

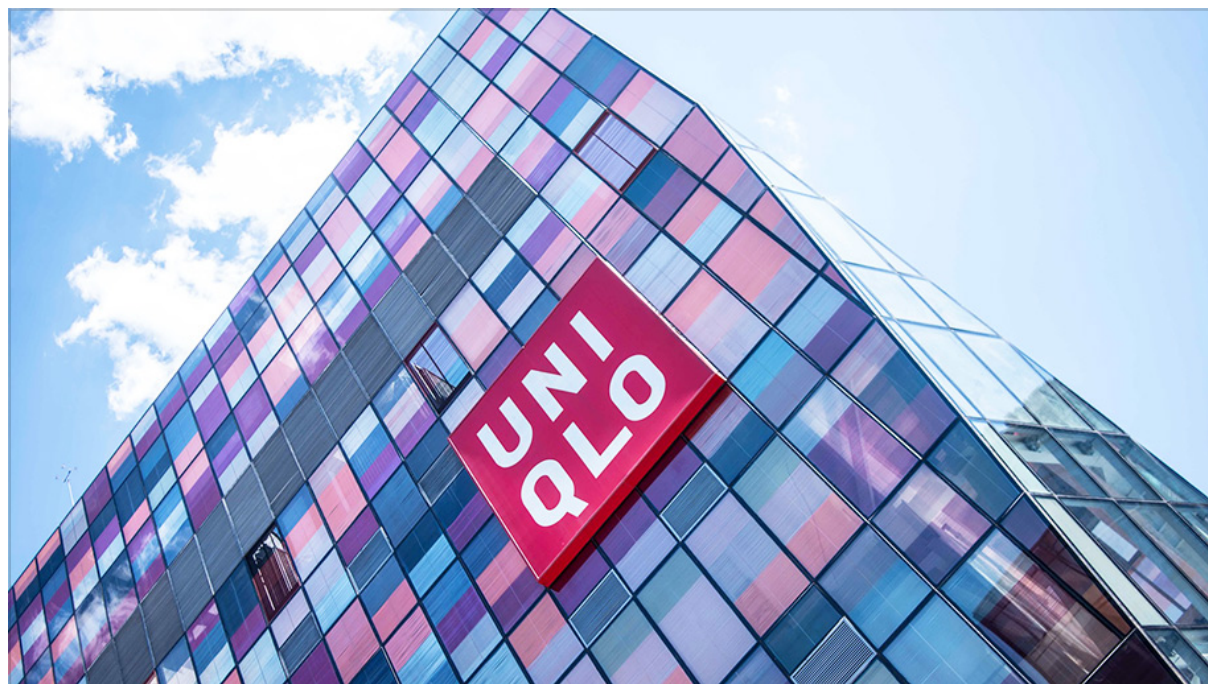
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Why urban millennials love Uniqlo

都市中的千禧一代为什么热爱优衣库

Uniqlo was founded in 1984 in Hiroshima, Japan, as the Unique Clothing Warehouse—an ironic name for a manufacturer known for clothing that is in no way unique. For a certain segment of American shoppers—young, urban, professional, practical—Uniqlo basics have become a cornerstone of the contemporary wardrobe.

优衣库在 1984 年创立于日本广岛，公司最初叫做“Unique Clothing Warehouse”（独特的服装仓库）。这个名字有些讽刺意味，因为这家制造商完全不因服装的独特性而为人所知。对于特定的一部分美国顾客来说，优衣库的基础款已成为了当代衣橱中的必备单品。而这部分顾客便是身处都市职场，追求实用性的年轻人们。

Uniqlo has profited from changes in American society, some of which might seem at first glance to be unrelated to fashion. Millennial shoppers entered a job market with fewer jobs, while carrying more student debt, which limited how much money many of them

could spend on clothes. That austerity contributed to a cultural shift, in which conspicuously expensive clothing fell out of favor.

