



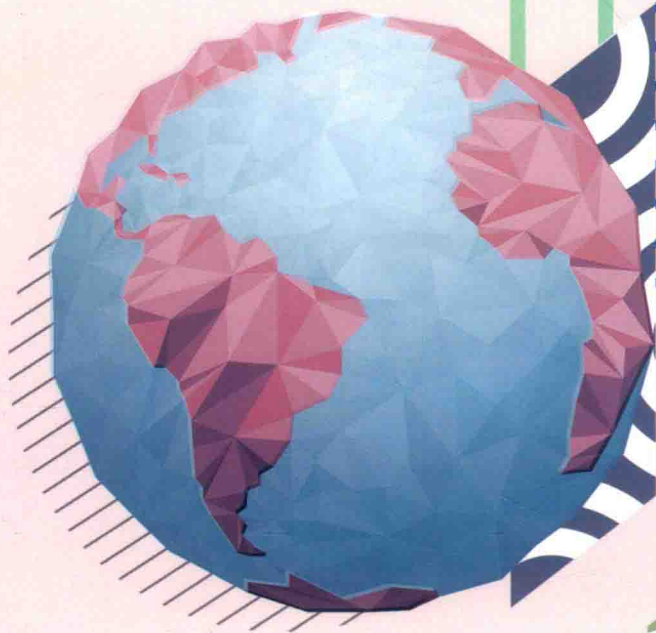
高等学校“十三五”规划教材

GAODENG XUEXIAO “13·5” GUIHUA JIAOCAI

服装设计与工程国家级特色专业建设教材

实用服装 外贸英语

主编 王桂祥



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服装设计与工程国家级特色专业建设教材

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主 编 王桂祥
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北京
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内 容 提 要

本书主要包括服装外贸流程和服装外贸英语两部分。围绕“服装外贸流程”这一主线,本书分别对建立业务关系、订单与合同、服装贸易等专业知识进行讲解。在选材以及篇章设置上,本书配合常规的课时安排,共设置了5章,每章为师生提供了服装外贸所必需的专业知识、案例解析以及常用服装外贸用语,使学生既能掌握基本的服装外贸英语,又能对服装外贸的流程有基本的认识。

本书为服装设计与工程国家级特色专业建设教材,并可供从事服装进出口贸易的相关人员参考。

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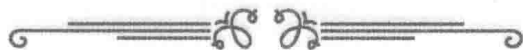
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序 言



随着国家“一带一路”倡议不断推进，我国的服装将出口到更多的“一带一路”国家与地区，服装出口贸易将迎来新的发展转折，“一带一路”为我国服装产业谋求国际合作带来了许多机遇。根据中国服装协会发布的《2017—2018中国服装行业发展报告》相关数据：受益于“一带一路”倡议，2017年1~12月，我国对“一带一路”沿线相关65个国家（地区）累计服装出口377.86亿美元，同比增长0.89%，占我国服装出口总额的23.79%。在此背景下，服装外贸从业人员对服装外贸流程和服装外贸英语的学习就显得格外重要。

服装市场销售额巨大，市场前景广阔。为了使服装外贸从业人员省时、快速、高效地掌握服装外贸流程和服装外贸行业英语，实现在不同服装外贸场合得体、友好、有效地进行交流，提升谈判能力，增强谈判技巧，遵守谈判原则，把握谈判尺度，本书作者深入服装企业和服装销售一线，亲身与不同英语水平的外贸从业人员进行交流，了解行业需求，并依据情境教学理论编写了这本教材。

有志于进入服装外贸行业的学习者在阅读本书的过程中，不仅可以了解服装外贸的主要流程，还可以掌握常用的服装外贸英语，实现用流利英语进行服装外贸商业交流。本书可以满足服装外贸行业从业人员需求，具有较强的参考价值。

德州学院 徐静

2019年9月6日

前 言



本书作为高等学校服装设计与工程国家级特色专业建设教材，面向的读者是高等学校高年级服装设计与工程专业的学生。本书从当前服装外贸业务的实际需要出发，采取范文举例和写作实践相结合的方式进行了系统讲解，内容涵盖了服装外贸业务各个环节所涉及各类信函。范文举例注重反映服装外贸的实际过程，写作实践注重讲解信函的写作要领和写作技能。

