

高职高专“十二五”规划教材

服装 专业英语

第二版

王强 白莉红◎主编
张爱华◎副主编



FUZHUANG
ZHUANYE YINGYU



化学工业出版社

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· 北 京 ·

本书主要以对话、阅读的形式介绍了服装企业管理、款式、结构、设备、制作工艺、材料、配饰等方面的内容,使学生具备在日常业务工作中进行简单交流的能力。同时,为适应服装行业新发展的需要,加入了服装市场营销、对外贸易及流行趋势等内容。此外,为了在学习过程中增强对学生实践能力的培养,每一单元后加入了短语训练、英汉互译和对话模写等练习,使本教材脱离了单纯的阅读工具书,突出了实用性和可操作性。通过本教材的学习,学生除了可以学习到专业词汇,还能对服装企业管理及服装贸易过程等有一个较为全面的了解和掌握,为学生今后适应工作需要打下良好基础。本书内容丰富,通俗易懂;形式活泼,图文并茂。

本书可作为高职高专服装类专业学生的教学用书,也可作为中等职业院校、职业培训的教材,还可作为服装行业从业人员和服装爱好者的参考用书。

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第二版前言

随着我国对外贸易的发展,中国已经成为全球最大的服装出口国,服装贸易量的增长要求从业人员必须具备相应的专业素质,有效而恰当地使用专业英语更是服装贸易成功的关键。

“服装专业英语”作为服装专业学生的一门专业基础课程,为了突出专业特点,本着为专业服务的目的,根据学校人才培养的应用性和地方性特点,在课程设计中突出实用知识和实用技能的分量,以鲜明的实用性适应服装专业技术人才基础课程的需要。

本书在第一版的基础上,根据外贸服装产业发展的要求做了必要的修订和改动。此次修订首先在服装款式、服装设备、服装面料、服装缝制工艺等章节添加了部分图片,力求做到与时俱进、符合时代潮流。本教材内容丰富、通俗易懂、形式活泼、图文并茂,使学习者能更加直观的了解课文内容。其次在服装面料、服装贸易等章节修改了部分对话内容,使这一环节的对话更加贴近实际工作,培养学生在日常生活及生产实践中运用英语进行交际的能力。此外在服装贸易一章还加重了贸易实务的比重,使专业英语教学内容目标化、教学过程情景化,引导学生学以致用,培养学生在实际的服装贸易过程中使用专业英语的能力。

此外,本书还结合山东服装职业学院申报的省级课题“山东省服装行业英语话语建构策略研究”,通过对山东省部分外贸服装企业的调查,并参阅大量的服装专业书籍,对一些专业英语术语进行修改,力图在形式上改变服装贸易中行业英语使用不规范现状,构建统一、有效的服装贸易沟通机制。

全书共10个单元,各章编写分工为:王强负责统稿、定稿和1、2、4、7、8、9单元Section C的编写;白莉红负责3、5、6、10单元Section B、Section C的编写(包括译文);张爱华负责1~5单元Section A,1、2、7、9单元Section B的编写;陈东梅负责练习的编写;张仁英负责6~10单元Section A,4和8单元Section B的编写;附录部分由王强、张爱华、陈东梅、张仁英、郭蕊、尹凌燕共同完成;吴爱荣负责服装专业术语的校对及部分资料的收集。

另外,此次修订得到了山东服装职业学院服装工程与管理系宗颀老师的大力支持与帮助,并参与编写第八章教学案例部分。

由于编者水平有限,书中难免存在不足之处,敬请同行专家和读者批评指正。

编者
2011年7月

第一版前言

随着服装行业对外贸易、交流的日益频繁,迫切需要从事服装贸易的人员掌握一定程度的专业英语。针对现有的高职高专服装类专业英语教材的现状,我们编写了这本高职高专院校学生适用的教材。

《服装专业英语》作为服装专业的配套教材,在编写过程中,为了突出专业特点,本着满足岗位基本要求的原则,我们参照了高等职业院校服装类相关专业的教学计划,努力做到与服装专业的教学内容和课程设置相吻合。这种结合易于学生接受和掌握,针对性较强。