美国社会的转变让优衣库获利颇丰，而其中有些变化可能乍看之下和时尚无关。千禧一代的消费者在开始求职的时候，面对的是更少的就业机会，与此同时他们背负着更多的学生贷款债务，这一情况限制了很多人在服装支出上的预算。开支的缩减促成了一种文化观念上的转变：看起来显然很昂贵的服饰不再受欢迎了。

"We went through a period where the logo was dying and nobody wanted to wear a big logo and advertise for the brand," said Jan Rogers Kniffen, a retail consultant. "That's the Uniqlo customer."

零售顾问简·罗杰斯·柯妮芬说，“我们经历了一个商标不再重要的年代，没人想要穿着带有大标识的衣服为厂商做广告，优衣库的消费者就是这样的人”。

This isn't to say that people who shop at Uniqlo don't care about how they look. A pair of Uniqlo slacks is never going to look like a \$200 pair from a high-end competitor. But because Uniqlo offers free tailoring, the pants are probably not going to look like you got them for \$40, either. The company may be sensitive to customers' finances, but it's alive to their aspirations as well.

这并不表示在优衣库购物的人就不关心他们的外表。一条优衣库的裤子不可能看起来像一条价值 200 美元的，来自高端竞争品牌的裤子。但因为优衣库提供免费修改裤长的服务，裤子看起来很可能也不像花 40 美元就能买到的货。这个公司可能很体察顾客的财力，但它也照顾到了顾客的心愿。

Today, Uniqlo has more than 2,000 stores in 15 countries. Its owner, Tadashi Yanai, is the richest person in Japan. Its parent company, Fast Retailing, is among the five largest clothing retailers in the world.

如今，优衣库在 15 个国家拥有超过 2000 家门店。优衣库老板柳井正是日本首富，而它的母公司迅销是世界上最大的五个服饰零售商之一。

— Theatlantic: [Why urban millennials love Uniqlo](#)

重点词汇

millennial/mɪˈleniəl/: n. 千禧世代

相关词汇：millennial (adj.)

词根词缀：mill- (千)

warehouse/'werhaʊs/

n. 仓库；仓库批发店，大型零售商店：e.g.

相关词汇：ware (n. 器具；物品)

ware 搭配短语：ceramic ware

ironic/aɪ'rɒ:nɪk/: adj. 讽刺的

相关词汇：irony (n.)

例句：It's ironic that she became a teacher.

in no way: 决不，无论如何也不

例句：He was in no way remarkable.

segment/'segmənt/: n. 部分

e.g.

近义词：part

词性拓展：segment (v. 分割)

例句：The market is segmented by price into three general categories. (v.)

cornerstone/'kɔ:rnərstoʊn/: n. 基础，支柱

英文释义：something of great importance that everything else depends on

profit from: 从...中获利

at first glance: 乍看之下

例句：At first glance the problem seemed easy.

austerity/ɔ:ˈsterəti/: n. (经济的) 紧缩；严格节制消费

搭配短语：a period of austerity

conspicuously/kən'spɪkjʊəsli/: adv. 显著地，明显地

词性拓展：conspicuous (adj.)

conspicuous 英文释义：easy to see or notice

conspicuous 例句：My green hair always made me conspicuous at school.

out of favor: 失宠，不受欢迎

例句：Ballet has gone out of favor.

retail/'ri:teɪl/: n. 零售

搭配短语：retail price

例句：The shirt retails at £9.15. (v.)

slacks/slæks/: n. 裤子，尤指宽松的长裤

近义词：trousers

词性拓展：slack (adj./n.)

high-end/ˌhaɪ 'end/: adj. 高档的，高端的

英文释义：expensive and of high quality

be sensitive to...: 体谅..., 体察...

例句：She is very sensitive to other people's feelings.

finances/ˈfaɪnənsɪs/: n. (个人、组织、国家的) 财力，财源，财务管理

搭配短语：government/personal finances

例句：It's about time you sorted out your finances.

alive to: 意识到，认识到：同义词：aware of sth.

搭配短语：to be alive to the dangers/facts

aspiration/ˌæspə'reɪʃn/: n. 强烈愿望；志向，抱负

例句：He has never had any aspiration to earn a lot of money.