

Tell It Like It Is... June !

—Book of Fashion & Manners

琼·雅玛达 (美)  
June Yamada

# JUNE 告诉你

雅玛达的国际时尚礼仪课堂

上海人民出版社

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## 序言

我们每个人都知道礼仪和时尚是重要的，但到底有多重要，到底它能怎样在生活中帮助我们，人们却往往没有完全领悟到……我的想法是：礼仪，包括时尚礼仪，并不是什么很了不起的东西，它只是你能为身边人们着想的一种善意而已……

不管怎样，现在我至少是迈出了最初的一小步。

如果我的这本书能够成为连接中国与世界的一座小小的桥梁，能够冲破东西方文化的差异，拉近中国与其他世界人民的距离，那么，本人将不胜感激。

在我的这些小故事当中，对某些读者来说，可能多少有些冒犯之处，希望您能以宽宏的胸怀原谅我。为着我深深爱慕的中国，我带着一颗充满爱的心，写下了这本书，而中国也以博大的胸襟接纳了我，以及一个外国人的直言不讳。

我亲爱的中国，我感谢你。

在此，我仅想将此书献给所有的中国人，献给我永远的良师益友——我的母亲，Mrs. Humiko Suzuki Shao，每分每秒她都带着温暖的微笑注视着我，在天堂之中。

送上亿万个拥抱和亲吻的琼·雅玛达

2004年9月于上海

## *At the Beginning...*

Everyone knows manners and fashion (dressing) are important but how really important, how they could help all of us in life... may not be fully understood ...

In my mind, manners, including fashion manners are nothing but our kind thoughts for others around us...

Well, ... at least that seems to be the first small step anyway...

I am truly grateful if my book could serve as a small bridge between my beloved nation of China and the world, bringing them both much closer to each other beyond their cultural differences...

In my stories, if some scenes may appear to be somewhat unpleasant to some readers, I hope you would be kind enough to forgive me with your generous understanding...

I have written the book with a heart of love for China I adore so dearly... who has also unconditionally accepted a foreigner like me allowing to speak with open mind.

My dear China, ... I thank you.

Here, I would like to dedicate this book to the people of China and... my forever mentor, my mother Mrs. Humiko Suzuki Shao who watches over me every second of the day with her warm smiles... in heaven.

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## 带 Laura 去精品屋

我不知道中国人是如何能每天吃着那些美味却油腻的中国菜却仍然保持良好而苗条的身段的……这是怎么做到的啊？你可以想象要是所有的美国人开始每天都吃中国菜，那他们的一半人口就要进棺材了！

顺便说一句，超重也是时尚的致命伤。记住，当你体重超标时，你的衣服穿在你身上就不会那么很好看了，另外，超重使人看上去比他的实际年龄要老。真的如此。超重会使你漂亮的外表看上去老了 5-7 岁。所以，女士们先生们，小心了。

George 看上去还不错，虽然他不是 Richard Geer (理查·基尔) 或者 Rickey Martin (瑞奇·马丁)，但他还过得去。我说的 George 是 George Bush (乔治·布什)，美国总统和首席指挥官。他不胖，除了说话时喜欢像拳击手似的上下耸他宽宽的德克萨斯肩膀的坏毛病，他还是挺可爱的。

这些我还都可以原谅。我是指从时尚感觉上来说……可以接受。(不过，他最好在领带的选择上更注意点儿。有时领带会和他衬衣的颜色不配。) 让我猜猜他会穿什么颜色的袜子或内裤呢，唔唔……

你会对时尚和气质能如何真正地影响你在社会中的形象感到惊讶的。

George 看上去像个总统，还成，但那个 Laura (他的妻子)，她却得多多努力了，请允许我这么说。她至少得减个 10 磅体重。她看上去已经开始像 George 的阿姨了，还有就是她的发型，出什么事了吗？(她看上去像是刚从 1945 年的德克萨斯州的厨房里出来一样！)

你也许会说“没关系，他们是政治家”。啊哈！错！这就是出错的环节，女士们先生们！为什么身在政界，就能少点注重外表了？Laura，你仍然是妻子，母亲，美利坚合众国的第一夫人，最重要的，是一个女人。你虽然不必打扮得像小甜甜布兰妮，(就算她想，Laura 也不能) 可是求求你新潮一点吧！……世界各地的人都在看着你呢。