本教材主要以对话、阅读的形式介绍了服装企业管理、款式、结构、设备、制作工艺、材料、配饰等方面的内容,使学生具备在日常业务工作中进行简单交流的能力。同时,为适应服装行业新发展的需要,加入了服装市场营销、对外贸易及流行趋势等内容。此外,为了在学习过程中增强对学生实践能力的培养,每一单元后加入了短语训练、英汉互译和对话模写等练习,使本教材脱离了单纯的阅读工具书的作用,突出了实用性和可操作性。通过本教材的学习,学生除了可以学习到专业词汇外,还能对服装企业管理及服装贸易过程等有一个较为全面的了解和掌握,为学生今后适应工作需要打下良好基础。

全书共10个单元,内容包括会话、阅读、词汇、注释和练习,并以附录的形式对常用服装专业词汇进行了分类归纳。本书各章编写分工为:王强负责统稿、定稿和1、2、4、7、8、9单元Section C的编写;白莉红负责3、5、6、10单元Section B、Section C的编写(包括译文);张爱华负责1~5单元Section A,1、2、7、9单元Section B的编写;陈东梅负责练习的编写;张仁英负责6~10单元Section A,4和8单元Section B的编写;附录部分由王强、张爱华、陈东梅、张仁英、郭蕊、尹凌燕共同完成;吴爱荣负责服装专业术语的校对及部分资料的收集。

本书内容丰富,通俗易懂;形式活泼,图文并茂。可作为高职高专服装类专业学生的教学用书,也可作为中等职业院校、职业培训的教材,还可作为服装行业从业人员和服装爱好者的参考用书。

本书在编写过程中得到山东服装职业学院领导的大力支持和帮助,在此深表感谢。

由于时间所限,书中难免存在不妥之处,敬请同行专家和读者批评指正。

编者

2007年5月

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Unit 1

Section A Speaking Practice

Visiting a Clothing Firm

Mr. Chen is the manager of the Overseas Department of Qingdao Red Collar Group Co. Ltd. They invited Mr. Robert, the president of ABC Company, to visit their company.

Chen: Welcome to Qingdao, Mr. Robert. I'm Chen Lin, from Qingdao Red Collar Group Co. Ltd, the manager of the Overseas Department.

Robert: Nice to meet you, Mr. Chen. I'm excited to visit your company. Of course, and to tour around Qingdao.

Chen: I'm very happy that you have come all the way from Britain for our business talk.

Robert: It's my pleasure to have received your friendly invitation. I've been looking forward to visiting your factory. Shall we start now?

Chen: Sure. Maybe we could start with the Designing Department. This way, please. The yellow building with skylights is the Designing Department. We have dozens of designers here and they are the hub of our company.

Robert: In fact, designing department is the most important part for any clothing company.

Chen: I agree with you. Then we could look at the production line. You'll know our products better after this visit.

Robert: May I take a close look there?

Chen: Of course. These drawings on the wall are process sheets. They describe how each process goes on to the next.

Robert: Is the production line fully automatic?

Chen: Yes, almost every process is computerized. The efficiency is greatly raised and the intensity of labor is decreased.

Robert: What kind of quality control do you have?

Chen: All products have to go through five checks in the whole process. We believe that the quality is the soul of an enterprise. Therefore, we always put quality as the first consideration.

Robert: Yes, quality is even more important than quantity.

Chen: Definitely right. What's your general impression, may I ask?

Robert: Pretty good. I've got to report back to the head office and hope the further cooperation as soon as possible.

Chen: I'm looking forward. You must be very tired after a long tour, Mr. Robert. You need a rest for tonight's reception party. I'll send someone to pick you up at six.

Robert: Okay.

Chen: See you in the evening.

Robert: See you.

Section B Text Learning

Major Departments in a Clothing Firm

In a clothing firm, it has many different departments to guarantee the normal going. Generally, they mainly include the designing department, the techniques developing department and the sales department.

The Designing Department

The designing department is the heart of a clothing firm. Its work directly influences the commercial existence and sustainable development of the firm. It's functionally responsible for developing new products. In practice, the designer's job is involved in market researching, developing new ideas with combination of fashion trend and consumers' demands, even selecting proper fabrics and trimmings. Thus, the designer's ideas must be creative and successfully marketed. They're often passed to the techniques developing department in the form of working sketch for the pattern and sample garments.

