

你能放弃快时尚吗？ Could you give up fast fashion?

Hello.

大家好。

This is 6 Minute English from BBC Learning English.

这里是BBC学习英语栏目的六分钟英语。

I'm Georgina.

我是乔治娜。

And I'm Neil.

我是内尔。

In this program, we're talking about buying clothes and only wearing them a few times before buying more clothes!

本期节目中，我们将讨论买衣服只穿几次就再去买新衣服的话题！

This is something known as fast fashion—it's popular, it might make us feel good, but it's not great for the environment.

这就是所谓的快时尚——它很受欢迎，它可能让我们感觉很棒，但是它对环境不太好。

Which is why lots of people this year are pledging—or promising publicly—to buy no new clothes.

这也是为什么很多人今年保证——或者说公开承诺——不买新衣服。

I for one am wearing the same shirt I bought seven years ago.

比如我正穿着七年前买的那件衬衫。

You're certainly not a fashion victim, Neil!

你肯定不是时尚受害者，内尔！

But first, let's test your knowledge of fast fashion with a question.

但是首先，我们用一个问题来测试一下你对快时尚的了解。

Do you know how many items of clothing were sent to landfill in the UK in 2017?

你知道2017年英国有多少件服饰被送到了垃圾填埋场吗？

Was it a) 23 million items, b) 234 million items or c) 2.3 billion items?

是A.2300万件，B.2亿3400万件，还是C. 23亿件？

What do you think, Neil?

你知道吗，内尔？

I'm sure it's lots, but not billions, so I'm going to say 23 million items.

我想肯定有很多，但是应该不到以10亿级别的数量，所以我要选2300万件。

I shall tell you if you're right at the end of the program.

我会在节目结束的时候告诉你是否回答正确。

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Let's talk more about fast fashion, which is being blamed for contributing to global warming.

我们再来聊聊快时尚，它正因为导致全球变暖而被人诟病。

And discarded clothes-that means ones that are thrown away-are also piling up in landfill sites, and fiber fragments are flowing into the sea when clothes are washed.

遗弃衣服——即被丢弃的衣服——也在垃圾填埋场堆积成山，同时纤维碎片也在衣服被洗的时候流进了大海。

It's not great-and I've heard the average time someone wears something is just seven!

这可不妙——而且我还听说一个人穿戴某件服饰的平均次数是七次！

So why is this, and what is driving our desire to keep buying more clothes?

所以这是为什么呢，是什么驱使着我们不断买新衣服的欲望呢？

I think we should hear from fashion journalist Lauren Bravo, who's been speaking on the BBC Radio 4 programme, You and Yours.

我想我们应该听听时尚记者劳伦·布拉沃在BBC电台4频道的节目《You and Yours》中的讲话。

She explained that clothes today are relatively cheaper than those from her parents' days.

她解释如今衣服的价格比她父辈时代相对更低廉。

A lot of clothing production got outsourced-offshored over to the developing world, so countries like Indonesia, India, Bangladesh and China are now responsible for making the vast bulk of all the clothes that are sold in the UK.

大量服装生产商都进行了外包——在发展中国家设厂，所以印度尼西亚，印度，孟加拉国和中国这样的国家现在负责生产那些在英国销售的大量服装。

And with that, we've seen what we call 'chasing the cheapest needle' around the world, so the fashion industry constantly looking to undercut competitors, and with that, clothes getting cheaper and cheaper and cheaper.

因为这一点，我们在全世界范围内看到了所谓的“追逐最便宜的针”，即时尚产业不断地寻找低价竞争者，因此衣服的价格不断降低。

Right, so clothes-in the developed world at least-have become cheaper because they are produced in developing countries.

好的，所以说至少在发达国家，服装正变得原来越便宜，因为它们是在发展中国家生产的。

These are countries which are trying to become more advanced economically and socially.

这些国家指的是那些正在努力在经济和社会上变得更先进的国家。

So production is outsourced-that means work usually done in one company is given to another company to do, often because that company has the skills to do it.

所以生产被外包——即通常由某个公司完成的工作被交给了另一个公司去完成，往往是因为后者有能力去完成。

And in the case of fashion production, it can be done cheaper by another company based in a developing country.

至于时尚生产，由一个发展中国家的公司来完成生产会更便宜。

Lauren used an interesting expression 'chasing the cheapest needle' -so the fashion industry is always looking to find the company which can make clothes cheaper-a company that can undercut another one means they can do the same job cheaper.

劳伦使用了一个有趣的表达“追逐最便宜的针”——即时尚行业总是试图寻找能够更便宜地生产服装的公司——一个能够低价竞争掉另一个公司指的是它们能够更便宜地完成同样的工作。

Therefore the price of clothes gets cheaper for us.

因此我们买衣服的价格越来越低。

OK, so it might be good to be able to buy cheaper clothes.

好吧，也许能买到更廉价的衣服是件好事。

But why do we have to buy more and only wear items a few times?

但是我们为什么要买得更多，而且只穿几次呢？

It's all about our obsession with shopping and fashion.

这完全是因为我们对于购物和时尚的痴迷。

It's something Lauren Bravo goes on to explain on the You and Yours radio programme.

