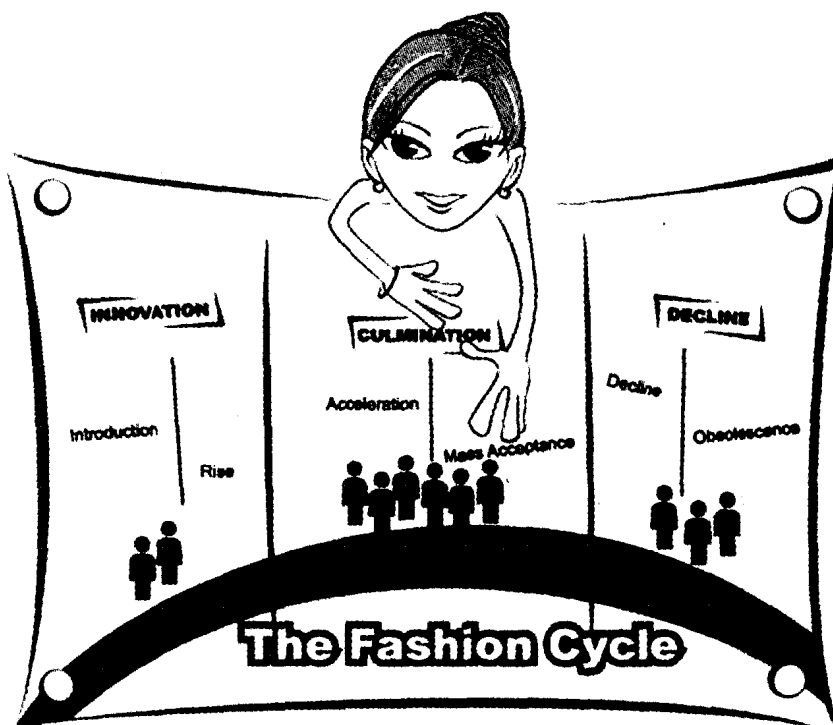
Every fashion cycle passes through five stages: (1) introduction, (2) rise, (3) culmination, (4) decline, and (5) obsolescence. The fashion cycle serves as an important guide in fashion merchandising<sup>①</sup>. The fashion merchant uses the fashion cycle concept to introduce new fashion goods, to chart their rise and culmination, and to recognize their decline and obsolescence.

## Introduction Stage

③ 下一种时尚可能会从某个生产商引进新的款式、色彩或者材质开始。当细裤腿正流行的时候，可能喇叭裤会紧跟着成为时尚。鲜艳跳跃的色彩可能会取代褐土色调。当人们现在穿厚重面料宽松款式的时候，可能没多久就想穿针织类纤细紧身的服装了。

The next new fashion may be introduced by a producer in the form of a new style, color, or texture. The new style may be a flared pant leg when slim legs are popular, vibrant colors when earth tones are popular, or slim body-hugging fabrics such as knit jersey when heavy-textured bulky looks are being worn<sup>②</sup>.

New styles are almost always introduced in higher-priced merchandise. They are produced in small quantities since retail fashion buyers purchase a limited number of pieces to test the new styles' appeal to targeted customers. This testing period comes at the beginning of the buying cycle of fashion merchandise, which coincides with the introduction stage of the fashion cycle. The test period ends when the new style either begins its rise or has been rejected by the target customer. Because there can be many risks, new styles



must be priced high enough so that those that succeed can cover the losses on those that don't succeed. Promotional activities such as designer appearances, institutional advertising, and charity fashion shows, which will appeal to the fashion leaders of the community and also enhance the store's fashion image, take place at this point.

## Rise Stage

When the new original design (or its adaptations) is accepted by an increasing number of customers, it is considered to be in its rise stage. At this stage, the buyer reorders in quantity for maximum stock coverage.