The Techniques Developing Department

The techniques developing department is the backbone of a clothing firm. The key process of making patterns and assembling garments will be done in this part. It covers the most critical techniques strength of the firm, which can be divided into two important sections: the pattern making and the sample operating department.

In the pattern making department, pattern cutters will thoroughly understand and show the designer's ideas, carefully choose the proper method best for pattern making of his or her designs. Usually, there're two ways of making patterns on the basis of different processes of cutting. One is draping pattern making—to make a sample with calico pinned onto the dress stand, and then create patterns by removing sample parts from the stand. The other is flat pattern making—to analyze the fashion drawing into working sketch with construction de-

tails. These two ways are both feasible and have different advantages; the maker can choose either with the style to be cut and his own preference considered. At present, senior pattern makers often adopt the former way.

Then, the pattern will be brought to the sample operating department. It's here that sample garments are made up by the machinist as efficiently as possible. Not only does the machinist realize the designer's style, but proves the accuracy of the pattern made by the pattern cutter. It also sets the quality standards for producing in bulk on the assembly line.

The Sales Department

A large part of sales promotion budget in a clothing company is normally allocated to advertising. It's effective to strengthen the publicity and the brand fame by the common media of the Internet, television, radio, newspapers, magazines, even the direct mail. Thus, a lot of limits of pure promotion will be avoided during the extension of the market. Besides this, it's essential to own a special promoting team and establish the regular distribution network.

New Words and Expressions

collar/'kɒlə/ *n.* 领子

skylight/skailait/ *n.* 天窗

hub/hʌb/ *n.* 中心

automatic/ɔtə'mætɪk/ *adj.* 自动化的

computerized/kəm'pjutəraɪzd/ *adj.* 电脑控制的

intensity/in'tensɪti/ *n.* 密度

decrease/di'kri:s/ *v.* 降低

check/tʃek/ *n.* 工序

enterprise/'entəpraɪz/ *n.* 企业

consideration/kən'sɪdə'reɪʃən/ *n.* 考虑

cooperation/kəʊ'ɒpə'reɪʃən/ *n.* 合作

reception/ri'sepʃən/ *n.* 接待

guarantee/'gærən'ti:/ *v.* 保证

influence/'ɪnfluəns/ *v.* 影响

commercial/kə'mə:ʃəl/ *adj.* 商业的

sustainable/sə'steɪnəbl/ *adj.* 持续性的

trimming *n.* 辅料

creative/kri'eɪtɪv/ *adj.* 创造性的

backbone/'bækbəʊn/ *n.* 脊柱, 支柱

pattern/'pætən/ *n.* 样板

assemble/ə'sembl/ *v.* 缝合

critical/'kɪtɪkəl/ *adj.* 关键的

thoroughly/'θʌrəli/ *adv.* 完全地, 彻底地

calico/'kælikəʊ/ *n.* 白坯布, 印花布

feasible/'fi:zəbl/ *adj.* 可行的

adopt/ə'dɒpt/ *v.* 采纳

bulk/bʌlk/ *n.* 大批, 大量

promotion/prə'məʊʃən/ *n.* 促销

budget/'bʌdʒɪt/ *n.* 预算

allocate/'æləkeɪt/ *v.* 分配

publicity/pʌb'lɪsɪti/ *n.* 公开

essential/i'senʃəl/ *adj.* 必要的

distribution/ɪ'dɪstrɪ'bju:ʃən/ *n.* 销售

overseas department 海外部

process sheet 生产流程图

working sketch 款式设计图

fabrics and trimmings 面辅料

pattern cutter 制板师

draping pattern making 立体裁剪

dress stand 人台

flat pattern making 平面裁剪

fashion drawing 效果图

sample operating department 样衣缝纫车间

brand fame 品牌知名度

Section C Extensive Reading

Li-Ning Sporting Goods Co. Ltd.

Founded in Sanshui, Guangdong, in 1990, Li-Ning Sporting Goods Co. Ltd. joined hands with the Chinese Olympic Committee to promote the development of China's sports course by advancing that of the sports products and to spare no efforts to sponsor a variety of sports events. In 1995, the Li-Ning Company became a leader in Chinese sports goods business. In 2005, the company retained its leading position with its sales hitting a new record, marching towards first class international brand.