我觉得，要是萨达姆·侯赛因的老婆看上去好一点的话，也许他也不会被三震出局的……哈哈！（在镜头里看到她时，那所有的钻石和黄金和她的头巾实在不怎么配，你知道。）



### June 的一点建议

· 不是金钱亦不是名牌，是你对色彩的感觉和各种小小的心思让你的外表漂亮得体，看上去高贵的。

· 很不幸，金钱并不能买到“品味”。既然我已经提到了 George and Laura，不如我就一路谈到底做回时尚评论家的本行吧，希望你能从我的挑选中得到些什么。

## Take Laura to a Nice Boutique

I don't know how Chinese people can stay so nice and slim eating all the great tasting but oily Chinese food everyday...How do they do that?

Can you imagine if all Americans started to eat Chinese food everyday, the half of the U.S. population would end up in caskets!

By the way, being overweight can be also deadly in fashion. Remember, when you are overweight, your clothes are not going to look too good on you and furthermore, weight can make people look older than their own age. It really does. It can put on 5-7 years on your nice look. So, ladies and gentleman, be careful.

George doesn't look bad even if he's not Richard Geer nor Rickey Martin but he's O.K. I'm talking about George Bush, the president of the United States, the commander in chief. He's not fat, kind of cute, except his bad habit of his wide Texan shoulders going up and down like a boxer as he speaks.

I can forgive him for that though. I mean in sense of fashion... acceptable. (But, he'd better be more careful of choosing the colors of his ties. They don't match his shirt color sometimes, you know.) I wonder what color of socks or underwears he wears, m m m...?

You'll be surprised how your fashion and style can really influence your image in society.

George looks the president O.K. but that Laura (his wife), she's got to try harder, may I say? She's got to lose 10 pounds at least. She is beginning to look like George's aunty, and what is wrong with her hairdo? (She looks like someone straight out of a Texan kitchen in the year of 1945!)

You might be saying "It's O.K. They are in politics" Ah... Ha! Wrong! That's where the mistake comes in, ladies and gentlemen!

Why do you have to look less just because you are in politics? Laura, you're still a wife, a mother, the first lady of the United States, and most of all a woman. You don't have to look like Britney Spears, alright but please be a bit more up to date!... People are watching you all over the world.

### June's One Point Advice

· It's not money nor the brand's name. It's your sense of colors and small ideas to make you look good and expensive.

· Money unfortunately can't buy "style". Now I've mentioned George and Laura, I might as well go all the way as a fashion critic, hoping you may be able to click on something from my selections.



瞧瞧意大利的 Berlusconi (贝卢斯科尼)。他矮,一点都不好看,头上也稀疏得没什么头发,但他很“有型”。不愧是个意大利男人,不是吗?

也许他就像有人说的那样并不拥有完美的个性,可他也远离了所有各类丑闻和麻烦,你瞧。可能很大程度上,和他的“有型”——或者说,和他的“形象”脱不了干系哦。

别忘了,不论是不是一个政治家,形象是最先映入别人眼帘的东西,而且它在商业往来中更是非常非常重要。你的着装至少能代表一半的你,在你推销自己时,请记住这一点。

所以,George, 为下个挑战做好准备吧。(每个成功男人的背后都有个女人!) 带 Laura 去一个纽约第 5 大道上的精品店。之后,我谦恭的建议是为她找个好的发型师,在她看上去要变成厨房中你的母亲之前。

#### 世界最佳着装名人:

1. 雅克·希拉克 (法国总统)

年长但性感。他很注意这些! 有品味。

2. 詹尼·洛佩兹 (女演员、歌手 美国)

有品味的性感。你的胸部会说话,女孩!

3. 科费·安南 (联合国秘书长)

了解高质料的服装,非常了解他自己是谁。

4. 希尔维奥·贝卢斯科尼 (意大利总理)

有精妙绝伦的颜色搭配意识。清楚知道他是个男人,一个彻头彻尾的意大利男人!