本书的目的在于培养学生从事服装外贸的专业能力，切入点是“实用服装外贸英语”课程理论教学中的难点，通过多种类型的题目训练，提高学生对服装外贸英语的理解。本书内容丰富，分别对各知识点进行了解析，希望学生在服装专业的学习或实践中遇到疑惑时，通过学习知识点的解析获得有益的帮助。

本书共分为5章，每章内容分为不同的学习单元，每单元包括学习材料和相关的练习题，练习题包括简答题、翻译及写作3种类型。

本书在成稿过程中得到了很多专家、教授的指点和帮助。德州学院副校长李永平教授对本书编写给予了中肯的建议，德州学院教务处处长、山东省纺织与轻工类专业教学指导会委员徐静教授在百忙之中对本书内容进行了修改并为本书作序，德州学院纺织服装学院马洪才院长审阅了全书，在此对他们表示衷心的感谢。

实用服装外贸英语是一门发展中的课程，由于编者水平所限，书中不妥之处，敬请广大读者批评指正。

编 者

2019年7月

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Chapter 1 Establishing Business Relations

建立业务关系

Part 1

Unit 1 Company Profile 公司简介

Foreign Trade Process of Garments

服装外贸流程



Boosideng is the world's famous brand with the pride of the Nation.

Boosideng Co., Ltd. is the largest feather garment manufacturer in China, who has many famous brands. In September 2002, it was recognized as "Marching into world famous brands", a famous brand in garment industry in China.

Boosideng actively implements international strategies, it has successfully passed ISO 9001:2000 Quality Management System and ISO 14001 Environmental Management System in 2001 and 2002, it was awarded as National Quality Center in October 2001. In March 2003, it was awarded as National Quality Center in October 2003.

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学院内部使用



Chapter 1 Establishing Business Relations^①

建立业务关系

Unit 1 Company Profile^② 公司简介

Bosideng—the world's famous brand and the pride of the Nation!

Bosideng Co., Ltd. is the largest feather garment manufacturers in China, who has most advanced technology and is integrated^③ with functions of research, design, production, processing and selling. In September 2002, it was recommended as one of the 16 Famous Brand Name Companies "Marching into world famous brands, and possessing international competition capability". (The only one in garment industry in China)

Bosideng actively implements international standards, it has successively passed certification of ISO 9001 : 2000 Quality Management System and ISO 14001 Environment Management System, and in 2000 and 2002, it was assessed as National Advance Company in Quality Management. In March 2003, Bosideng brand was assessed as of value RMB 4.602 billion by third party authority, one of the most valuable brands of China. Bosideng feather garment is famous brand products in China, which are exempted^④ from inspection^⑤ and examination by the State, and have accompanied^⑥ with China Climbing Team and Exploitation Team arriving at the peak of Mount Everest in. It had far large sales volume in the country for ten successive^⑦ years from 1995 to 2004, bringing homely warmth to our customers. For nine years Bosideng has represented^⑧ the fashion trend of warm wear by its simple, natural and elegant design philosophy^⑨, which motivates the changes to feather wears move from swollen style to casual and fashionable appearance.

In the process of creating world famous brands, Bosideng has cooperated power-to-power with America Du Pont, Japan Isuchu for purpose of mutually exploiting international market; and it has been cooperation partner of scores of famous brands, such as NIKE、BOSS、TOMMY、GAP、POLO、ELLE. Its products have entered into the markets of Japan, America, Canada, Russia and Swiss.



【Notes】

①to establish business relations (with) 建立业务关系。相似的说法还有: be in business relations with 与……有业务往来; to develop friendly business connections 开展友好的业务关系; to carry on business 经营业务。

②profile *n.* 剖面, 侧面, 外形, 轮廓。

[例句] His handsome profile was turned away from us.

他英俊的侧影从我们眼前转开了。

③integrate *v.* (使) 合并, 成为一体; (使) 加入, 融入群体。

[例句] He didn't integrate successfully into the Italian way of life.

他没有顺利地融入意大利的生活方式中。

④exempt *v.* 免除; 豁免。

[例句] Men in college were exempt from military service.

大学在校男生免服兵役。

⑤inspection *n.* 视察; 检查; 查看; 审视。

[例句] The report sets out strict inspection procedures to ensure that the recommendations are properly implemented.

报告规定了严格的检查程序, 以确保建议得到切实执行。

⑥accompany *v.* 陪同; 陪伴; 伴随; 与……同时发生; (尤指用钢琴) 为……伴奏。

[例句] Ken agreed to accompany me on a trip to Africa.

