



ADVANCED FASHION ENGLISH

高级时装英语

新形态教材

文英 于春阳 杜红艳 编著
【英】Bartosz Siednienko

上海科学技术出版社

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Preface

前言

随着我国服装行业国际业务合作和交流的日益频繁，要求从业人员必须掌握一定的专业英语知识。在培养服装专业人才的教学中，专业英语课程已被许多学校作为必设的主干课程之一。并且随着对外贸易的发展变化，专业英语教材的内容更新也势在必行，本书就是基于这样的出发点，力求将行业最新的知识和操作方式呈现给师生。

本书的第一部分内容涵盖服装设计、服饰色彩、服装配饰、时尚品牌以及创意设计；第二部分内容包括服装样板和工艺、服装外贸订单和品质控制等知识内容。本书为师生提供一些必要的专业常识、新兴资讯以及常用专业用语，在选材以及篇章设置上，配合常规的课时安排，一共设置了9个章节40篇主文，方便教师课堂授课。本书可以使学生既能掌握基本的服装英语，又能对服装业的概况有基本的认识。本书以新形态教材的形式呈现，部分内容还另配了相关图文和课件，可通过扫描书中的二维码观看。

本书的作者为浙江纺织服装职业技术学院教师，其中 Bartosz 为中英时尚设计学院（国际学院）教师。多年来一直进行高校服装专业英语的教学工作，这次专门为高职院校师生编写本教材，内容设置上注重实践性和职业适应性的需求。本书同时也可供服装行业从业人员学习参考以及用作各种形式的服装专业培训教材。

本书第一部分的第一至第三章为文英编写，第四章为杜红艳编写，第五章为 Bartosz 编写；第二部分的第一章、第二章和第四章为于春阳编写，第三章为楼亚芳编写。全书由文英和杜红艳统稿，[英]Robin Kerr、徐慧、侯凤仙、倪一忠、韩纯宇、周艳、刘立华参与编写；邵锦铭搜集并整理大量图片资料；李晶提供部分图片；番塔塔品牌主理人车佳静提供部分图片与企业资讯，WGSN 世界时尚资讯网，宁波杰森纺织品进出口公司等相关企业为本书内容提供资料，在此一并表示感谢！

在写作本书的过程中，参考了大量的相关书籍和材料，在此深表谢意！由于水平有限，书中难免有不妥和疏漏之处，敬请各位专家、读者批评指正！

编著者

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Part

1

Chapter 1 Women's Wear
女装

Chapter 2 Men's Wear
男装

Chapter 3 Visual Research
视觉调研

Chapter 4 Accessories
配饰

Chapter 5 Fashion Brand
时尚品牌

Chapter 1 Women's Wear 女装

Key influencers across catwalks, street style and trade shows reveal newness for denim. Piecing, patching and distressing find new relevance via repurposing and recycling, while utility and boxy silhouettes drive novelty in designs.



Explore the latest trends impacting denim design details, as well as the directional iterations influencing the women's denim market for S/S 19, a range of utility details, from pockets to buckles, are updated through decorative and functional placements, with layered techniques providing tiered surface effects.

Explore the 1980s to better understand the latest trends influenced by the decade. S/S 19 sees endless 1980s design inspiration infiltrate items, such as the puffy shoulder.

Consider denim jackets infused with a variety of contrasting fabrics for a new take on grunge-inspired looks.

Exposed hardware shows no sign of slowing. However, functional pull cords, ankle clasps and

braces become the new elements gaining greater acceptance in the denim market.

Pieced detailing supports the upcycling trend, while also tapping into the need to make use of discarded or unused fabrics.