劳伦·布拉沃接下来在台节目《You and Yours》中解释了这一点。

See if you can hear what she blames for this obsession.

看看你能不能听出来她把这种痴迷归咎于什么。

Buying new things has almost become a trend in itself for certain generations.

买新东西在对于某些年龄的人来说已经成为了一个趋势。

I think that feeling that you can't be seen in the same thing twice, it really stems from social media, particularly.

我认为，尤其是你不能两次被看见穿一样的衣服这样的想法来源于社交媒体。

And quite often people are buying those outfits to take a photo to put on Instagram.

而且往往人们买那些衣服是为了拍一张照片传到INS上。

It sounds illogical, but I think when all of your friends are doing it there is this invisible pressure there.

这听起来不合逻辑，但是我认为当你所有的朋友都这样做时，那么就会有一种无形的压力。

Lauren makes some interesting points.

劳伦提出了一些有趣的观点。

Firstly, for some generations, there is just a trend for buying things.

首先，对于某些年龄层的人，买东西只是一种潮流。

It does seem very wasteful, but, as Lauren says, some people don't like to be seen wearing the same thing twice.

它确实看起来非常浪费，但是，正如劳伦所说，有些人不喜欢两次被人看到穿同样的衣服。

And this idea is caused by social media-she uses the expression 'stems from'.

而这种观念是由社交媒体导致的——她使用了“源于”这个表达。

She describes the social pressure of needing to be seen wearing new clothes on Instagram.

她描述了需要在INS上让别人看到穿着新衣服的社交压力。

And the availability of cheap clothes means it's possible to post new images of yourself wearing new clothes very regularly.

同时可供利用的廉价服装意味着你可以定期上传穿着新衣服的新形象。

Hmm, it sounds very wasteful and to me, illogical-not reasonable or sensible and more driven by emotions rather than any practical reason.

嗯，我觉得这听起来非常浪费，不合逻辑——不合理或不理智，更多的是被情感驱使而非切合实际的理由。

But, there is a bit of a backlash now-that's a strong and negative reaction to what is happening.

不过现在开始有一些强烈抵制出现了——即针对正在发生的事情的强烈负面反应。

Some people are now promising to buy second-hand clothes, or 'vintage clothes', or make do with the clothes they have and mend the ones they need.

现在有些人正承诺购买二手服装，或者“古着”，或者将就着穿他们已有的衣服并且修补那些他们需要的衣服。

It could be the start of a new fashion trend. - Yes, and for once, I will be on-trend!

这可能是一个新时尚潮流的开始。 - 是的，而且这一次我会赶时髦！

And it could reduce the amount of clothes sent to landfill that you mentioned earlier.

而且这样可以减少被送往你刚刚提到的垃圾填埋场的衣服的数量。

Yes, I asked if you knew how many items of clothing were sent to landfill in the UK in 2017. Was it a) 23 million items, b) 234 million items or c) 2.3 billion items?

是的，我之前问你是否知道2017年英国有多少件衣服被送往垃圾填埋场。是A.2300万件，B.2亿3400万件，还是C. 23亿件？

What did you say, Neil?

你说的是什么，内尔？

I said a) 23 million items.

我说的是 A. 2300万件。

And you were wrong.

你答错了。

It's actually 234 million items-that's according to the Enviro Audit Committee.

事实上是2亿3400万件——这是根据Enviro审计委员会的数据得出的。

It also found that 1.2 billion tonnes of carbon emissions is released by the global fashion industry.

它还发现全球时尚行业的碳排放为12亿吨。

Well, we're clearly throwing away too many clothes but perhaps we can recycle some of the vocabulary we've mentioned today?

嗯，很显然我们扔了太多衣服，但是也许我们可以回收一些我们今天提到的词汇？

I think we can, starting with pledging—that means publicly promising to do something.

我想是的，先从保证开始——这个词的意思是公开地承诺要做什么事。

You can make a pledge to do something.

你可以保证做某事。

When something is outsourced, it is given to another company to do, often because that company has the skills to do it or it can be done cheaper.

如果某物被外包了，那么它被交给另一个公司完成，往往是因为该公司拥有技术或者能够更便宜地完成。

And if one company undercuts another, it charges less to do that job than its competitor.

如果一家公司低价竞争掉另一家，那么它比它的竞争者收费更低。

The expression stems from means 'is caused by' or 'a result of'.

短语“源于”的意思是“由……导致”或“是……的结果”。

We mentioned that the rise in fast fashion stems from sharing images on Instagram.

我们还提到快时尚的崛起源于在INS上分享图片。

And we mentioned this being illogical.

我们提到这是不合逻辑的。

So it seems unreasonable—not sensible, and more driven by emotions rather than any practical reason.

所以它似乎是不合理的——不理智的，更多的是被情感驱使，而非切合实际的理由。

And a backlash is a strong negative reaction to what is happening.

强烈抵制指的是对当前正在发生的事情的负面反应。

And that brings us to the end of our discussion about fast fashion!

我们今天关于快时尚的讨论就到此结束了。

Please join us again next time.

请收听我们的下期节目。

Bye.

再见。

Bye.

再见。