肯答应陪我一起去非洲。

⑦successive *adj.* 连续的; 接连的; 相继的。

[例句] Jackson was the winner for a second successive year.

杰克逊已经是连续第二年获胜了。

⑧represent *v.* 代表; 作为……的代言人; 维护……的利益; 相当于; 意味着。

[例句] The offer has yet to be accepted by the lawyers representing the victims.

受害者的代理律师还没有接受这个提议。

⑨philosophy *n.* 哲学; 思想体系; 人生哲学; 生活的信条(或态度)。

[例句] He studied philosophy and psychology at Cambridge.

他在剑桥大学学习哲学和心理学。



【Tips】

How to write a company profile?

A well-written corporate profile can be used as a marketing tool to attract investors and clients. It can also be used to distribute to stakeholders who might be interested in understanding a company's mission and what it does. Write a corporate profile that is concise, creative and attention-grabbing by focusing on pertinent information and presenting it in a way that readers will find interesting and engaging.

1. Formatting the Company Profile

(1) Keep your corporate profile concise. Make your corporate profile interesting and easy to read by keeping it as simple and brief as you can. Many readers will simply scan the document, digesting key phrases and concepts. Corporate profiles can be just a few paragraphs or over 30 pages long, but think about what information is really important before you choose a long-form profile.

If you're creating your corporate profile online, keep it short by linking to more detailed information on separate pages. This will provide resources to readers who are curious to learn more

while still being a quick and easy read. Even Google limits their corporate profile to 1 page, so you can keep it short, too.

(2) Get creative with your format. There's no one way to make a corporate profile, especially when they're published online. Most profiles contain certain key facts about a business, but it can be presented in whatever way you think highlights your company's best assets. The profile should be professional and businesslike, but it also needs to grab the reader's attention.

- Consider graphics and diagrams to break up some of the text or longer paragraphs.
- Use photographs of your staff or production process, highlight innovative technologies you're using, and incorporate elements of your branding throughout the profile to make it really stand out.

(3) Use headers and bullet points to break up text. Walls of text are boring. Keep the reader interested by using headers and bullet points to create visual divisions within your profile.

Headers should be simple and can be used to introduce changes in topic, like "Mission Statement", "Awards and Recognition" or "Looking to the Future".

Use bullet points whenever you're listing several pieces of information, like when you're naming your company's awards or presenting highlights from your financial information.

(4) Use a simple, easy-to-read font. As with any other professional document, you should avoid using flashy fonts in the body of your profile. These can be distracting and hard to read. Go with an attractive, simple font like Arial, Helvetica, or Calibri.

(5) Use active voice. Make sure your corporate profile is strong by using active voice throughout the document. Passive voice can be overly complicated and flat.

Instead of saying "Responsibility and integrity are important to us", you could say "Our company prizes responsibility and integrity."

(6) Avoid using too much "corporate speak". Too many industry-specific terms or corporate buzzwords will make your profile bulky and difficult to read. Focus on using plain language that anyone can understand.

2. Including Relevant Information

(1) Start with the company name and address as a header. Since your corporate profile should include the company name and address, you can use this as a header. Consider using an eye-catching logo instead of simple type to make your profile more interesting right away.

(2) Include a paragraph listing your products and brand names. The purpose of the profile is to give readers a brief overview of the type of business your company conducts. Briefly explain what your business is all about. Do you sell beer? Do you manufacture children's toys? Make sure it's clear.

(3) Include information on the corporate structure. Specifically, you should include whether the company is private, public, or a partnership. Explain whether there is a board of directors, an executive staff, or officers who make the major decisions. This information can usually be summed up in one sentence.



(4) Craft a powerful mission statement. Your mission statement should tell readers your vision for the company's future as well as the strategies you are using to achieve those goals. Your mission statement should also include a brief discussion of your target demographic and financial data, including mergers and acquisitions and relationships with investors and shareholders.

(5) Present your company's history. Show readers how your company has evolved by providing a brief chronological history. Include how the company began and the changes and developments that brought the business to where it is today.

(6) Call attention to important achievements and milestones. It's okay to brag a little in your corporate profile. Mention important partnerships, success stories and benchmarks. Explain how the corporation gives back to the community or sponsors nonprofit groups and schools.

