



“本科教学工程”全国服装专业规划教材
高等教育“十二五”部委级规划教材

APPAREL MERCHANDISING ENGLISH

成衣跟单英语

张小良 主编

- 成衣跟单流程详解
- 实用成衣跟单商务英语
- 服装商贸英语必备



化学工业出版社



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· 北 京 ·

本书主要结合成衣公司的跟单活动,以服装英语为基础,成衣跟单流程为主线,以英语形式系统地介绍成衣跟单的实践操作。全书共八章,内容包括成衣业概观、成衣跟单介绍、产品开发、原材料跟单、订单准备与成本预算、生产计划跟进、服装品质评估、产品装运与单证处理以及附录的常用服装词汇。

此书内容丰富而新颖,可操作性强,方便读者学习成衣跟单知识及服装英语词汇,有利于提高服装专业文章的阅读理解能力和对企业文件资料的译解能力。

本书适合高等服装院校服装专业双语教学,也可供服装企业及广大服装爱好者参考使用。

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序

Preface



教育是推动经济发展和社会进步的重要力量,高等教育更是提高国民素质和国家综合竞争力的重要支撑。近年来,我国高等教育在数量和规模方面迅速扩张,实现了高等教育由“精英化”向“大众化”的转变,满足了人民群众接受高等教育的愿望。我国是纺织服装教育大国,纺织本科院校 47 所,服装本科院校 126 所,每年两万余人通过纺织服装高等教育。现在是纺织服装产业转型升级的关键期,纺织服装高等教育更是承担了培养专业人才、提升专业素质的重任。

化学工业出版社作为国家一级综合出版社,是国家规划教材的重要出版基地,为我国高等教育的发展做出了积极贡献,被新闻出版总署评价为“导向正确、管理规范、特色鲜明、效益良好的模范出版社”。依照《教育部关于实施卓越工程师教育培养计划的若干意见》(教高[2011]1号文件)和《教育部财政部关于“十二五”期间实施“高等学校本科教学质量与教学改革工程”的意见》(教高[2011]6号文件)两个文件精神,2012年10月,化学工业出版社邀请开设纺织服装类专业的26所骨干院校和纺织服装相关行业企业作为教材建设单位,共同研讨开发纺织服装“本科教学工程”规划教材,成立了“纺织服装‘本科教学工程’规划教材编审委员会”,拟在“十二五”期间组织相关院校一线教师和相关企业技术人员,在深入调研、整体规划的基础上,编写出版一套纺织服装类相关专业基础课、专业课教材,该批教材将涵盖本科院校的纺织工程、服装设计与工程、非织造材料与工程、轻化工程(染整方向)等专业开设的课程。该套教材的首批编写计划已顺利实施,首批60余本教材将于2013-2014年陆续出版。

该套教材的建设贯彻了卓越工程师的培养要求,以工程教育改革创新为目标,以素质教育、创新教育为基础,以行业指导、校企合作为方法,以学生能力培养为本位的教育理念;教材编写中突出了理论知识精简、适用,加强实践内容的原则;强调增加一定比例的高新奇特内容;推进多媒体和数字化教材;兼顾相关交叉学科的融合和基础科学在专业中的应用。整套教材具有较好的系统性和规划性。此套教材汇集众多纺织服装本科院校教师的教学经验和教改成果,又得到了相关行业企业专家的指导和积极参与,相信它的出版不仅能较好地满足本科院校纺织服装类专业的教学需求,而且对促进本科教学建设与改革、提高教学质量也将起到积极的推动作用。希望每一位与纺织服装本科教育相关的教师 and 行业技术人员,都能关注、参与此套教材的建设,并提出宝贵的意见和建议。

姚 穆
2013.3

前言



Foreword

目前,服装外贸跟单以英语全程操作已经非常常见。在成衣跟单课程授课与学习中,如何将服装英语与跟单知识更好地结合,这是值得思考的。随着服装专业学生英语水平的不断提高,单纯的服装英语教学未能很好地与成衣跟单操作相结合,学生会觉得枯燥无味。另外,对国际化人才的不断需求,使得服装高等院校对双语教学已经提出更高的要求,直接采用英语进行成衣跟单知识的授课已显得很有必要。《成衣跟单英语》双语教材主要结合成衣公司的跟单流程,以服装英语为基础,成衣跟单流程为主线,系统地介绍成衣跟单的实践操作,便于服装院校教师进行双语教学,便于广大服装工作者更好地学习与掌握真正适用于企业的服装英语与跟单操作。

