

2019 年 4 月 10 日

优衣库: 亚洲捞金还不够, 进军美国成爆款
大西洋

mill- 千

/mɪˈleniəl/

Why urban **millennials** love Uniqlo 优衣库

优衣库来历
市场

eg. It's ironic that she became a teacher. n. 千禧世代; 在千禧年代出生的人 1980-2000
她原来很讨厌上学, 讽刺的是 a. 一千年的, 千禧年的
她后来竟然成了一名老师 (irony n.)

Uni- 一

ware n. 器具; 物品

/ˈweɪhəʊs/

/aɪˈrɑːnɪk/ a. 讽刺的 7 岛

作为

独一无二

ceramic ware

陶瓷制品

Uniqlo was founded in 1984 in Hiroshima, Japan, as the Unique

Clothing Warehouse—an ironic name for a manufacturer (known for

服饰, 服装 n. 仓库 仓库批发店, 大型零售商店 制造商

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.

eg. The market is segmented by price

into three general categories.

根据价格可以将市场大体

分为三类

为什么它在美国成功
青年中那么受欢迎了

eg. At first glance

the problem seemed

easy.乍一看这

个问题好像挺

简单的。

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.

a period of austerity

经济紧缩时期

eg. Ballet has gone out of favor.

芭蕾舞已经不再流行了。

eg. My green hair always made

me conspicuous at school.

我在学校的时候染了一头

绿色的头发, 让我看起来

非常惹眼

“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.”

n. 零售 r. 以某种价格去销售

eg. retail price The shirt retails at £9.15.

零售价 衬衫的零售价是 £9.15.



由 扫描全能王 扫描创建

优衣库的顾客
为什么选择优衣库

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 of slacks 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.

/slæks/ 这 trousers /traɪzəz/

n. 裤子, 尤指宽松的长裤 a. 宽松的, 散漫的

a. 高档的, 高端的

v. 裁剪 n. 裁缝

裤子

体贴的, 善解人意的

/faɪnænsɪs/

company may be sensitive to customers' finances, but it's alive to their

/æspə'reɪʃn/

体谅..., 体察...

n. (个人, 组织, 国家) 财力, 意识到, 认识到 同 aware of sth.

财源, 财务管理

to be alive to the dangers/facts

n. 强烈的愿望, 心愿

志向, 抱负 eg. She is very sensitive to other people's feelings

eg. It's about time you sorted out your finances. 现在是你要整顿财务状况的时候了。

eg. He has never had any aspiration to earn a lot of money. 他从来没有赚到钱的志向。

赚钱的志向。

Today, Uniqlo has more than 2,000 stores in 15 countries. Its owner,

如令

Tadashi Yanai, is the richest person in Japan. Its parent company, Fast

柳井

Retailing, is among the five largest clothing retailers in the world.

迅销

宏观视角:
优衣库当前
的发展规模