The basis of competition in sporting goods industry consists in its professional products. Li-Ning Sporting Goods Co. Ltd. has been taking the development of products as a race of setting and resetting records. As early as in 1998, the company was the first to establish a design and development center for sportswear and athletic footwear, evolving into an independent Chinese sporting goods company. In 2004, Li-Ning Company cooperated with the Department of Kinesiology of the Chinese University of Hong Kong to give sports bio-mechanic tests to the dynamic mechanic characteristics of Li-Ning footwear, establish foot-style database for professional athletes, and collect data about professional sporting characteristics and analyze them, thus further enhancing the professional and comfort level of its products. After fifteen years' development, its products now include a wide variety of series, ranging from apparel, footwear to accessory products, instead of the monotonous variety of sportswear when it was founded. In near future, Li-Ning brand will become a global top brand and provide athletes and sports lovers around the world with professional sporting goods. This type of enthusiasm has enabled Li-Ning Company to possess the largest distribution network of sporting goods in China. Meanwhile, its international network has expanded to 23 countries and regions.

Each champion team owes much to its efficient management. This also applies to Li-Ning Company. The strategic mode and managing system which have been molded through persistent practice and exploration guarantee the smooth flow of the operation of the company and the efficient strategic implementation. At present, Li-Ning Company is under its way of establishing a domestic information system based on ERP to integrate resources like product design, supply chains, channels, retail, etc., develop e-business, and promote efficiency of operation as well as brand image.

"To promote the development of China's sports course, to embrace changes of our lives by sports" is the initial purpose when the company was founded. And it has never given up this mission. Since its sportswear were chosen as the designated clothes for athletes from

Chinese Sports Delegation during the 11 th Asia Olympic Games, Li-Ning Company has been sponsoring various sports events, creating tens of thousands of job opportunities.

Its unique enterprise culture is the baton for every part of Li-Ning Company working with close coordination and persistent efforts forward, incorporating all the suppliers, franchisers, and service providers as cooperative partners and all the employees joining their endeavor. Li-Ning staff believes that nothing is impossible for man. Sports help build more confident selves willing to project ourselves, discover our potential and transcend ourselves—this constitutes the core value of Li-Ning Company and is consistently reflected in practice. In 1990, Li-Ning Company was the first domestic sporting good company to sponsor Chinese Sports Delegation during the 11 th Asia Olympic Games; in 1992, the Company was also the first domestic sporting good company to provide clothes and footwear for Chinese Olympic Sports Delegation on the pedestal; in 1993, the company became the first to establish a franchise chain-marketing system in China; in 1998, the company was the first to establish a design and development center for sportswear and athletic footwear in Foshan, Guangdong; in 1999, the company collaborated with SAP to introduce the solution scheme of AFS clothes and footwear, thus becoming the first enterprise in China to implement ERP; in 2004, it was successfully listed on the main board, the Stock Exchange of Hong Kong (code: 2331), the first ever sporting goods company in the mainland to go public in Hong Kong; in 2005, it became the official partner of NBA; in 2006, it became the Chinese official market partner of ATP.

Today, Li-Ning Company not only produces sporting goods, but also promotes and propels a healthy life style. The company is making the best of the ever-increasing confidence and historical opportunity to face the challenges from global market and fulfill its mission—it can spur your desire and power to break through by sports!



Exercises

Vocabulary

I. Words Matching

- | | |
|---|----------|
| 1. working sketch | a. 品牌知名度 |
| 2. draping pattern making | b. 技术研发部 |
| 3. flat pattern making | c. 立体裁剪 |
| 4. brand fame | d. 生产流程图 |
| 5. the Overseas Department | e. 销售部 |
| 6. process sheets | f. 平面裁剪 |
| 7. the Techniques Developing Department | g. 款式设计图 |
| 8. the Sales Department | h. 海外部 |

Translation**II. Translate the following English into Chinese.**

1. The Designing Department is functionally responsible for developing new products. In practice, the designer's job is involved in market researching, developing new ideas with combination of fashion trend and consumers' demands, even selecting proper fabrics and trimmings.
2. In the pattern making department, pattern cutters will thoroughly understand and show the designer's ideas, carefully choose the proper method best for pattern making of his or her designs.
3. Not only does the machinist realize the designer's style, but also proves the accuracy of the pattern made by the pattern cutter. It also sets the quality standards for producing in bulk on the assembly line.
4. It's effective to strengthen the publicity and the brand fame by the common media of the Internet, television, radio, newspapers, magazines, even the direct mail.