During the rise stage of a new original design, many retailers will offer line-for-line copies or, knock-offs, as they are referred to in the fashion industry. These are versions of the original designer style duplicated by manufacturers. These copies look exactly like the original except that they have been mass-produced in less expensive fabrics<sup>④</sup>. Because production of the merchandise is now on a larger scale, prices of the knock-offs are generally lower.

As a new style continues to be accepted by more and more of the customers, adaptations appear. Adaptations are designs that have all the dominant features of the style that inspired them, but do not claim to be exact copies. Modifications have been made, but distinguishing features of the original, such as a special shoulder treatment or the use of textured fabric, may be retained in the adaptation. At this stage, the promotion effort focuses on regular price lines, full assortments, and product-type ads to persuade the customer of the store's superiority in meeting his or her fashion needs.

④ 在原创设计处于上升期的时候, 零售商就会推出复制品或者仿制品。生产商会在原创设计的基础上推出不同的款式。除了采用更便宜的面料并大规模生产以外, 仿制品和原创服装非常相像。

## Culmination Stage

The culmination stage of the fashion cycle is the period when a fashion is at the height of its popularity and use. At this stage, also referred to as the plateau, the fashion is in such demand that it can be mass-produced, mass-distributed, and sold at prices within the range of most customers<sup>⑤</sup>. This stage may be long or brief, depending on how extended the peak of popularity is. The quilted coat, which began as an expensive down-filled style in the late 1970s, reached its culmination stage when mass production in acrylic fill had made a quilted coat available to practically every income level. At the culmination stage, the

⑤ 高峰阶段是指某种款式处于消费者接受程度最高的时期。这个阶段, 也称作高原期, 服装被批量生产、批量销售, 价格也在大多数消费者都能接受的价位上。



high-price line fashion buyer stops reordering the fashion and begins reducing stock.

The culmination stage of a fashion may be extended in two ways:

1. If a fashion becomes accepted as a classic, it settles into a fairly steady sales pattern. An example of this is the cardigan sweater, an annual steady seller.

2. If new details of design, color, or texture are continually introduced, interest in the fashion may be kept alive longer. Shoulder-strap handbags are a perfect example. Another example is the continued fashion interest in running shoes, fostered by new colors, designs, and comfort innovations.

---

## Decline Stage

When boredom with a fashion sets in, the result is a decrease in consumer demand for that fashion. This is known as the decline stage. It is a principle of fashion that all fashions end in excess.

● 当一种服装流行处于下降阶段的时候，人们也许还会穿它，但却不想原价买它。有商业眼光的零售商会及时判断流行高峰期的结束并开始标低价格。

As a fashion starts to decline, consumers may still be wearing it, but they are no longer willing to buy it at its regular price. The outstanding fashion merchandiser is able to recognize the end of the culmination stage and start markdowns early●. At this point, production stops immediately or comes slowly to a halt. The leading fashion stores abandon the style; traditional stores take a moderate markdown and advertise the price reduction. This will probably be followed in a short while by a major price-slash clearance or closeout. At this stage, the style may be found in bargain stores at prices far below what the style commanded in earlier stages.

---

## Obsolescence Stage

● 当一种款式已经让人反感的时候，再低的价格也买不出去了，这就是流行的消亡阶段。

When strong distaste for a style has set in and it can no longer be sold at any price, the fashion is in its obsolescence stage●. At this stage, the style can be found only in thrift shops, garage sales, or flea markets. A style at this stage is often donated to charity. Or it may be turned into rags for a variety of industrial and home uses.