5. 理查·基尔 (男演员 美国)

没人能赛过他的花花公子造型。令人愉悦的邪恶之质。

6. 凯瑟琳·泽塔琼斯 (女演员 美国)

永远年轻的妈妈,品味脱俗的性感。

7. 史蒂芬·斯皮尔伯格 (制片人、导演 美国)

休闲酷感,永远年轻的造型。

8. 娜奥米·坎贝尔 (服装模特 美国)



I'd say if Saddam Hussein's wife looked a bit better, maybe he didn't have to get kicked out of power . . . Ha ha ! (When I saw her, all the diamonds and gold really didn't go too well with her headscarf, you know)

Look at Berlusconi of Italy. He is short, not at all good looking with not so much hair left on top but he's got "style". He's really an Italian boy, isn't he?

He might not have the best personality they say but he's getting away from all kinds of scandals and troubles, you see? It may very well have something to do with his "style" . . . "the image" in other words.

Just don't forget, politics or not, your image is what people see first and that's super important especially in business. The way you dress can speak more than 50% of your sell, please remember.

So, George, get ready for the next challenge ! (Behind every great man there is a woman ! ) Take Laura to a nice boutique on the 5<sup>th</sup> Avenue New York. After that, my humble suggestion is a nice hair-dresser for her, before she begins to look like your mom in the kitchen.

#### The best dressed celebrities of the world:

1. Jacques Chirac (President of France)

Older but sexy. He tries ! Got class.

2. Jennifer Lopez (Actress, singer U.S.)

Sexy in good taste. Your bosoms are talking right, girl !

3. Koffi Annan (U.N. Secretary General)

Aware of quality clothing, very aware who he is.

4. Silvio Berlusconi (Prime minister of Italy)

Fantastic sense of color combination. Knows he's a man, an Italian boy all the way !

5. Richard Gere (Actor U.S.)

Nobody looks better with his playboy look. Delightfully evil.

6. Catherine Zeta-Jones (Actress U.S.)

Ageless mom, sexy in good taste.



色彩大师,讲究质量。

9. 普拉西多·多明戈(歌唱家 西班牙)

台上台下的高尚品味。他很“有型”。

10. 诗丽吉王后(泰国王后)

低调却精致得优雅。

#### 世界最差着装名人:

1. 格洛丽亚·马卡帕加尔·阿罗约(菲律宾总统)

从哪里开始说呢?请把她直接送到我的学校里来吧!

2. 大野洋子(约翰·列侬之妻 日本)

虽家财万贯,但看上去超级廉价。

3. 弗拉基米尔·普京(俄罗斯总统)

从克林姆林宫里出来吧,拜托!你看上去冷冰冰的!

4. 维维安·韦斯特伍德(时装设计师 英国)

完全上下颠倒、乱七八糟。

5. 比尔·盖茨(微软总裁 美国)

到达首富顶峰所以就无所谓了?

6. 阿里埃勒·沙龙(以色列总理)

失败。不修边幅。

7. 迈克尔·杰克逊(歌手 美国)

最简单的糟糕而古怪的品味。

8. 卡米拉·帕克·鲍勒斯(查尔斯王子的女朋友 英国)

看上去像西方的女巫。

9. 劳拉·布什(总统之妻 美国)

改改你式样老气的裤子的款式吧。

10. 奥普拉·温弗莉(脱口秀主持人 美国)

思考一下颜色。嘿,你真得好好学学。

11. 酒井法子(女演员 日本)

摆脱那“小女孩”的造型吧。适可而止!



7. Steven Spielberg (Producer, Director U.S.)  
Causal but cool, always young looking.
8. Naomi Campbell (Fashion model U.S.)  
Color master. Quality conscious.
9. Plácido Domingo (Opera singer Spain)  
High taste on and off stage. He's got "Style".
10. Queen Sirikit (Queen of Thailand)  
Low key but exquisitely elegant.

