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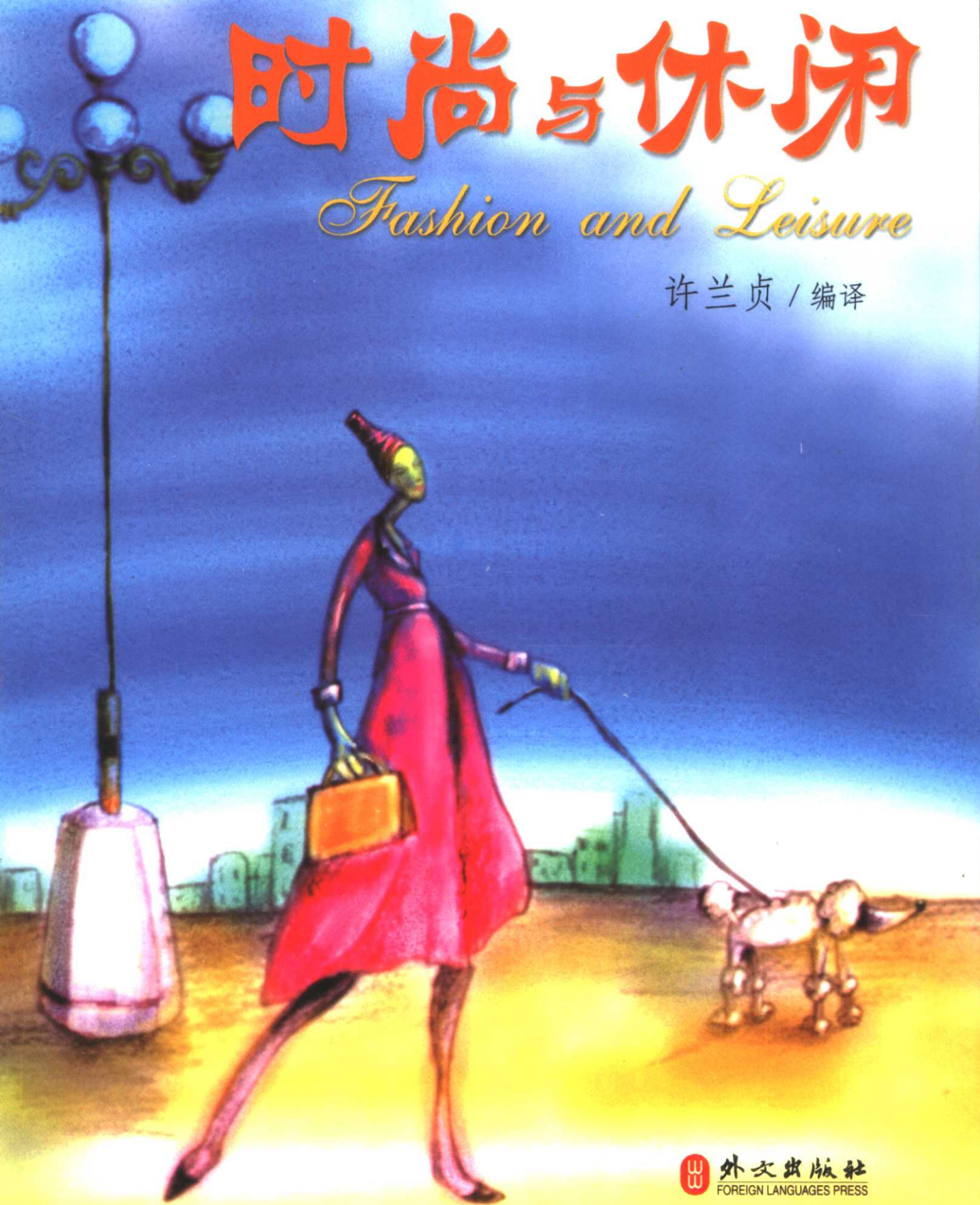
西方风情系列读本

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时尚与休闲

Fashion and Leisure

许兰贞 / 编译



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出版者的话

本着为具有初、中级水平的英语学习者提供一套实用、有效地了解西方文化的阅读丛书的目的,我们特邀北京大学、首都师范大学、北京工商大学的专业人士,着手编译了这套“西方风情系列读本”,即**《礼仪与风俗》、《节日与婚礼》、《饮食与生活》、《时尚与休闲》**四册。每册由30篇左右的相关文章组成,每篇文章包括英文原文、中文译文、注释三部分。

《礼仪与风俗》:去美国人家拜访要注意什么样的礼节?丹麦人的习俗是什么?澳大利亚人热衷于谈论什么样的话题?…去深入了解一下,你会对不同民族的风土人情有更直观的认识。