## WORDS & PHRASES

- cycle** [ˈsaɪkl] *n.* series of events happening in a regularly repeated order 周期, 循环
- swell** [swel] *n.* gradually increasing fullness to beyond the original size 隆起
- crest** [krest] *n.* the top or highest point of something 顶峰
- swift** [swɪft] *adj.* able to move at great speed 迅速的, 敏捷的
- overlap** [ˌəʊvəˈlæp] *v.* cover (sth.) partly 重叠, 部分一致
- stage** [steɪdʒ] *n.* a particular period in the course of a process 阶段, 时期
- haphazard** [ˈhæpˈhæzəd] *adj.* happening in an unplanned disorderly manner 偶然的
- chart** [tʃɑ:t] *vt.* show or record on a picture or table 用图表表示
- trace** [treɪs] *vt.* sketch, find (a thing) by following the course 画出, 追踪
- culmination** [kʌlmiˈneɪf(ə)n] *n.* the last and highest point 顶点
- decline** [diˈklaɪn] *n.* to go from higher to lower 下降
- obsolescence** [ˌɒbsəˈlesns] *n.* no longer used, completely out of date 消亡, 过时
- merchant** [ˈmɜ:tʃənt] *n.* a person who buys and sells goods 商人
- producer** [prəˈdju:sə] *n.* a person, or company that produces goods 生产者, 制造者
- texture** [ˈtekstʃə] *n.* the degree of roughness or smoothness or fineness of material 手感, 质地
- flare** [flɛə] *vt.* open outwards 喇叭形展开
- pants** [pænts] *n.* trousers 裤子
- slim** [slɪm] *adj.* attractively thin 苗条的
- vibrant** [ˈvaɪbrənt] *adj.* bright and strong 鲜艳的, 醒目的
- tone** [təʊn] *n.* a variety of shade of a color 色调, 色彩层次
- jersey** [ˈdʒɜ:zi] *n.* a fitted knit garment 针织紧身上衣
- bulky** [ˈbʌlki] *adj.* large size 宽松的
- merchandise** [ˈmɜ:tʃəndaɪz] *n.* things for sale, goods 商品, 货物
- coincide** [ˌkəʊɪnˈsaɪd] *vi.* happen at the same time or during the same period 巧合
- reject** [rɪˈdʒekt] *vt.* refuse to accept 拒绝(接受)
- promotional** [prəʊˈmɔʃənəl] *adj.* publicize in order to sell 促销性的
- institutional** [ˌɪnstɪˈtu:ʃənəl] *adj.* connected with institution 为建立公司声誉而不是眼前推销的
- original** [əˈrɪdʒənəl] *adj.* newly created, fresh 新颖的, 原创的
- charity** [ˈtʃærɪti] *n.* an organization that help people who are in difficulties 慈善机构
- knock-offs** *n.* fashion copies 服装仿制品
- duplicate** [ˈdju:plɪkeɪt] *vt.* to copy exactly 复制

<b>version</b> [ 'vɜ:fən ]	<i>n.</i>	a slightly different style of original (与原创稍有不同)复制品
<b>dominant</b> [ 'dɒmɪnənt ]	<i>adj.</i>	the most important 最主要的
<b>inspire</b> [ in'spaɪə ]	<i>vt.</i>	to be the force which produces 使产生灵感,启发
<b>plateau</b> [ 'plætəu ]	<i>n.</i>	a steady unchanging level (迅速增长后的)平稳期
<b>peak</b> [ pi:k ]	<i>n.</i>	the highest point 最高点,最高水平
<b>acrylic</b> [ ə'krɪlɪk ]	<i>adj.</i>	a chemical substance used for clothes 腈纶的
<b>quilt</b> [ kwɪlt ]	<i>vt.</i>	made with cloth containing soft material with stitching across it 绗缝
<b>cardigan sweater</b>		a short knitted jacket fastened at the front 开襟毛衣
<b>foster</b> [ 'fɒstə ]	<i>vt.</i>	develop 培养,助长
<b>excess</b> [ ik'ses ]	<i>n.</i>	more than a reasonable amount 过量
<b>markdown</b> [ 'mɑ:kdaʊn ]	<i>n.</i>	reduction in price 削价,标低价
<b>clearance</b> [ 'kliərəns ]	<i>n.</i>	all unwanted stock in a shop is sold at reduced price 清仓处理
<b>closeout</b>	<i>n.</i>	clearance 清仓销售
<b>halt</b> [ hɔ:lt ]	<i>n.</i>	stop 停止
<b>thrift</b> [ θrɪft ]	<i>n.</i>	wise and careful use of money and goods 节俭,节约
<b>flea market</b>		a market where old or used goods are sold 旧货市场