III. Translate the following Chinese into English.

1. 通常，设计师做好的款式设计图交给研发部制成样板，并进行样衣加工。
2. 立体裁剪是直接在人台上用白坯布做出样板；而平面裁剪即直接通过款式设计图制作样板。
3. 拥有一支专门的促销队伍，并建立固定的销售网络对于销售部门来说是至关重要的。
4. 作为服装厂支柱的技术研发部的主要工作是制板和缝制样衣。

Structured Writing**IV. Please make up dialogues according to the situation given below.**

1. As the manager of Overseas Department, you are asked to show a client around your firm to let him have a general view of your firm.
2. You are talking with your friend about Designing Department.
3. You are introducing your new product to your client in the Sales Department.

Unit 2

Section A Speaking Practice

Trying on a New Style Dress

Jane is a very fashionable girl. She likes current fashions and styles to make her beautiful, elegant and sexy. Today she is in a boutique trying on a new style dress. The salesgirl is serving her.

Salesgirl: Good morning. Welcome to Kenny's shop. Can I help you?

Jane: Not at the moment, thank you. I'm just looking round. I'm really looking for a new style dress, button-fronted and with fluorescence waistband. I saw it on TV spring fashion show 2006. I really like it.

Salesgirl: How about this one? Is this the kind of dress you're looking for?

Jane: Well, I think it is an old style of last summer. I'd prefer a new one.

Salesgirl: How about this blue one? This color is very popular for the coming season. It's electric blue designed by the world top designers of Dior Company.

Jane: I like the color very much. It's a lovely dress, but it's not the style I want.

A few minutes later, Jane found a dress in the show window.

Jane: Ah, may I take a close look at the dress in the show window?

Salesgirl: Sure. This is our latest style in this season.

Jane: I think I prefer the blue one there, if it's not too much trouble.

Salesgirl: Not at all. I'll get it for you. Here you are.

Jane: It looks like the one I saw on TV. May I have a try?

Salesgirl: Certainly. The fitting room is over there.

Jane came out of the fitting room and looked at herself in the mirror.

Salesgirl: It seems to fit you very well.

Jane: I don't think it fits me so well, a little bit tight. I wear size 38. What size is it? And the collar... Mmm...?

Salesgirl: It's size 36. This is the basic style in this season. We have different ranges developed from it, long sleeves for a red one, and different styles of the neckline in many colors.

Jane: Do you have samples of these designs?

Salesgirl: Sure, here they are.

Jane: May I try on this pink one with frill collar? I like the shape of this color.

Salesgirl: OK, it is size 38.

Jane: It seems to fit well and goes well with my dress shoes.

Salesgirl: Yes, they really match.

Jane: All right. I think I'll take it.

Salesgirl: OK, I'll pack it for you.

Section B Text Learning

Basic Styles of Clothing

Shirt dress



Coat dress



What is Fashion? Fashion is a term commonly used to describe a style of clothing worn by most of people of a country in a certain period. A fashion usually remains popular for about one or two years and then is replaced by another fashion. So a certain style of clothing is in style one year but out of date the next. For instance, people wear sunglasses on top of their heads and wear jeans one year; however, the next year everything has changed. These names are “in” then, suddenly, these names are “out”. A fashion that comes and goes fast is called a fad. A fad will not last long. Some fads disappear before we have all even heard of them. For a long-term trend or a short-term fad, certain styles and types of clothing will appear in every fashion season. Are they totally new styles? Definitely not. Usually these latest styles are changed from some basic ones. There are a lot of changes in the length and types of sleeves, shapes of collars and innovations for some details. So to know some basic styles of clothing for us is essential.

Women's Wear

Clothing is something women deal with everyday, even some who say they don't care what they wear. Nearly every woman attempts to express her personality and her various moods in different situations. For example, a long evening dress for a cocktail party; a blouse of sheer crepe with pants or skirt for going out shopping; a knitted sweater with jeans for family reunion barbecue or a picnic. They are all suitable choices for such occasions. Women want themselves to be the most eye-catching. So choosing suitable styles of clothes is an essential skill and