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Millennials don't want to smell like celebs anymore

千禧一代再也不想和名人撞香水

millennials /mɪˈlenɪəls/: n.千禧一代 (1982-2000年出生的人), millennial: 一千年的
celeb /səˈleɪb/: <俚> n.名人

Buying a Britney Spears **perfume** gift set this Christmas? Didn't think so.

这个圣诞节, 要买布兰妮·斯皮尔斯的香水礼盒吗? 没这么想过。

perfume /ˈpɜːfjuːm/: n. 香水 (比fragrance,scent更高级, 一般指精油含量较高的优质香水)

gift set: 礼盒, set: 套装

Didn't think so.: 从未想过。

That's a problem for the **mass fragrance market**. Mid-priced ranges, including those branded with pop stars and actresses, are falling out of fashion in many developed markets. In contrast, luxury and **personalized** products are growing quickly. If they are to **reinvigorate sluggish** demand, mid-market producers such as Revlon and Coty will also need to find ways for affordable scents to smell a little more expensive.

这对于大众香水市场来说是一个问题。中等价位的系列产品，包括那些以明星和女演员命名的系列，在许多成熟的市场中逐渐变得不再流行。相反地，奢侈品和定制产品正在快速发展。如果中端市场的生产商们比如露华浓和科蒂，想要为低迷的市场需求注入活力的话，它们也将需要找到能让实惠的香水闻起来稍微再贵一点的方法。

fragrance/'freɪŋrəns/ n. 香水；香气，香味（比perfume更广泛，比scent更正式）

mass market: 大众市场

Mid-priced ranges: 中等价位的产品

branded with: 以...命名（并不是通用的表达），brand/brænd/ v. 给...打上烙印；以...命名

actresses /'æktɹəs/: 女演员

fall out of fashion: 过时的，in fashion: 时髦的

personalize /'pɜ:s(ə)n(ə)laɪz/: v. 为个人定制

reinvigorate/'ri:ɪn'vɪgəreɪt/: v. 给...增添活力；使...再振作，vigor/vɪgər/: n. 精力，力量

sluggish/'slʌɡɪʃ/: adj. 缓慢的，迟缓的；低迷的，萧条的

sluggish demand: 低迷的市场（需求）

affordable scents: 实惠的香水，scent: n. 香水（一般指价格较低的香水）

In the affordable segment consumers are choosing cheaper options such as Primark's scent, which starts at \$2.53 (2 pounds). Shoppers 35 and under want to smell like themselves, not everyone else, and that's bad news for the many **celebrity** products that **occupy** the midrange. At the **luxé** end of the spectrum, consumers in the U.S., Europe and Asia—including young Chinese shoppers—want **aspirational** and unusual options. 在价格实惠的市场部分中，消费者正选择更便宜的产品，比如 Primark 的香水，起价只要 2.53 美金（2 英镑）。35 岁及以下的消费者们想要闻起来有自己的个性，而不是和其他人一样，而这对于许多占据着中端市场的明星产品来说并不是个好消息。在这个价格横轴的奢侈端，美国、欧洲和亚洲，包括年轻的中国消费者们，想要激励人心和不同寻常的选择。

segment/'segmənt/: n./v. （市场）细分的部分；片段；分割

celebrity /sə'leɪbrədi/: n. 名人，名声

occupy: v. 占据

luxé/lʊks/: adj. 豪华的，奢侈的

spectrum/'spektrəm/: n. 范围；光谱

aspirational /ˌæspə'reɪʃənəl/ : adj. 有抱负的 (aspirational product 常指奢侈品)

Coty has **responded** by **slimming down** its **portfolio** of lower-priced labels since its **joint venture** two years ago with P&G's **beauty unit**. It is now focused on its luxury lines, which includes the **millennial-friendly** Gucci Bloom and Tiffany & Co. These helped drive a 6 percent increase in **like-for-like sales** in its **high-end division** in the latest **fiscal year**.

自从两年前收购宝洁的美妆部门后，科蒂已通过减少对低价商标投资组合的投放来作出回应。如今，科蒂专注于其奢侈品产品线，其中包括受千禧一代欢迎的古驰 Gucci Bloom 香水和蒂凡尼香水。在最近的财年里，这些举措在其高端部门帮助推动了 6% 的相对销售额增长。

respond : v. 答复，回应

slim down : 精简（机构）；裁减（人员）

portfolio /pɔːt'fəʊliəʊ/ : v. 投资组合

joint venture: 与...合并，收购。joint: adj. 联合的，venture /'ventʃə/: n. 企业

unit: n. 单元，部门

like-for-like sales, 相对销售额；采用相同基准计算的销售额

high-end: 高端的；某类商品中价格最高端的一部分

division: n. 分开，部门

fiscal year: 财年，fiscal /'fɪsk(ə)l/: adj. 财政的

If mid-market producers **are to kickstart** demand, they will need to find ways to **incorporate** these trends. That's **trickier** at lower price points, because a scent created by a top **perfumier typically** costs thousands of dollars. If the industry does not **adapt**, fragrance risks **being left further behind**, and not just at Christmas.

如果中端市场的生产商们想要快速重启需求，他们将需要找到能够跟上这些趋势的方法。而在低端价格领域，这一问题则更加棘手，因为由顶级调香师创作的香水通常会花费数千美金。如果行业不转型，香水业将会面临进一步落后的风险，而且不仅仅是在圣诞节。

kickstart /'kɪkstɑːrt/ v. 快速重新启动...；使...重新开始

incorporate /ɪn'kɔrpə'reɪt/: v. 纳入，合并；融于某事物以成为某事物的一部分，corporate /'kɔrp(ə)rət/: adj. 全体的，公司的。/ n. 企业集团

trickier /'trɪki/: 困难的

perfumier: n. 香水商，调香师

typically: adv. 典型地，一贯地

adapt: v. 调整以适应，转型

be left: 被遗弃

原文:

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Coty has responded by slimming down its portfolio of lower-priced labels since its joint venture two years ago with P&G's beauty unit. It is now focused on its luxury lines, which includes the millennial-friendly Gucci Bloom and Tiffany & Co. These helped drive a 6 percent increase in like-for-like sales in its high-end division in the latest fiscal year.

If mid-market producers are to kickstart demand, they will need to find ways to incorporate these trends. That's trickier at lower price points, because a scent created by a top perfumier typically costs thousands of dollars. If the industry does not adapt, fragrance risks being left further behind, and not just at Christmas.