

普通高等教育“十二五”部委级规划教材（高职高专）

服装英语与跟单理单实训

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中国纺织出版社



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Fashion English & Merchandising Practice

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内 容 提 要

本书以服装英语为基础,以服装跟单理单为主线,系统地介绍服装英语基础知识和跟单理单操作实训。全书共十二单元,内容包括服装基础、服装面料与辅料、服装配件与吊牌、服装设计、服装设备、服装制造工艺、服装生产流程、服装企业管理、外贸部门单证、技术部门单证、生产部门单证、质检部门单证等。

本书系第三期“全国高职高专英语类专业教学改革课题”获准立项课题(课题号 88),适用于高职高专院校应用英语专业(纺织服装外贸方向)、现代纺织技术专业(纺织工艺与贸易方向)、服装工艺技术专业(贸易方向)等专业学生。还可供成人高校相关专业的学生及有志于从事纺织服装外贸的人员自学之用。

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出版者的话

《国家中长期教育改革和发展规划纲要》(简称《纲要》)中提出“要大力发展职业教育”。职业教育要“把提高质量作为重点。以服务为宗旨,以就业为导向,推进教育教学改革。实行工学结合、校企合作、顶岗实习的人才培养模式”。为全面贯彻落实《纲要》,中国纺织服装教育学会协同中国纺织出版社,认真组织制订“十二五”部委级教材规划,组织专家对各院校上报的“十二五”规划教材选题进行认真评选,力求使教材出版与教学改革和课程建设发展相适应,并对项目式教学模式的配套教材进行了探索,充分体现职业技能培养的特点。在教材的编写上重视实践和实训环节内容,使教材内容具有以下三个特点:

(1) 围绕一个核心——育人目标。根据教育规律和课程设置特点,从培养学生学习兴趣和提高职业技能入手,教材内容围绕生产实际和教学需要展开,形式上力求突出重点,强调实践。附有课程设置指导,并于章首介绍本章知识点、重点、难点及专业技能,章后附形式多样的思考题等,提高教材的可读性,增加学生学习兴趣和自学能力。

(2) 突出一个环节——实践环节。教材出版突出高职教育 and 应用性学科的特点,注重理论与生产实践的结合,有针对性地设置教材内容,增加实践、实验内容,并通过多媒体等形式,直观反映生产实践的最新成果。

(3) 实现一个立体——开发立体化教材体系。充分利用现代教育技术手段,构建数字教育资源平台,开发教学课件、音像制品、素材库、试题库等多种立体化的配套教材,以直观的形式和丰富的表达充分展现教学内容。

教材出版是教育发展中的重要组成部分,为出版高质量的教材,出版社严格甄选作者,组织专家评审,并对出版全过程进行跟踪,及时了解教材编写进度、编写质量,力求做到作者权威、编辑专业、审读严格、精品出版。我们愿与院校一起,共同探讨、完善教材出版,不断推出精品教材,以适应我国职业教育的发展要求。

中国纺织出版社
教材出版中心

前言

本书是编者在多年的专业英语教学实践中,为应用英语专业学生编写的专业教材。该教材从高职高专人才培养的实际出发,力求为学生在服装企业工作岗位提供必要的基本知识和技能,达到学以致用目的。

该教材涵盖面广,选材丰富,是一本科学性、实用性、针对性都很强的服装专业英语教材。教材体现了专业英语的教学重点,有机地将英语知识与服装行业知识相结合,使学生在具备良好的英语语言技能的前提下,熟悉和掌握就业所需的知识和技能。总的来说,该教材具有以下特点:

1. 实用性强。为高职高专学生编写,英语人才培养模式以“英语+专业”为主,学生不仅要具备良好的英语听、说、读、写的能力,还要向不同行业延伸,该教材对应的就业岗位定位为服装企业岗位群。

2. 时效性强。材料大多来自国内外权威报纸杂志和网络相关专题内容,题材广泛,内容实用,难易度适宜。

3. 实践性强。本教材配有练习,尤其是跟单理单实训部分,针对服装生产中单证资料,通过实训能有效地锻炼、提升学生的分析能力和解决问题能力。

本教材共分十二单元,内容包括服装基础、服装面料与辅料、服装配件与吊牌、服装设计、服装设备、服装制造技术、服装生产、服装企业与管理、外贸部门单证、技术部门单证、生产部门单证、质检部门单证等。建议 60 个学时完成授课和基地实习实训任务。

本教材由龙炳文老师担任主编,张晓蕾老师和曾纪伟老师担任副主编,参加本教材编写的成员还有黄海婷老师。曾纪伟老师参与策划,张晓蕾老师负责校对工作;黄海婷老师提出了诸多宝贵的意见;全书由龙炳文老师统稿,做了最后的修改和审定。

