

Chinese firm behind the 'Amazon Coat' hits **jackpot** in U.S.

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.

jackpot 头奖; 十分成功

apparel 服装

carve out 开拓

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.

budding 萌芽的; 崭露头角的

premium 高价的; 优质的

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.

duck down 鸭绒

polyester 聚酯

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

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.

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.

warehouse 仓库

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.

credit 归功于; 相信

cotton 棉花