## EXERCISES

### I. Answer the following questions.

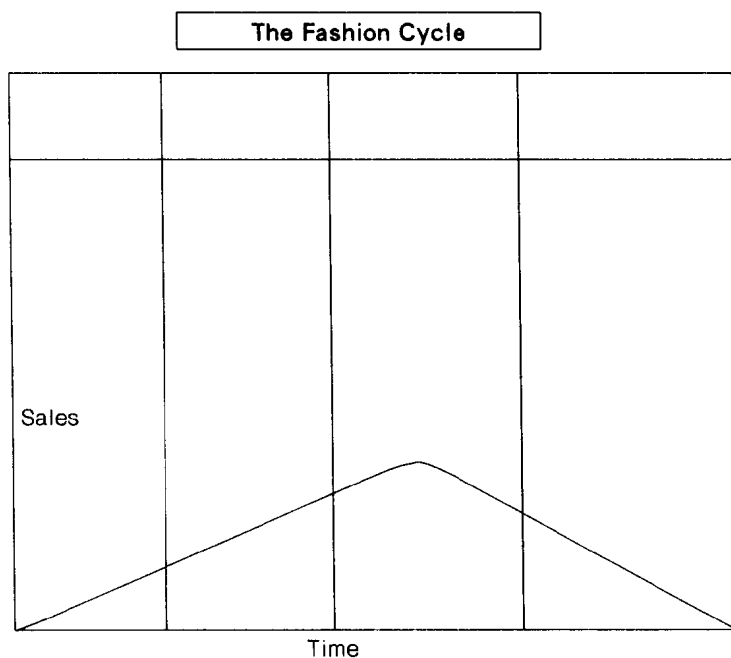
1. How does fashion move according to the article?
2. Why are new styles very expensive at the introduction stage?
3. When does the "rise stage" occur?
4. What is the difference between a new original design and its adaptations?
5. How can it be judged that a fashion cycle has reached the culmination stage?
6. What happens when a fashion starts to decline?

### II. Fill in the blanks according to the text.

1. Like the movement of a wave, the movement of a fashion is \_\_\_\_.
2. The fashion merchant uses the fashion cycle concept to \_\_\_\_.

3. Promotional activities such as \_\_\_\_\_ take place at introduction stage.
4. When \_\_\_\_\_, it is considered to be in its rise stage.
5. The culmination stage of the fashion cycle is the period when \_\_\_\_\_.
6. As a fashion starts to decline, consumer may \_\_\_\_\_.
7. At obsolescence stage, the style can be found only in \_\_\_\_\_.

**III. Complete the following table, using the information given in the passage.**



**IV. Explain each of the follow terms, then use each term in a sentence.**

adaptations    classics    target consumer    line-for-line copies  
marketer    retailer    manufacturer    volume(or mass) fashion

**V. Translate the following sentences into Chinese.**

1. The term fashion cycle refers to the rise, wide popularity, and then decline in acceptance of a style.

2. Being able to recognize and predict the different stages is vital to success in both the buying and selling of fashion.
3. At the culmination stage, the high price line fashion buyer stops reordering the fashion and begins reducing stock.
4. It is a principle of fashion that all fashion ends in excess.