• If your business was recently recognized as one of the fastest-growing companies in your region, you want people to know!

(7) Talk about the company culture. Part of the corporate profile should be about the people who make the business run. Briefly discuss your highly trained staff and what you do to keep morale and standards high.

Include information about corporate policies regarding the environment, public relations, health and safety, unions, and labor and human rights.

(8) Keep your corporate profile honest and accurate. Consumers, analysts and members of the media will likely do a little research to confirm what they read. If you include inaccurate or dishonest information, you can irreparably damage your company's image.

3. Editing Your Corporate Profile

(1) Proofread your profile several times. Before you publish your profile, you should make sure it is free from errors in spelling and grammar. This document represents your company as a whole, and mistakes are unprofessional.

One tip for successful proofreading is to start at the end of the document and read one sentence at a time.

(2) Read other corporate profiles to see what makes them stand out. Part of business is knowing your competition, and you can apply this to crafting a corporate profile. Look at other company's profiles to see what stands out to you, and try to emulate those qualities in your own profile.

(3) Make sure every part works to build your company's image. Look at each element of your profile to make sure that it works to build your company's image. As you read through, remove anything which seems unnecessary.

Even if it's necessary to disclose something negative (like a previous bankruptcy, for instance), try to reframe it in a way to emphasize your company's resilience.

(4) Ask someone else to look over your profile. Sometimes a fresh set of eyes is essential in editing a document. Ask someone who isn't familiar with your business to proofread your document and to give you feedback on the overall image the profile creates.

4. Using the Corporate Profile

(1) Make your corporate profile available publicly online. You never know who may be researching your company, so make it available on your website and link to it on your social media profiles. Potential investors, customers, and even your own shareholders may be interested in learning more about the operations of your company.

(2) Use the corporate profile as a marketing tool. Use this corporate profile whenever you can. It can be part of your business plan, strategic plan, marketing strategy and on your website. The corporate profile should be a marketing tool that gets your company noticed.

(3) Show it to potential investors. Your corporate profile can be a great tool to introduce potential investors to your company. Offering your profile at the beginning of financial discussions will give potential investors the basics of your company's business and finances. This will give them time to learn about your company and decide whether they want to follow up.

(4) Link to your corporate profile in press releases. If you're announcing a new product or a business acquisition, include your corporate profile in your press releases. This will direct traffic to your profile and can help build brand awareness.

(5) Update your profile when your company undergoes changes. Be sure to keep your corporate profile up to date, especially as the business grows and changes over time.

Review the profile every 6 months or so, and any time a major change affects the leadership or operations of the company.



【 Reading Material 】

P. S. Apparel Corporation

P. S. APPAREL CORP. is a wholly foreign-owned export-oriented^①OEM enterprise invested by Hong Kong Profit Summit Investment Limited according to the high international standard in 2003. It is located in Jinshang Industrial Park, Shishi, Fujian—China's Famous Garment City. The factory covers an area of over 46,000 square meters. The bleaching^② and dyeing^③ factory, garment factory and washing factory have been put into production. A processing service platform integrating "cotton cloth bleaching and dyeing, garment processing and garment washing" has been established. There is a modern standard plant, domestic^④ and foreign advanced dyeing and finishing, garment and washing production equipment, and more than 600 employees. Emphasizing technical force and our company is a production and processing enterprise integrating^⑤ cloth dyeing and finishing, garment production and garment washing and dyeing.

Our company has been certified^⑥ to ISO 9001, ISO 14001 and OHSAS 18001, and has obtained numerous honors such as Shishi "Advanced Self-managed Export Enterprise", "Safety Enterprise" of the Central Committee for Comprehensive Management of Public Security, "Member Unit" of the Environmental Protection Association, "Advanced Non-public Enterprise

in Safety Production”, “Member Unit of the Environmental Protection Industry Association”, “Second-level Safety Production Standardization Enterprise (Light Textile)”, Winner of “Ankang Cup” Competition of Quanzhou Municipal^⑦ Federation of Trade Unions, “Quanzhou Advanced Enterprise in Standard Management of Labor Employment”, “Quanzhou Demonstration Enterprise in Labor Contract System”, “Workers Vanguard” of Quanzhou Municipal Federation of Trade Unions, etc.



【Notes】

①export-oriented 出口导向；出口导向型。

[例句] The implementation of export oriented foreign trade development strategy resulted from shortage of internal supply has come to an end.