《节日与婚礼》:不论是复活节的彩蛋,还是感恩节的故事,或是旧时的芬兰结婚礼俗,都会使你感受到一种古老西方文化的积淀。

《饮食与生活》:充满艺术气息的意大利美食、值得纪念的瑞士饭菜、由美食而触发的种种情感…通过对主要西方国家的人们生活点滴的捕捉,使你了解其文化中最精细的一面。

《时尚与休闲》:及时享乐生活的澳大利亚人、嗜宠物如命的美国人、充满风情的巴黎人…他们的兴趣爱好,他们的休闲时光,让你从中领略西方文化中的轻松与雅致。

本系列书突出**趣味性、话题新颖、信息量大、语言精辟**的风格。读者既可从中学研习语言的要点,扩大词汇量,提高阅读技能,更可将其作为一扇敞开的窗,在了解古老西方文化的同时,感受其现代生活的多姿多彩。

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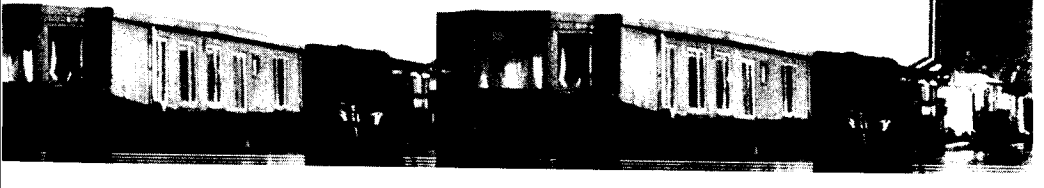
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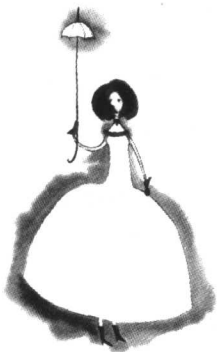
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The Pursuit of Beauty

One of the most successful, influential and beloved women in American history, Eleanor Roosevelt once said that she had one regret: she wished she had been prettier. Who hasn't felt the same way? We are all too aware of our physical imperfections. To overcome them, we spend billions upon billions of dollars every year on cosmetics¹, diet products, fashion, and plastic surgery².



Why do we care so much about how we look? Because it matters. Because beauty is powerful. Because even when we learn to value people mostly for being kind and wise and funny, we are still moved by beauty. No matter how much we argue against it or pretend to be immune, beauty exerts its power over us. There is simply no escape.

Aristotle said, "Beauty is a greater recommendation than any letter of introduction." It's not fair, but it's true. We simply treat beautiful people better than we do others. Attach a photograph of a beautiful author to an essay, and people will think that it is more creative and more intelligently written than exactly the same essay accompanied by the photo of a homely author.

追求美丽

1 cosmetic

/kəʊz'metɪk/ n. 化妆品

2 plastic surgery

整容手术

罗斯福夫人是美国历史上最成功、最有影响力而且也是最受人喜爱的女性之一，她曾说过自己有一个遗憾：她希望自己长得更漂亮些。谁没有过同样的想法呢？我们都非常在意自己外在的不完美之处。为了加以弥补，我们每年都要在化妆品、减肥产品、流行时尚与整容手术上大量金钱。

我们为什么如此在意自己的外貌？因为它很重要。因为美的力量很大。因为在评价别人时，即使我们学着更主要去看重他（她）的仁慈、智慧和风趣，但我们仍会被美貌所打动。无论我们多么用力辩驳，或假装对它置之不理，美仍然对我们产生影响，而且根本无法逃避。

亚里士多德说过：“美是比任何介绍信都有用的推荐信。”这并不公平，但却是事实。我们对美人会比对一般人更偏爱。把一位美丽作家的照片贴在作品上，读者就会认为这篇文章更有创意，写得更加精彩。完全相同的文章配上相貌平平的作家照片，评价就会较低。

As children, beautiful people are more likely to become favorites with parents and teachers. Later, they're more likely to get good jobs and promotion. Beautiful lawyers get paid more than their less attractive colleagues. Good-looking criminals are more likely to win the sympathy of judges and juries. Attractive people in needs are more likely to receive help from strangers.

Many of the physical features that make us attractive to one another are, in fact, signals of our health and fertility. For thousands of years, women have been using makeup to try to look like teenagers. Why? Men everywhere find young, fertile women to be the most sexually attractive.

Men have a natural preference for women with youthfully narrow waists and full hips. Psychologist[■] Devendra Singh tested men in 18 different cultures for their response to women of varying shapes. Overwhelmingly they found women with a waist-to-hip ratio of 0.7 as the most attractive. Marilyn Monroe was shaped just so.

These days, in addition to cosmetics, women and men both rely on advanced technology to enhance their beauty. Wrinkles can be stretched away with a face lift. Special injections can make lips look attractively young and plump. Countless creams and chemicals promise clear, glowing skin for men and women. Besides being a sign of youth, good skin also means that the person is likely to be healthy and free from parasites[■].