#### The worst dressed celebrities of the world:

1. Gloria Macapagal Arroyo (President of the Philippines )  
Where do you start with her? Send her to my class.
2. Yoko Ono (Wife of John Lennon Japan)  
Looks super cheap with all the millions in her pocket.
3. Vladimir Putin (Prime minister of Russia)  
Come out of the icy Kremlin, please! You look cold.
4. Vivian Westwood (Fashion designer England)  
Simply upside down 乱七八糟.
5. Bill Gates (Chairman Microsoft U.S.)  
Hit the top so he doesn't care anymore?
6. Ariel Sharon (Prime minister of Israel )  
Disaster. A Slob.
7. Michael Jackson (Singer U.S.)  
Simply bad weird taste.
8. Camilla Parker Bowles (Girlfriend of Prince Charles England)  
Looks like the witch of the west.
9. Laura Bush (Wife of the President U.S.)  
Change the style of the old looking pants.
10. Oprah Winfrey (Talk show host U.S.)  
Think colors. Boy, do you need to learn.
11. Noriko Sakai (酒井法子) (Actress Japan)  
Snap out of the "little girl look". Enough is enough!



## 芳华绝代有佳人

我在一家位于外滩的饭店的开张宴会上。

晚间的外滩是中国最美丽的地方之一,我认为。

10年前谁会想得到,我会坐在这里,俯瞰窗外黄浦江边色彩斑斓的霓虹美景呢?

通常,居住于国外的外籍人士看到的第一张关于上海的照片,就是明信片上令人难忘的外滩一景。

古老的法式银行建筑和著名的和平饭店的大钟让我回忆起了父亲一直跟我说的关于老上海的美丽记忆……

夜正年轻,人都很酷,穿着令人窒息的美丽装束出席这个聚会。哇!

最令人难忘的,是我置身于这美丽、惊人、浪漫的上海!

我真的不敢相信!我的中国女朋友和我手中拿着饮料,正坐在舞厅一角舒适的长椅上。嗯……嗯……嗯……

感觉如同在曼哈顿著名的“哈瑞的酒吧”,端着鸡尾酒饮料,俯览中央公园。但对于我,夜晚的上海随着那五光十色的霓虹灯闪烁着更多的异国情调……就在黄浦江畔。

我有这样的感觉可能是因为,在亚洲,除了东京,我从未在其他任何城市真正地生活过。

如你所知,东京因为战时B-29的轰炸,旧建筑几乎已经绝迹。所有的东西都是新的。

是的,东京很干净,一尘不染。但对我来说,仍然缺少了点上海所能带给人们的那种怀旧感觉。

就在我们面前,坐着一位30到35岁左右的漂亮中国小姐……我们开始交谈。

她如此的优雅,安静。声音如同乐声般动听,眼波流转中女人味



### June 的一点建议

· 当一个女人表现得  
很优雅,她看上去就会十  
分高贵、性感。

所以,女士们记住了!  
我们都可以向这位聚会上  
出现的美丽的中国公主学  
习!真希望你当时也在场!



## What a Beautiful Elegant Lady

I was at this opening party of a restaurant on the Bund.

The Bund at night I think is one of the most beautiful places in China.

Who would have thought 10 years ago, I would be sitting here overlooking this gorgeous view of this colorful neons by the river outside the windows?

Usually the first picture we see of Shanghai for us foreigners living in overseas is this impressive sight of the Bund on a post card.

Old French style bank buildings and the famous clock of the 和平饭店 recollect the beautiful memories of the Old Shanghai my father always talks to me about...

The night is young, people are cool, dressed to kill for the party. Wow...!

Most impressively, I am in this beautiful, fabulous, romantic Shanghai!

I really can't believe it! My Chinese girlfriend and I sat in a nice couch at the corner of the dance floor with a drink in our hands. M... m...m...

It feels like having a cocktail in that famous "Harry's Bar" in Manhattan overlooking the Central Park, but to me Shanghai sparks more exotic at night with those colorful neon-signs...by the 黄浦 River.

I feel this way probably because, I've never really lived in any other city other than Tokyo, in Asia.

As you know, Tokyo hardly has any old buildings anymore because of the war time bombardment of B-29. Everything is new there.

Yes, it's clean, meticulously clean and yet to me, it somehow lacks what the city of Shanghai offers to people who enjoy "Nostalsia" of the old times.

Right in front of us, there sat a very pretty Chinese lady age around 30 or 35...whom we have started to exchange conversation with.

She's so elegant, quiet, Music like voice and super feminine

### June's One Point Advice

When a woman behaves with elegance, she is gracious and sexy.

So, remember ladies! We can all learn from this beautiful Chinese princess at the party! Wish you were there with me!