本教材在编写过程中得到了中国纺织出版社的大力支持和帮助。在教材编写过程中,我们参阅了大量的文献资料,也参考了同类教材,在此一并表示感谢。

由于编者水平有限,编写时间仓促,书中肯定存在不少缺陷和错误,衷心希望同行专家、学生和读者批评指正。

编者

2012 年 5 月

“服装英语与跟单理单实训”教学内容及课时安排

单元/课时	课程性质/课时	课	课程内容
第一单元 (4 课时)	服装英语基础 (40 课时)		• 服装基础知识
		一	服装的起源
		二	服装的分类
第二单元 (6 课时)			• 服装面料和辅料
		三	天然纤维、化学纤维及混纺
		四	面料的种类
第三单元 (4 课时)		五	服装辅料
			• 服装配件和吊牌
		六	服装配件
第四单元 (6 课时)		七	吊牌
			• 服装设计
		八	时装、时装款式和周期
第五单元 (4 课时)		九	服装设计要素
		十	设计原则及其应用
			• 服装设备
第六单元 (4 课时)		十一	服装打板基本设备
		十二	样品间的机械设备
			• 服装制造工艺
第七单元 (6 课时)		十三	立体裁剪
		十四	T 恤的生产流程
			• 服装生产
第八单元 (6 课时)		十五	服装生产流程
		十六	服装生产线
		十七	计算机辅助服装生产
			• 服装企业及其管理
		十八	怎样撰写服装企业简介
		十九	服装公司部门介绍
	二十	计算机在管理中的应用	

续表

单元/课时	课程性质/课时	课	课程内容
第九单元 (6 课时)	服装跟单理单实训 (20 课时)		• 外贸部门单证
		二十一	销售合同
		二十二	销售确认书
第十单元 (6 课时)		二十三	信用证
			• 服装技术部门单证
		二十四	款式单和物料单
		二十五	图稿和规格单
第十一单元 (4 课时)		二十六	打样单
			• 生产部门单证
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			• 质检部门单证
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注 各院校可根据自身的教学特色和教学计划对课时数进行调整。

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CHAPTER 1

BASIC KNOWLEDGE OF FASHION

服装基础知识

课题名称: Basic Knowledge of Fashion 服装基础知识

课题内容: Origin of Clothing 服装的起源

Clothing Classifications 服装的分类

课题时间: 4 课时

教学目的: 了解服装的起源, 服装的功能, 掌握服装的分类, 重点掌握服装的相关术语与名称。

教学方式: 结合 PPT, 实物与音频多媒体课件, 以教师课堂讲述为主, 学生可结合专业知识适当参与讨论学习。

教学要求: 1. 了解服装的起源, 人们穿衣的四大理由。

2. 了解和熟悉服装的分类。

3. 掌握与服装相关的术语和名词。

课前(后)准备: 结合专业知识, 课前预习课文内容。课后熟读课文主要部分, 并熟记服装术语等专业名称。

CHAPTER 1

BASIC KNOWLEDGE OF FASHION

服装基础知识

1.1 The Origin of Clothing

服装的起源

1.1.1 Reasons for wearing clothing

Clothing is a term that refers to a covering for the human body that is worn. The wearing of clothing is exclusively a human characteristic and is a feature of early all human societies. Psychologists and sociologists have attempted to identify the motivations that cause people to dress themselves. There are places in the world where clothing is not essential for survival, and yet most cultures do use some form of clothing. The most basic reasons that have been suggested for the wearing of clothing are these: (1) clothing was worn for protection, (2) clothing was worn for decoration, (3) clothing was worn out of modesty, and (4) clothing was worn to denote status. Of these four reasons, that of decoration is generally acknowledged to be primary.

It is true that most cultures use clothing to denote status, but it is argued that this function probably became attached to clothing at some time after it first came into use. In some societies, clothing may be used to indicate rank or status. In ancient Rome, for example, only senators were permitted to wear garments dyed with Tyrian purple. In traditional Hawaiian society only high-ranking chiefs could wear feather cloaks and carved whale teeth. In India, lower caste women had to pay a tax for the right to cover their upper body. In China, before the establishment of the republic, only the emperor could wear yellow. History provides many examples of sumptuary laws that regulated what people could wear. In societies without such laws, which include most modern societies, social status is instead signaled by the purchase of rare or luxury items. In addition, peer pressure influences clothing choice.