Vocabulary Building 单词表

- | | |
|-------------------------------|---|
| ① catwalk | 猫步; 时装表演台, T 型台
catwalk show 时装展示, 模特秀; the catwalk 时装设计行业; catwalk models T 台模特 |
| ② street style | 街拍, 街头时尚, 时尚街拍
I'm inspired by all the things I like: music, art, movies, designers, street style. 我的艺术灵感来自所有我喜欢的东西: 音乐, 电影, 设计, 街头风格。 |
| ③ denim | 斜纹粗棉布; 劳动布; 牛仔布, 丹宁布
denim fabric 牛仔布, 牛仔面料; dark denim 深牛仔色, 深蓝色; 深色牛仔; denim jacket 牛仔夹克; denim market 牛仔市场 |
| ④ piecing | 拼接
Mrs. Peters: Pieced detail She was piecing a quilt. 彼得斯夫人: 她正在拼接被子。 pieced detail 拼接细节 |
| ⑤ patching | 补丁, 贴布
jackets with patches on the elbows 肘部打着补丁的夹克 |
| ⑥ distressing | 破坏处理, 做旧 |
| ⑦ newness | 新意 |
| ⑧ repurposing and recycling | 回收再用 |
| ⑨ utility and boxy silhouette | 实用版型和箱型版型 |
| ⑩ latest trends | 最新趋势 |
| ⑪ utility details | 实用细节 |
| ⑫ S/S | 春夏的缩写 (spring/summer) |
| ⑬ pocket | 口袋 |
| ⑭ buckle | 襟扣 |
| ⑮ layered technique | 层叠工艺 |

- | | |
|---|-----------------|
| ⑩ tiered surface effect | 层叠表面效果 |
| ⑪ 1980s design inspiration | 20 世纪 80 年代设计元素 |
| ⑫ items | 单品 |
| ⑬ puffy shoulder | 泡泡袖 |
| puffy sleeves 泡泡袖 | |
| ⑭ grunge-inspired looks | 摇滚风造型 |
| ⑮ contrasting fabrics | 对比面料 |
| ⑯ exposed hardware | 外露金属配件 |
| ⑰ functional pull cords | 功能拉绳 |
| ⑱ ankle clasps | 脚踝扣 |
| ⑲ braces | 背带 |
| ⑳ upcycling trend | 回收再造趋势 |
| We aim to lead the trend of cycling dress. 设计出引领骑行潮流的骑行服饰，是我们的目标。 | |
| ㉑ discarded or unused fabrics | 废弃面料或未用面料 |

Unit 1 Utility Is Key for Y2K Looks

实用性是千禧年造型的关键

- Functionality is key when it comes to updating cargo/utility styles this season
- Three-dimensional pockets tap into bold Y2K looks when placed on wide-leg trousers and oversized denim silhouettes
- Enlarge pocket flaps, buttons and buttonhole closures. Consider new pocket closures, such as enlarged eyelet hardware

Vocabulary Building 单词表

① utility	实用性；实用；效用；公共设施； 功用 实用的；通用的；有多种用途的； 复数 utilities
utility styles 实用款式	
② Y2K	千禧危机, (Year 2000 Problem) 千年虫
Y2K looks 千禧年造型; bold Y2K looks 醒目的千禧年造型	
③ cargo styles	工装款式
④ three-dimensional pockets	立体口袋
⑤ wide-leg trousers	阔腿长裤
⑥ oversized denim silhouettes	超大丹宁版型
⑦ pocket flaps	翻盖
⑧ pocket closures	口袋扣合
⑨ buttons	纽扣
⑩ buttonhole	扣孔
⑪ eyelet hardware	金属孔眼

Unit 2 Puffy Sleeves Span 1980s and Prairie Looks 泡泡袖带来 20 世纪 80 年代感和田园风造型

- Structured power-shoulders with short or volume sleeves tap into the 1980s
- Puffy-sleeved shirts and jackets are key to tap into the prairie or homestead themes impacting S/S 19
- Consider the incorporation of on-trend fabrics such as tartan and finishes such as acid-wash to take this item into youthful territory