缘于国内供给能力不足而且实施以出养进的、粗放式的出口导向型外贸发展战略已走到尽头。

②bleach *v.* (使) 变白，漂白，晒白，褪色。

[例句] ECF bleaching of bamboo kraft pulp was carried out in this study.

研究人员对中小径竹硫酸盐浆进行了 ECF 漂白的研究。

③dye *v.* 给……染色；染。

[例句] The process of dyeing cotton fabric in cold pad-batch with reactive dyes was studied.

本文针对活性染料对棉织物的冷轧堆染色工艺进行了探讨。

④domestic *adj.* 本国的；国内的；家用的；家庭的；家事的；喜爱家庭生活的；享受家庭乐趣的；乐于操持家务的。

[例句] She was kind and domestic and put her family before her part-time job.

她人很好也顾家，把家庭看得比兼职工作更为重要。

⑤integrate *v.* (使) 合并，成为一体；(使) 加入，融入群体。

[例句] He didn't integrate successfully into the Italian way of life.

他没有顺利地融入意大利的生活方式中。

⑥certify *v.* (尤指书面) 证明，证实；颁发(或授予)专业合格证书。

[例句] The National Election Council is supposed to certify the results of the election.

全国选举委员会应对选举结果出具证明。

⑦municipal *adj.* 市政的；地方政府的。

[例句] The municipal authorities gave the go-ahead for the march.

市政当局批准了这次游行。

Huaian Richer Clothing Corporation

Huaian Richer Clothing Co., Ltd. (Richer as below) is a professional trader and producer of knitted^① garments. Our products are sold to so many countries and regions such as the European Union, the United States, Australia, Japan, Canada, etc., and are highly praised by customers.

1. Location

Richer is located in Huaian, Jiangsu, China, which is one of National Historical and Cultural Cities. Huaian is a city with convenient transportation and a propitious^② place giving birth to great men. It is hometown of the PRC founding Premier Zhou Enlai. Huaian, a junction^③ of the Grand Canal and Huaihe River, was a famous city of water transportation of grain to the capital Beijing in Ming Dynasty^④ and Qing Dynasty. The city is a place where the merchants swarmed^⑤. Huaian is a hub of transportation. There are several expressways and railways passing through our city. The expressways include Beijing-Shanghai expressway, Nanjing-Lianyungang expressway and Xuzhou-Yancheng expressway, etc. Huaian has got its own airport to connect many cities such as Beijing, Shanghai, Guangzhou and Xiamen by air.

2. Capability

Richer, covering an area of 15,000 m² and plant area of 11,000 m², has complete production equipments. There are 210 sets of advanced sewing^⑥ machines, a set of CAD pattern system. And there are 216 employees, including 120 workers in sewing workshop, 20 workers in cutting Room, 40 workers in Pressing and Packing Workshop and 36 management staff. Our annual output of knitted garments is around 1.80 million pieces. Richer has nearly 20 years of experience in knitted garment production and foreign trade. Regarding quality as life, Richer has a sound quality management system and perfect order coordination and management system. Richer has got ISO 9001-2008 certification. In the light of^⑦ “Based on sincerity, serving all the customers around the world”, our company will do all the service work to let customers feel confident and comfortable to place orders with us and receive shipments from us. Richer has beautiful scenery and perfect facilities, as well as good cultural environment and corporate culture.

3. Main Products

Richer mainly deals with three major categories of knitted garments:

(1) Outdoor Series: Bike wears, Jogging Suits, Yoga garments, T-shirts and Polo etc. All mentioned products are produced with functional and trendy knitted fabrics^⑧.

(2) Leisure Series: Knitted leisure jacket and sweater shirts, etc. The products are produced with fleece, polar fleece^⑨, knit fleece and bonded knitted fabrics (including ordinary yarn, functional yarn and recycling yarn).

(3) Underwear Series: Various kinds of styles with fancy stitching^⑩ (4 needles and 6 threads), enabling customers to have more professional options. The products are produced with lycra fabrics, wool fabrics, wool blend fabrics, bamboo fiber fabrics, soybean fiber fabrics, etc., enabling products to have a variety of functions such as wicking, anti-bio, anti-odor, anti-UV and windproof etc.

With the principles of good quality and service, equality and mutual benefit, Richer sincerely hopes to cooperate friendly with all customers to enjoy prosperity and development