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## Chinese firm behind the “Amazon Coat” hits jackpot in U.S.

“亚马逊外套”背后的中国公司在美国大获成功

When Kevin Chiu left his job in 2012 to try his luck at starting an online apparel business in a rural Chinese city, his main goal was to carve out more time to spend with his wife and newborn child.

邱佳伟先生在 2012 年辞了职，打算在中国城镇开一家服装网店碰碰运气。当时他的主要目的是多留出时间陪陪妻子和刚出生的宝宝。

It never entered his mind that his Orolay puffer jacket would become a huge hit, celebrated as the ‘Amazon Coat’ in U.S. social and traditional media—and held up as a budding rival to premium brand Canada Goose.

邱先生没想到，自己的羽绒服品牌欧绒莱（Orolay）会成为一大热门，在美国社交媒体和传统纸媒上被誉为“亚马逊外套”，并且被推举为加拿大鹅这一高端品牌的新晋竞争对手。

Using duck down sourced from China’s Hebei and Anhui provinces, the polyester coats are

priced between \$80 and \$139. By contrast, Canada Goose jackets start from about \$575 in the United States.

这种涤纶面料的羽绒服，选用的是产自中国河北省和安徽省的鸭绒，价格在 80 至 139 美元之间。相比之下，加拿大鹅的羽绒服在美国售价则是 575 美元起。

Orolay's success is, however, not just a tale of competitive pricing and a design that found favor with U.S. consumers.

然而，欧绒莱成功故事的背后，不只是颇具竞争力的价格和备受美国消费者青睐的设计。

Chiu is among a wave of Chinese merchants that have benefited from measures introduced by Amazon in recent years that have made it easy for overseas vendors to sell on its site.

近年来，亚马逊推出新措施，海外卖家在亚马逊上架销售更方便了。一大批中国商人受益于此，邱先生也是其中之一。

Analysts say the number of Chinese merchants selling on Amazon's U.S. site began to pick up over the last five years after it introduced measures that allowed sellers worldwide to store products at Amazon warehouses and provided help shipping those goods to customers.

分析人员称，在过去五年中，开始有越来越多的中国商户入驻美国亚马逊商城，原因在于该网站推出的新举措：允许全球卖家在亚马逊的库房内存放货品，并且还提供送货服务，将这些商品送到顾客手上。

Chiu credits Amazon for much of the firm's success but is thinking of branching out.

Expansion plans include extending Orolay's product line to cotton clothing and men's outerwear. But for now, Chiu is still marveling at how his business has become so successful in a market he barely knows.

邱先生认为，公司能够如此成功，多亏亚马逊商城；不过他正考虑拓展业务。扩展计划包括将欧绒莱的产品线扩展到棉质服装和男式外套。但在当下，邱先生还是觉得很惊讶：自己的业务居然能在自己并不太了解的美国市场如此风靡！

——— 文章来源 / 路透社

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重点词汇

**jackpot**/'dʒækpɒ:t/

n. (在碰运气游戏中的) 头奖, 最高奖

- 搭配短语：hit the jackpot
- 例句：He hits the jackpot with his new invention.

### **apparel**/ə'pærəl/

n. 服装

- 近义词：clothing
- 搭配短语：women's and children's apparel

### **carve out**

- 靠努力开创出；努力赢得，谋得（尤指职位）
- 英文释义：to create or obtain something that helps you by skillful activities
- 例句：Our company carved out a large chunk of the market within a year.

### **puffer jacket**

羽绒夹克

- 词性拓展：puff (v.)
- puffer 英文释义：a person or thing that puffs
- 搭配短语：a red, leathery puffer jacket

### **budding**/'bʌdɪŋ/

adj. 初露头角的

- 词性拓展：bud (v.)
- 例句：While still at school Daniel was a budding genius.

### **rival**/'raɪvl/

n. 竞争对手

- 词性拓展：rival (v.)
- 英文释义：to be as good or impressive as sb./sth. else
- 例句：No computer can rival a human brain in complexity. (v.)

### **premium**/'pri:miəm/

adj. 优质的，高级的

- 近义词：superior
- 搭配短语：premium products

### **duck down**

鸭绒

- 搭配短语：duck down pillow

**polyester**/'pɑːliestər/

n. 聚酯（纤维）；涤纶

- 拓展发音：UK·/ˌpɒli'estə(r)/
- 拓展发音：US·/'pɑːliestər/

**find favor with**

受到某人的青睐

- 近义词：be popular among
- favor 英文释义：approval or support for sb./sth.
- 例句：The suggestion has found favor with local people.

**vendor**/'vendər/

n. 卖主，卖方

- 英文释义：someone who is selling something

**pick up**

获得；增加

- 近义词：increase

**credit**/'kredɪt/

v. 把...归于；认为是...的功劳

- 搭配短语：credit sb./sth. for/with sth.
- 例句：The 'Green Book' director credits Viggo Mortensen for winning Best Picture Oscar.

**branch out**

涉足（尤指新工作）；扩展（业务）

- 英文释义：to start to do an activity that you have not done before, especially in your work or business

**marvel**/'mɑːrvl/

v. 感到惊奇；大为赞叹

- 近义词：wonder
- 搭配短语：marvel at sth.