全书共分八章,最后为附录内容,每章后附有中英专业词汇对照表以及跟单知识的有关练习与操作,便于自主学习。作为服装院校教材,建议教学时数为36学时左右。第一章为成衣业概观,介绍成衣生产基本程序与要求,使学生了解服装行业的基本情况,以便能更好地学习后面的知识。第二章为成衣跟单介绍,着重讲述跟单的基本流程要求,让学生掌握成衣跟单的基础知识。第三章为产品开发,介绍服装产品开发的基本要求与相关跟单活动。第四章为原材料跟单,重点介绍服装面辅料的基本分类以及面辅料采购的跟进与质量监控工作。该部分是行业面辅料跟单的重要内容,理论知识全面,可操作性强,可进一步加强学生对服装材料词汇的学习。第五章为订单准备与成本预算,介绍成本核算与报价的基本操作及单证处理。第六章为生产计划跟进,介绍成衣制样与服装生产的信息文件,重点提高学生对样板单、制单的翻译与编写能力,加深学生对服装制作工艺的理解。第七章为服装品质评估,主要从质量跟单员的岗位进行编写,内容包括服装疵点分类与表达、检验标准、检查的程序、尺寸测量,各种质检文件的应用与编写以及产品问题的处理跟单等。该章内容对从事质量跟单工作的专业人员非常重要。第八章为产品装运

与单证处理，介绍产品付运的基本要求与各种外贸单证。附录则选编了纤维、面料、辅料、服装部件、尺寸量度部位、样板名称、洗水方法、QC 名词、贸易名词、词汇缩写等内容的常用词汇，利于学生进一步理解服装词汇，提高专业文章的阅读理解和对企业文件资料的译解能力。本书主要由惠州学院服装系张小良编写与统稿，其他参加编写的人员还有惠州学院服装系索理与王旖老师、闽南理工学院服装与艺术设计系余婕老师。全书由惠州学院服装系外教 Kelly Runcie 审稿。

因水平有限，书中内容与编排难免有不妥之处，敬请读者指正。

编者
2013 年 10 月

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Chapter 1

Overview to Apparel Industry

成衣业概观

1.1 Introduction 简介

The traditional marketing and management of the fast fashion industry is experiencing a revolution because of the emerging of e-commerce. Since the birth of e-commerce, businesses have been able to make use of the Internet in reducing costs associated with purchasing, managing supplier relationships, streamlining logistics and inventory, developing strategic advantage and successful implementation of business re-engineering. E-commerce allows companies to improve communications within the supply chain and enhance service offering, thus providing chances for competitive differentiation.

Consumers are reluctant to spend on discretionary items, and when they do, they expect fashionable, good quality and low cost items. Fast fashion is a contemporary term used by fashion retailers to acknowledge that designs move from catwalk to store in the fastest time to capture current trends in the market. The apparel products are designed and manufactured quickly and cheaply to allow the mainstream consumer to take advantage of current clothing styles at a lower price.

Since the primary objective of fast fashion is to quickly produce a product in a cost efficient manner, most companies in the fast fashion industry appear as a vertical integration of design, just-in-time production, delivery and sales. Also, it places great emphasis on the efficiency of the supply chain. Because of competitive forces and reducing fashion cycles, retailers have been forced to develop strategies, enabling them to control the supply chain more closely, thus allowing them to source quality products at competitive prices. In the course of the last two decades, the fashion apparel industry across the globe has undergone a profound transformation due to various changes in the business environment.



1.2 Briefing on the Apparel Production 成衣生产概述

Industrialized production of apparel products, its service object is the consumers, according to the standard size of garment production; its output is also greater. So, in the case of mass production, in addition to considering the consumers requirements, the industrial production requirements should also be considered.

The scope of the apparel industry has been defined as the manufacture of garments worn on the body, and this excludes the other accessories, e. g. hats, gloves, stockings, socks, shoes and handbag, etc. According to this definition, the main clothing industries are:

- (1) Tailored outerwear.
- (2) Jeans wear.
- (3) Shirts.
- (4) Casual wear and sportswear.
- (5) Underwear & Lingerie or Pyjamas.
- (6) Children's wear.
- (7) Work clothes and uniforms.
- (8) Waterproof outerwear.
- (9) Knitwear.

There are some overlaps between the sectors with regards to the technologically related products. A typical example is between men's shirts and ladies' tailored blouses, where there are close similarities in the basic process and production technologies used. Some of the semi-automatic machines could be used interchanging for men's shirts and ladies' tailored blouses.

Apparel manufacturing factories are just as good as the designs they produce. They can be large or small, have one employee or thousands, produce high-fashion, ready to wear, or leisure wear. They can have one plant or more, manufacture in mainland or off shore, produce garments for men, women, or children. They can be diversified or specialists, produce only for a particular store or large chain, for many wholesales or for one exclusive boutique. Clearly no two firms are exactly alike, but all focus on providing the target customer with apparel that meets his or her expectations for performance quality, and value.

Apparel manufacturing is composed of three processes: design, production, and marketing. The design department develops ideas into styles, the production department produces or manufactures the garments; and the marketing department promotes and sells them. Figure 1-1 shows as Apparel Manufacturing Process.