Vocabulary Building 单词表

- | | |
|--|------------------------------|
| ① prairie looks | 田园风造型 |
| ② structured power-shoulders | 有型硬肩 |
| ③ volume sleeves | 量感袖 |
| short sleeves 短袖 | |
| ④ puffy-sleeved shirts | 泡泡袖衬衫 |
| ⑤ homestead themes | 农庄主题 |
| ⑥ trend | 趋势, 倾向; 走向 |
| set the trend 开创潮流; on trend(fashionable - used especially in magazines) 流行的 (尤用于杂志中); This striped dress is bang on trend. 此款条纹连衣裙正流行。on-trend fabrics 前卫面料 | |
| ⑦ tartan | 苏格兰格纹; 格子花呢; [苏格兰]
花格图案 |
| Campbell tartan 坎贝尔苏格兰式格子呢; tartan coat 格子图案大衣; tartan suiting 格子花呢套装 Pattern tartan 花呢格纹; Fashion designers have also tried to update the kilt and make it appeal to a wider audience by using non-tartan designs such as camouflage and materials such as leather. 时装设计师也在努力使方格呢裙跟上时代, 通过采用无格布料设计, 比如采用迷彩风格的布料和皮革布料等, 来适应更多人的品位。 | |
| ⑧ acid-wash | 酸洗 |
| ⑨ finishes | 工艺 |
| ⑩ youthful territory | 年轻领域 |

Unit 3 Use Hybrids to Rework Waste and Dead Stock 用混合造型翻新滞销商品

- Called out in the *S/S 19 Denim Jacket Category Update*, the hybrid denim look has also been confirmed on the catwalks in sports mixes or upcycled denim versions
- Consider waste or dead stock from items such as bomber jackets, plaid shirts or sweatshirts. These are ideal for mixing with denim jackets
- Invest in new hybrid denim looks to give the directional customer the option to experiment and stand out with unexpected style



Vocabulary Building 单词表

- ① hybrids 混合造型
hybrid denim look 混合丹宁造型
- ② rework 翻新
- ③ waste and dead stock 滞销商品
- ④ S/S 19 Denim Jacket Category Update 2019 春夏丹宁夹克单品更新报告
- ⑤ sports mixes or upcycled denim versions 运动混合款或升级丹宁款
- ⑥ bomber jackets 飞行员夹克
bomber & varsity jackets 飞行员夹克; cool bomber jackets 酷酷的短夹克:
Draw on the wise counsel of fans in smart jackets such as Rick Parry, or fans in bomberjackets like David Moores. 就像里克帕里一样穿着整洁的西装聆听球迷们有用的建议, 或像大卫摩斯穿着短夹克站在球迷中间。
- ⑦ plaid shirts 格纹衬衫
Fabric yarn-dyed plaid cotton in spring and summer, local children's wear manufacturers optimistic, suitable for making shirts. 春夏面料色织格子棉布, 颇为当地童装厂家所看好, 适合制作衬衫等。It was his pattern mixes that attracted the initial attention; plaid shirts over other shirts in coordinating plaid and pants, and classic raglan coats over kangaroo-pocket sweaters. 正是他的混搭风格最初吸引了大家的注意, 格呢衬衫穿在其他衬衫上面与格呢披肩和裤子搭配, 而古典的插肩大衣与袋鼠衫搭配。
- ⑧ sweatshirt 卫衣; 运动衫; 圆领长袖运动衫;
汗衫; 绒衣; 同义近词: jersey, sports shirt 运动衫
I'd run on Willow Road which goes by the end of our block. And I'd outfit myself in a pair of white shorts sneakers and a sweat shirt. I'd have the right clothes so I wouldn't look silly. 我跑到街尽头处的柳树路, 买了一条白短裤, 一双运动鞋和一件圆领长袖运动衫打扮一下, 我穿上合适的服装, 就不会显得傻气了。
- ⑨ directional customer 前卫消费者
- ⑩ unexpected style 个性的造型

Unit 4 Functionality Plays Out Through Heavy-Duty Trims

粗犷辅料展现功能性

- Sitting in line with utility and heavy-duty trim trends, chunkier, tie-down straps, removable sleeves and add-on skirts help elongate silhouettes and are key for functionality
- Instead of traditional lace strings, experiment with thick, long-length denim straps to decorate areas such as armholes
- Commercial looks come through with zipper add-ons for dungarees, a common sticking point when removing the garment