#### **VI. Further Practice.**

1. Discuss the following topics:
    - 1) Who determines fashion and how is it done?
    - 2) Give three reasons why fashion is important.
  2. Write a paragraph explaining how individuals use fashion as a means of self-expression. Select two or three people: celebrities, business or school acquaintances or friends, and without identifying them as such, describe how they use fashion as a way of expressing their personalities.
-

# UNIT

# 1

## Part B

### The World of Fashion

**B**ehold the many faces of fashion: fun, fantastic, frantic, fabulous, futuristic, fresh, and financial. Fashion is all of this, and much more. Fashion is the most dynamic of businesses. It thrives on change—and change is the engine that fuels it<sup>❶</sup>. Change can be traumatic and nerve-wracking. Life might be easier if we never had to change. However, if the fashion business did not change, it would not survive.

People long for excitement and variety in their lives and look to the fashion business to show them “what’s new”<sup>❷</sup>. Fashion does this through the merchandising of products that range from apparel to furniture, accessories to food, appliances to fragrance. The global business community have joined the exciting world of fashion. Designers, manufacturers, and retailers have enjoyed impressive growth in their stock prices. Press coverage has crossed over from the purely “passion for fashion” reporting in consumer fashion and trade publications to become “hard news” in the *Wall Street Journal*, the *New York Times*, *Newsweek*, global television, and the Internet.

❶ 服装业在各行业中  
最富有活力。它在变  
化中繁荣兴盛，无穷  
的变化正是带动服装  
业发展的引擎。

❷ 人们渴望生活丰富  
多彩、充满激情，并  
且指望服装业来为他  
们展示时尚。

## The Nature of Fashion Business

● 服装之所以是一门艺术，是因为服装的设计、制作需要很高的创造力。在其他大多数行业里，规范统一成为标准，而在服装业，革新和创造才是它发展的生命力。

● 服装也是一门科学。现代服装业在工业革命中诞生，并在技术时代里成熟。没有机器设备，服装不可能形成大规模工业化生产。

The fashion business is often paradoxical in its elements. It is both an art and a science and at the same time both personal and incredibly public.

---

Fashion can be viewed as an art because so much creativity is required to make its products. Unlike most other business where conformity is the norm, fashion nurtures innovation and creativity in those who work in the industry<sup>●</sup>. Fashion has always been considered a science as well. Modern fashion manufacturing was born during the industrial revolution and has matured in the age of technology. Without machines, clothing could never be mass-produced<sup>●</sup>. Technology has revolutionized the way fashion is made. Almost all stages of clothing production from design to delivery rely to some extent on technology.

---

Fashion, always a highly personal business, is in the process of becoming even more so. Clothing design has always been about one person's—the designer's—ideas. But personal fashion is on one level, the making of clothes is still very much a public business. In general, the fashion business must cater to a mass market, and these days, even to one with rapidly rising expectations. Thanks to modern communications, new ideas and trends now sweep across the world and are adopted in a matter of days. Where the makers of fashion once got their ideas entirely from their own world of style, they now borrow freely from the external world. When we speak of fashion as a public business, we are also referring to the external forces that affect the business. Shifts in the economy, sociological influences, and demographic changes all contribute to change in fashion and therefore affect the fashion business.

All these contradictory elements work to keep the fashion business dynamic and ever changing. The world of fashion operates in a far different way today than it did years ago. It moves faster and reaches more people. And perhaps most important, it is more businesslike.