Modesty differs markedly from society to society, and what is modest in one part of the world is immodest in another. Modesty, too, has become associated with clothing after its use became widespread. Protection from the elements is needed for survival, but mankind seems to have had its origins in warm. Not cold climates. Then, too, there are places in which even though climatic conditions are inhospitable, clothing is not worn. So protection may not be the basic reason.

Another type of protection may be related to the origins and functions of clothing. This is psychic

protection, or protection against the spiritual dangers that are thought to surround each individual. Good luck amulets and charms are worn in most cultures.

The reasons given for believing decoration to be a primary, if not the most primary motivation human dress, are compelling. Although dress as protection against the elements and evil spirits is not universal, decoration of the human body really exists. There are no cultures in which some form of decoration does not exist. The logical conclusion is that decoration of the self is a basic human practice. Clothing the body may have grown out of this decoration of the self, and protection, modesty, and status may have been important motivations for the elaboration and development of complex forms of dress.

1.1.2 Functions of clothing

Throughout history clothing can, and has served many purposes. It has served to differentiate between the sexes; designate age, marital and socioeconomic status, occupation, group membership, and other special roles that individuals played.

(1) Distinguishing the sexes: In most societies it is customary for the dress of men and women to be different. For many hundreds of years in western civilization, skirts were designated as feminine dress, breeches or trousers as male dress. In some eastern countries, the reverse was true and skirts were the male costume, while bifurcated garment, a sort of “harem pants” belonged to women. The type of dress designated as appropriate for men and women was never universal, but the assignment of specific types of dress to each sex has been a long established custom.

(2) Designation of age. Sometimes clothing serves to mark age change. In Western Europe and North America at an early age boys and girls often were dressed alike, but once they reached a designated age, a distinction was made between the dress of boys and girls.

(3) Designation of status: Occupational status is frequently designated by a uniform or a particular style of dress. In England, even today, lawyers wear the established costume when they appear in court. The police, fire fighters, nurses, postal workers, and some of the clergy are those whose dress immediately identifies them as members of a particular profession. Sometimes the uniform worn also serves as a practical function, for example, the fire fighter’s waterproof coat and protective helmet or the construction worker’s hard hat.

(4) Designation of marital status: Marital status may be indicated by customs of dress. In western society a wedding ring worn on a specific finger signifies marriage. Among the American religious group called the Amish, married men wear beards while unmarried men do not. It was customary for many centuries for married women to cover their hair, while unmarried women were permitted to go without head coverings. This practice is still followed among many orthodox Jewish groups.

(5) Identifying group membership: Clothing is also used to identify an individual as belonging to a particular social group. The group identifications may be in the form of a uniform or insignia adopted

formally by that group and kept for its members alone.

(6) Ceremonial use of clothing: Ceremonies are an important part of the structure of most societies and social groups. Designated forms of dress are frequently an important part of any ceremony. Specific costumes exist in modern American society that are considered appropriate for wedding, baptisms, burials, to designate mourning, and for graduation. Most significant moments of life are accompanied by the wearing of ritual costume specified by custom in each culture.

New Words and Expressions

origin n. 起源,起因

psychologist n. 心理学家

sociologist n. 社会学家

motivation n. 动机

decoration n. 装饰,装饰品

primary adj. 主要的

sumptuary adj. 限制费用的,禁止奢侈的

associated adj. 关联的

psychic adj. 敏感的,通灵的

inhospitable adj. 荒凉的

amulet n. 护身符

charm n. 符咒,饰品

compelling adj. 使非相信不可的

universal adj. 普遍的,通用的

practice n. 惯例,习惯,实践

elaboration n. 详尽的细节;(过多的)细节与装饰

designate vt. 指明,指出,任命

occupation n. 职业;占有

insignia n. 勋章,徽章

individual adj. 个别的,单独

distinguish v. 区别,辨别

customary adj. 习惯的,惯例的

bifurcate adj. 分为两部分

harem n. (伊斯兰教教徒) 闺房,闺房里的妻妾群

pants n. 裤子,短裤;裤衩

established adj. 已制订的,确定的

helmet n. 头盔,钢盔

marital adj. 婚姻的

beard n. 胡须

orthodox adj. 正统的,传统的

Jewish adj. 犹太人的,犹太族

ceremonial n. 礼仪,仪式 adj. 仪式的

baptism n. 浸礼,洗礼

mourning n. 丧服;孝服;哀悼

ritual adj. 典礼的,仪式的 n. 例行仪式;礼拜

Notes

1. It is true that most cultures use clothing to denote status, but it is argued that this function probably became attached to clothing at some time after it first came into use. Modesty differs markedly from society to society, and what is modest in one part of the world is immodest in another.