Our sensitivity to physical beauty is not something we can control at will. We are born with it. Experiments conducted by psychologist Judith H. Langlois showed that even small infants

漂亮的小孩比较容易获得父母与老师的宠爱。长大后，他们比较容易找到好工作及获得晋升。长相英俊的的律师赚的钱比长相较差的同事多。长得好的罪犯比较容易获得法官与陪审团的同情。外表有吸引力的人在需要帮助时，获得陌生人援助的机率也比较大。

许多对他人具有吸引力的身体特征，其实是表现健康与生育能力的征兆。数千年来，女性一直用化妆品来使自己看起来像少女。为什么？因为世界各地的男人都觉得年轻而有生育能力的女性最具有性吸引力。

3 psychologist

/sai'kolədʒist/ n. 心理学家

男人很自然会偏好有青春细腰与丰臀的女人。心理学家戴维卓·席恩对 18 种不同文化中的男性进行测试，看他们对各种身材的女性有何反应。绝大多数的男人都认为腰与臀比例为 0.7 的女人最迷人。玛丽莲·梦露就是典型的例子。

除了化妆品之外，当今的男女都仰赖先进技术来使自己变得更美。拉皮可以拉掉皱纹；特殊液体注射可以使嘴唇年轻饱满、更加迷人；无数种面霜与化学药品保证男男女女都能拥有晶莹光鲜的肌肤。除了年轻的特征之外，好肌肤也代表这个人可能很健康，没有寄生虫。

4 parasite

/ˈpærəsait/ n. 寄生虫

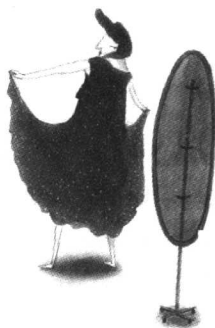
我们对外在美的敏感，不是可以控制自如的；我们天生就这么敏感。心理学家朱迪丝·蓝洛斯的实验显示，就连小婴儿也喜欢看漂亮

look at attractive faces. Before they have met a single supermodel, before they have watched a single TV show, before they have opened up a single fashion magazine, they are drawn to the same faces which adults have judged to be attractive.

There are more important things in life than beauty. But as Etcoff says, "We have to understand beauty, or we will always be prefer to enslaved by it." If you aim to be wise and kind and funny, it doesn't mean that you can't also try your best to look beautiful. There's no reason to feel guilty about being moved by beauty's power. It moves us all.

的脸。即使他们从来没有见过超级名模，没看过某档电视节目，也没翻看过某本时尚杂志，却同样被大人们认为有魅力的脸庞所吸引。

人生中有比美丽更重要的事，但就如艾特考夫所说：“我们必须了解美，否则我们永远都会是它的奴隶。”如果你的目标是要聪明、仁慈又风趣，这并不意味着你就不能尽力让自己看上去漂亮。如果你被美的力量所感动，不必有罪恶感，因为所有的人都被它感动。



Dressing up for Sports



With high fashion brands such as Prada, Gucci and Armani releasing sportswear collections, it was only a matter of time[■] before the major sports brands started to fight back. Now, companies like Nike, Adidas and Reebok are working with top fashion designers to create designs so they can beat the fashion companies at their own game[■].

“The game has become a fashion showdown, and we’re going to take it on,” said the president of Reebok, which is releasing a line of clothing designed by Diane Von Furstenberg inspired by tennis star Serena Williams.

The sports fashion trend started in the 90s when Puma teamed up with avant-garde[■] fashion company Xuly-Bet to create dresses made from their soccer jerseys[■]. The venture was so successful that they hired designer Jil Sander to design an entire clothing line for them, and also offered a menswear collection called “96”.

Not to be outdone, Adidas hired top Japanese designer Yohji Yamamoto to create a line of “sport-inspired” clothing for them. Covered in materials like silk and goatskin, the clothing will probably

精心打扮去运动

1 only a matter of time 迟早的事

在普拉达、古驰和阿曼尼这些高级流行品牌纷纷推出各种运动服装后，大的体育用品品牌开始反击也只是时间的问题了。现在，耐克、阿迪达斯和锐步这样的公司也在与顶级时装设计师合作设计新产品，以便将计就计战胜这些时装公司。

2 beat sb. at sb.'s own game 将计就计地战胜某人

锐步公司总裁说：“这场竞争已成了时装界的决定性对抗赛，而我们是不会客气的。”锐步公司正推出一系列由黛安·冯·费丝丹宝设计的时装，而她是从网球明星塞雷娜·威廉姆斯身上得到灵感的。

3 avant-garde
/ˈævɑːŋˈɡɑːrd/
adj. 前卫的

运动时装的风潮始于 90 年代，当时彪马公司与前卫的 Xuly-Bet 时装公司合作，按足球毛织运动衫的风格设计时装。结果这个冒险大获成功，于是他们请来设计师吉儿·桑德替他们设计出一系列的时装，而且还推出了名叫“96”的系列的男装。

4 jersey /ˈdʒɜːzi/
n. 运动衫

为了不被淘汰，阿迪达斯公司也请来日本设计师山本耀司替他们设计出一系列“运动的”时装。不过这类时装大量采用丝绸和山羊皮，大概永远不会被穿到篮球场或网球场上去。

never come close to a basketball or tennis court. “I wanted to work against the ugly technological sneaker■,” the designer said. “Young kids all over the world are wearing sneakers — I couldn’t ignore it.”

One of the major reasons sports companies are looking towards fashion is it allows them to put their products in high-end■ boutiques■ and department stores that would normally stay away from traditional sportswear.

“To stay competitive, you have to appear in new venues,” said Puma’s global director of brand management.