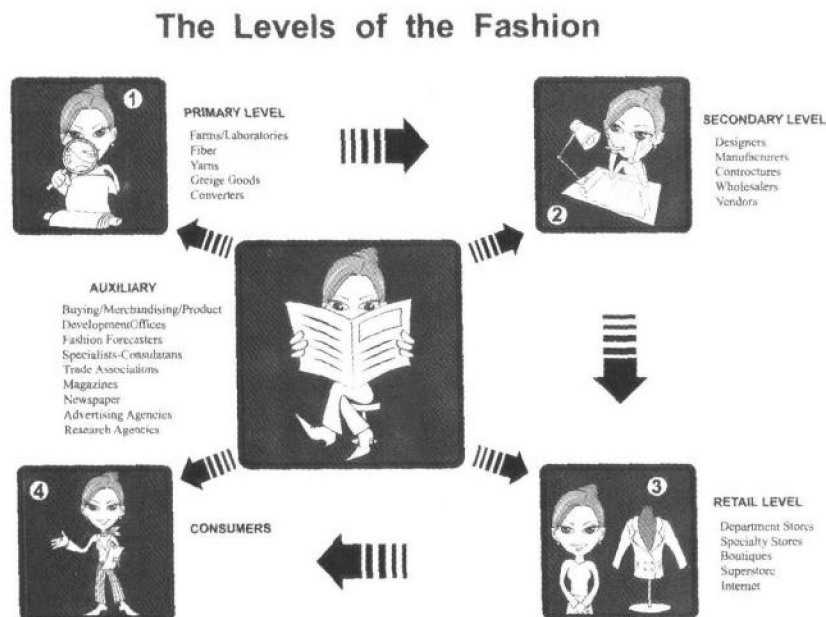
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## Scope of the Fashion Business

The fashion business is composed of numerous industries all working to keep consumers of fashion satisfied. A special relationship exists among these industries that makes the fashion business different from other businesses. The

four different levels of the fashion business—known as the primary level, the secondary level, the retail level, and the auxiliary level—are composed of separate entities, but they also work interdependently to provide the market with the fashion merchandise that will satisfy consumers. Because of this unique relationship among the different industries, the fashion business is unusually exciting<sup>⑤</sup>.

⑤ 服装业的四大分支行业——初级（原材料）、中级（设计生产）、零售级及辅助级之间虽相对独立，但又需要相互协作才能生产出市场需要的服装产品，才能满足消费者的需求。正是由于各分支行业间存在着这种独特的关系，使得服装业成为一个特别激动人心的行业。



## The Primary Level

The primary level is composed of the growers and producers of the raw materials of fashion—the fiber, fabric, leather, and fur producers who function in the raw materials market. The earliest part of the planning function in color and texture takes place on the primary level. It is also the level of the fashion business that works the farthest in advance of the ultimate selling period of the goods. Up to two years lead time is needed by primary-level companies before the goods will be available to the consumer. Primary-level goods may often be imports from third world emerging nations, where textiles are usually the earliest form of industrialization.

## The Secondary Level

The secondary level is composed of industries—manufacturers and



contractors—that produce the semi-finished or finished fashion goods from the materials produced on the primary level. On the secondary level are the manufacturers of women's, men's, and children's apparel and also legwear, bodywear, underwear, accessories, cosmetics, fragrances, and home furnishings.

Manufacturers who function on the secondary level may be based in the United States or overseas. Fashion goods are now produced in the Far East, the Caribbean countries, South America, and Europe. Secondary-level companies work from six months to one and one half years ahead of the time that goods are available to the consumer.

### ***The Retail Level***

The retail level is the ultimate distribution level. On this level are the different types of retailers who buy their goods from the secondary level and then supply them directly to the consumer. In many cases, the retail level works with both the primary and secondary levels to ensure a coordinated approach to consumer wants. The interrelationship among the primary, secondary, and retail levels is vertical. The farther removed a level is from the consumer, the farther in advance it must plan. Retailers make initial purchase for resale to customers from three to six months before the customer-buying season.

### ***The Auxiliary Level***

The auxiliary level is the only level that functions with all the other levels simultaneously. This level is composed of all the support services that are working constantly with primary producers, secondary manufacturers, and retailers to keep consumers aware of the fashion merchandise produced for ultimate consumption. On this level are all the advertising media—print, audio, visual—and fashion consultants and researchers.



## ***WORDS & PHRASES***

**behold** [ bi'həuld ] vt.

**fantastic** [ fæn'tæstik ] adj.

**frantic** [ 'fræntik ] adj.

**see** (esp. sth. unusual) 看 (尤指不寻常的事)

**surprise or strange mind** 奇思妙想的

**in an extreme state of emotion** 疯狂的