确实,世上大部分民族用服装来表明身份和地位,但有争论讲,这种解释可能是在服装产生以后的某个时间再附加上去的。“掩体”这个名词对于不同的社会有不同的含义,在世界的某个地区认为是遮羞,而在另一个地区却不以为然。

2. The reasons given for believing decoration to be a primary, if not the most primary motivation human dress are compelling.

认为人类着装的初始动因(即便不是最根本的动因)是“装饰作用”,其理由是令人信服的。

3. The police, fire fighters, nurses, postal workers, and some of the clergy are those whose dress immediately identifies them as members of a particular profession.

警察、消防员、护士、邮递员及一些神职人员都穿制服,使人们一眼就能辨别出他们是属于特殊职业人员。

Exercises

1. Answer the following questions.

- (1) What have psychologists and sociologists attempted to identify?
- (2) What are the most basic reasons that have been suggested for the wearing of clothing?
- (3) Why do people think decoration is the primary motivation for wearing clothing?
- (4) How many purposes does clothing serve? What are they?

2. Explain the following items in English.

- | | |
|----------------|----------------------|
| (1) protection | (2) decoration |
| (3) modesty | (4) to denote status |

3. Explain the functions of dress briefly.

4. Translate the following sentences into English.

- (1) 衣着并非是生存必不可少的东西,绝大多数有文化修养的人都有某种形式的衣着。
- (2) “掩体”这个名词对于不同的社会有不同的含义,在世界的某个地区认为是遮羞,而在另一个地区却不以为然。
- (3) 难怪许多民族都佩戴平安符或护身符来避邪免灾。
- (4) 服装用来遮风挡雨和避邪的作用尽管并非具有普遍性,但服装装饰身体的作用确实普遍存在。
- (5) 已婚女性必须用头巾遮盖住她们的头发,而未婚女性则不必。

5. Translate the following sentences into Chinese.

- (1) It is true that most cultures use clothing to denote status, but it is argued that this function probably became attached to clothing at sometime after it first came into use.
- (2) The reasons given for believing decoration to be a primary, if not the most primary motivation human dress are compelling.
- (3) The police, fire fighters, nurses, postal workers, and some of the clergy are those whose dress immediately identifies them as members of a particular profession.
- (4) Specific costumes exist in modern American society that are considered appropriate for wedding, baptisms, burials, to designate mourning, and for graduation.

Extensive Reading

Making Clothing

Some human cultures, such as the various people of the Arctic Circle, traditionally make their clothing entirely of prepared and decorated furs and skins. Other cultures supplemented or replaced leather and skins with cloth: woven, knitted, or twined from various animal and vegetable fibers.

Although modern consumers may take the production of clothing for granted, making fabric by hand is a tedious and labor intensive process. The textile industry was the first to be mechanized—with the powered loom—during the Industrial Revolution.

Different cultures have evolved various ways of creating clothes out of cloth. One approach simply involves draping the cloth. Many people wore, and still wear, garments consisting of rectangles of cloth wrapped to fit—for example, the dhoti for men and the sari for women in the Indian subcontinent, the Scottish kilt or the Javanese sarong. The clothes may simply be tied up, as is the case of the first two garments; or pins or belts hold the garments in place, as in the case of the latter two. The precious cloth remains uncut, and people of various sizes or the same person at different sizes can wear the garment.

Another approach involves cutting and sewing the cloth, but using every bit of the cloth rectangle in constructing the clothing. The tailor may cut triangular pieces from one corner of the cloth, and then add them elsewhere as gussets. Traditional European patterns for men's shirts and women's chemises take this approach.

Modern European fashion treats cloth much less conservatively, typically cutting in such a way as to leave various odd-shaped cloth remnants. Industrial sewing operations sell these as waste; home sewers may turn them into quilts.

In the thousands of years that humans have spent constructing clothing, they have created an astonishing array of styles, many of which have been reconstructed from surviving garments, photos, paintings, mosaics, etc., as well as from written descriptions. Costume history serves as a source of inspiration to current fashion designers, as well as a topic of professional interest to costumers constructing for plays, films, television, and historical reenactment.

1.2 Clothing Classification

服装的分类

The way commonly used to classify clothing is to classify an item of clothing as either a “top” garment (upper garment) or a “bottom” garment (lower garment) according to the “half” of the

body on which it is worn, i. e. the “top” half from the neck downwards notionally to the waist or the “bottom” half downwards from the waist to the feet. Attention should be paid to the fact that, within a single garment that covers most of the body, the upper part of the garment can be referred to as the “garment top” instead of a “top garment” and the lower garment can be referred to as the “garment bottom” instead of “bottom garment”. The terms “top garment” and “bottom garment” can lead to further confusion because “top garment” can also mean an outer garment and “bottom garment” can also mean an under garment. Furthermore, the term “top” or “bottoms” can simply be used on its own to refer to the upper garment or lower garment.