1.3 Design Process 设计过程

The design process begins in the design department, whose primary purpose is to develop

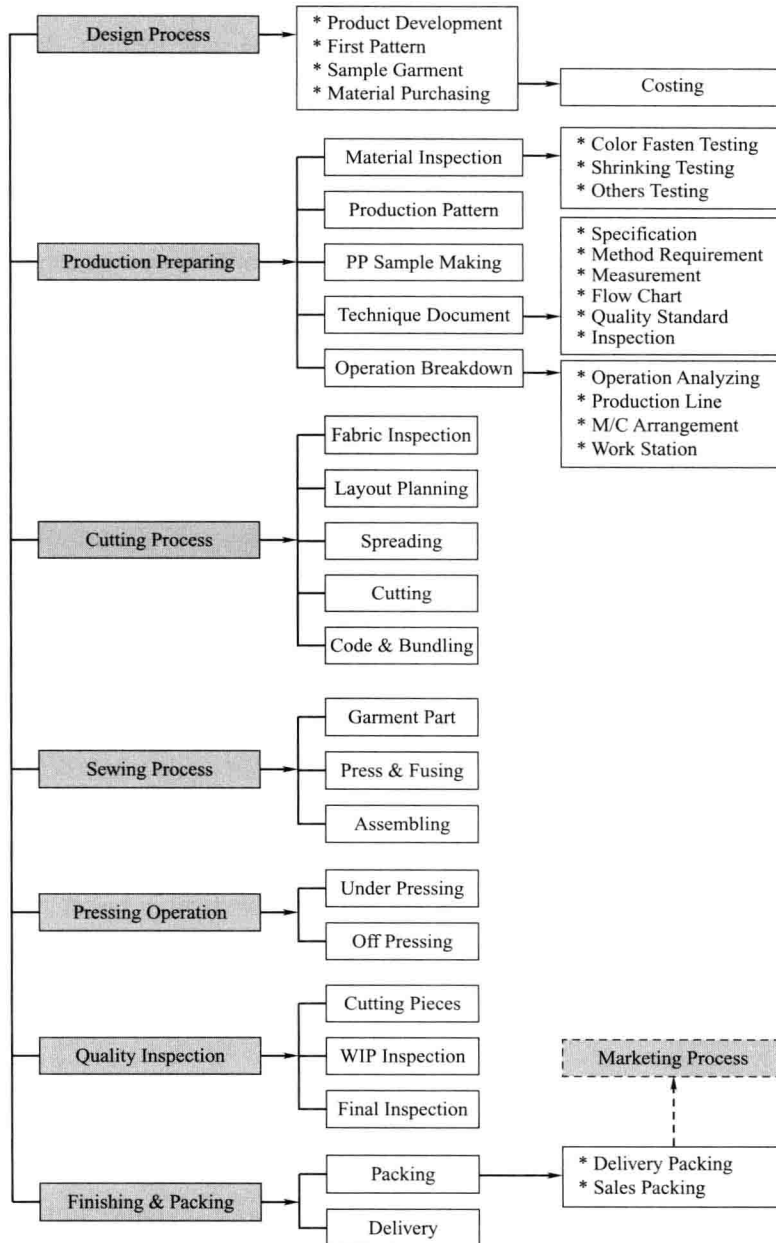


Figure1-1 Apparel Manufacturing Process

a successful product. This complex process requires a thorough knowledge of what will sell and what can be manufactured at a profit, as well as the ability to create new and interesting styles.

1.3.1 Product Development 产品开发

The actual product development takes place in the design studio. Generally the design studio is a room or group of rooms with tables for pattern making and cutting, and machines for making sample garments.

The designer is a responsible role for all aspects of the design process. In a small firm, designer may actually do all the work. In larger firms, the staff includes designers, assistant designers, sample makers, pattern makers, and graders, etc., each one with specific skills and responsibilities, they share the work under the supervision of a head designer.

Product development, or the creation of new styles, as shown in Figure 1-2, involves a variety of specific operations: developing design ideas, selecting fabrics that are available and appropriately priced, making the first pattern, making a sample garment or prototype, evaluating and improving the fit and design, computing the cost, making a production pattern, making duplicates, and grading the production pattern.



Figure 1-2 Product Development

1.3.2 First Pattern 头板纸样

The designer begins with a thorough knowledge of the firm's target market, its target customer, his order buying habits, and hundreds of ideas and sketches from many sources. Design ideas fall into three categories:

- (1) Modifications or new successful styles from the current or previous season and adaptations of current trends.
- (2) Copies of more expensive or high-fashion designs.
- (3) Original, trend-setting designs.

The first pattern will be more detailed and very accurate, as shown in Figure 1-3. It will clearly represent the designer's ideas for the silhouette, seams, and darts, such style features as sleeves, cuffs, collar type, garment shape, yokes, pockets, and such design details such as belts, epaulets, fastenings, and trims. It may also include notes on construction methods.

1.3.3 Garment Sample 服装样板

Once the new pattern is made, it is used to cut a prototype garment. In some workrooms the prototype garment is cut by the assistant designer, in others, by the sample maker. If it is a new version of a previously successful style, the prototype garment is often cut from a sample cut of material being considered for production. Figure 1-4 shows the Prototype Garment.