1.2.1 Upper clothing 上装

If one observes a clothing ensemble from the outside to inside or from top to bottom, it could be seen that a commonly worn outerwear top is a coat. The word “coat” is actually a very general term used to name a garment usually with long sleeves and with a length anywhere from just above the knee to the ankle. According to their styles, the fabrics involved and their usage, etc., there are overcoats, top coats, duster coats, trench coats, casual coats, rain coats and all-weather coats, etc. Sometimes, the word “coat” is not necessarily used to describe such kind of garments. For example, the “parka” is a kind of casual coat.

The jacket is also a kind of outerwear top that may be worn under a coat. Broadly speaking, the “jacket” is the general name for almost all short upper outer garments. A jacket can be an item of either formal or casual wear. In formal wear, a jacket is a tailored garment, single or double breasted, with or without vents at the back, which, if included, may be either single or double vented and with lapels. These may be worn as part of a suit, usually with matching trousers, or as a separate item of clothing worn with either more formal or casual trousers. A formal dinner jacket is one worn on formal occasions, whereas a lounge or “everyday” suit is one that would be worn on less formal occasions or for office work.

The blazer is a jacket with a lapel, usually double breasted, which, although traditionally associated with a uniform worn, for example, by airline flight crew, school children and members of yacht clubs, is increasingly worn by the general public as an outerwear jacket. A casual “jacket” in its narrowest sense is a long sleeved casual short outerwear top usually with waistband or with a drawstring waist.

Sweaters are knitted garments, which can usually be worn alone or under a jacket or coat. Disregarding the designs or loop/stitch structures, a sweater may be classified as a pullover (because it is worn by pulling it on over the head) and a cardigan (the same word is used for a type of knitted structure with tuck stitched courses), which is buttoned down the front.

A shirt, which is worn by both men and women, may be an item of formal office clothing, usually worn together with a tie. In America, such a shirt would be called as “dress shirt”. Tra-

ditionally, formal shirts are made of woven fabrics, with collar, yoke and cuffs. Typically a shirt collar is composed of collar and collar stand with interlining applied to offer a stiff collar shape, but nowadays the shirt with a band collar can be found everywhere, especially in some commercial offices.

Compared to the shirt, the blouse is usually only worn by women (but in America, the word “blouse” refers also to a style of men’s military uniforms) . Blouses may be either long or short sleeved with a flat collar or tie collar, or even without collar and sometimes sleeves. Lace may feature on the collars or cuffs to impart more femininity to the garment. Blouses may have many sleeve or collar styling variations, but for shirts, the style of the shirt, especially the sleeves, is more or less stereotyped into short or long with a sleeve vent and buttoned cuff. It should be pointed out that a garment name containing the word “ shirt ” does not always refer to the style of shirt mentioned above, and the T-shirt and the sweatshirt might be the good examples. These are usually knitted with a round neck and without collar and pockets. The sweatshirt is usually produced from knitted fleece fabric with long sleeves but the T-shirt usually has short sleeves.

The word “dress” can be a countable noun or an uncountable noun. As a countable noun, the word “dress” applies only to women’s garments. “Dress” is a generalized word, and any skirt with an attached top as a single piece could be called a “dress”. As an uncountable noun, the word “dress” sometimes forms a compound expression with other words to mean one special kind of clothing, such as national dress, evening dress and working dress, etc. and under such circumstances, such expressions could be used for men’s or women’s garments. To “dress” oneself is to put clothes on.

By definition, a vest is usually an upper garment without sleeves. However it does not necessarily refer to underwear; for example, a waistcoat is referred to as a vest (in America) . According to its general meaning, a vest is a kind of underwear top; therefore, beside the sleeveless vest, there could be long-sleeved vests or short-sleeved vests.

1.2.2 Lower clothing 下装

One of the most common lower outer garments is trousers, and in American English, the term pants or a slack instead of trousers is used. However, the term pants in British English refer to lower underwear (presumably abbreviated from underpants, i. e. worn under pants) , which, in turn, would be called underpants in American English.

(1) Trousers

The term trousers are used when this garment is designed for formal, business or town wear. Formal trousers are worn with a dinner jacket or tuxedo (USA) and are usually black in color with a single strip of black braid over the outside leg seam, with full formal dress when a black tail coat is worn, or double row of braid is worn on the trousers. This style of trousers is cut to fit, or above