Chapter 1

个性的时尚——时装

01

革命性的潮流指导——巴黎世家

Revolutionary Fashion Guide - Balenciaga

品牌诞生地：法国巴黎

品牌创始人：克里斯托巴尔·巴伦西亚加（Cristobal Balenciaga）

首席设计师：尼古拉·盖斯奇埃尔（Nicolas Ghesquière）

文化关键词：Novel 新颖

时尚指数：★★★★

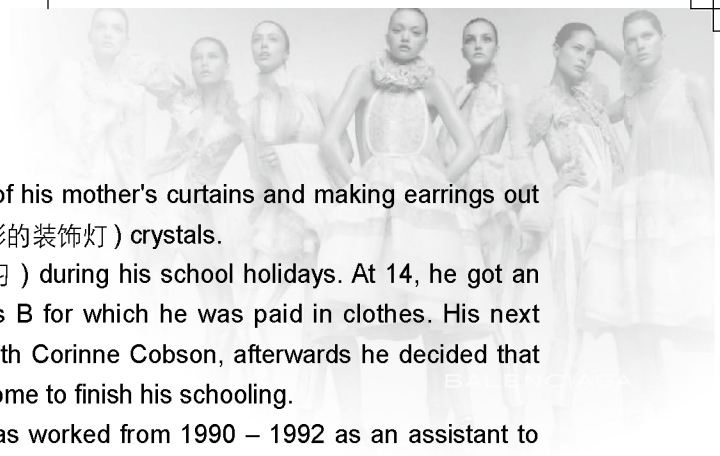
巴黎世家（Balenciaga）的产品风格是崇尚简洁、清纯和造型考究。“巴黎世家”服装一向精于裁剪和缝制。斜裁是其拿手好戏，以此起彼伏的流动线条凸显人体的特定性感部位。结构上总是保持在服装宽松与合体之间，让人穿着舒适，身体也显得更漂亮。“巴黎世家”服装巧妙利用人的视错觉，把腰带策略性地放低一点，或提到肋骨以上，甚至可以巧妙地隐藏在紧身衣之中，使服装看上去更加完美。非理想身材的人，一旦穿上“巴黎世家”服装，顿时显得光彩照人。“巴黎世家”的时装被喻为“革命性的潮流指导”，很多名流贵族都指定穿着它的时装，这些忠实客户包括西班牙王后、比利时王后、温莎公爵夫人、摩洛哥王后等，他们都是当年曾被世界各大时装杂志评选为“最佳衣着”的名人。

Nicolas Ghesquière is a fashion designer (时装设计师) and is currently creative director for the house of Balenciaga owned by the Gucci Group (Pinault-Printemps-Redoute). He grew up in Loudun, Vienne.

He was born in Comines, Nord, the son of a Francophone Belgian golf-course (高尔夫球场) owner and manager in the 9,000 inhabitants (居民) Poitevine town of Loudun and a French mother who enjoyed fashion. From a young age Ghesquière enjoyed and practised sports (horse riding, fencing and swimming) and many of his collections use that inspiration, most notably his scuba minidresses and his equestrian inspired Fall/Winter 2006 Ready-To-Wear collection.

Raised in the small town of Loudun in western France (in the Poitevin-speaking part), Ghesquière announced[citation needed] at the age of 12 that he wanted to be a designer, though he now admits that was partly from an adolescent desire to do something different from his parents and to alleviate (减轻) country boredom. So that's by the age of 12 that Nicolas was dreamily sketching dress designs in

时尚之最zw.indd 2 2013-3-19 10:26:18



his school books, making dresses out of his mother's curtains and making earrings out of his grandmother's chandelier (树枝形的装饰灯) crystals.

He diligently did internships (实 习) during his school holidays. At 14, he got an internship with French designer agnès B for which he was paid in clothes. His next apprenticeship (学 徒 的 身 份) was with Corinne Cobson, afterwards he decided that fashion was too hard work and came home to finish his schooling.

After completing his studies, Nicolas worked from 1990 – 1992 as an assistant to designer Jean-Paul Gaultier. He then worked at Pôles, designing their knit wear line followed by a series of inauspicious (不 幸 的) assignments with different companies including the Italian house of Callaghan.

Through his contacts with Marie-Amélie Sauve and Nathalie Marrec, of Balenciaga, Ghesquière eventually landed a job doing the licensing for Balenciaga and designing for the Asian market. It was from there that he was plucked (提起勇气) to be the new designer for the house, which had limited success since the 1970s (the label's founder, Cristóbal Balenciaga, died in 1972). Ghesquière held, as he then described it, "what many would call the worst position in fashion": designing suits and funeral clothes under a Balenciaga licence for Japan.

In 1997, at the young age of 25, Ghesquière was the surprise choice to head Balenciaga. He was promoted to creative director of Balenciaga after his Belgian predecessor Josephus Thimister was fired following a highly unsuccessful show. At that time, Balenciaga was owned by Group Jacques Bogart and its heads realized his talent when he designed a small collection for one of their Japanese licences. He is known for his sense of "silhouette (轮廓) ", pairing highwaisted skinny pants with a voluminous (庞大的) "blouson (松紧带束腰的女衫) ", or a tightly cut wool jumpsuit (连身衣裤) with billowing (翻腾) sleeves.

His work soon turned Balenciaga into a critically acclaimed fashion house. An aspect of the designer's devotion to the house's legacy is his respect for Cristóbal Balenciaga's original design concepts. However, even though the Balenciaga archives are stored in Ghesquière's atelier (工作室), he can gain entry to the locked room only by special appointment with an off-site custodian.

The Gucci Group (PPR) bought Balenciaga in 2001. Ghesquière who wanted to stay and expand Balenciaga could only be bought through the house. "It is a happy relationship," Ghesquière says. "It has worked because they wanted me to explain what I wanted to do with Balenciaga, not the other way around." Ghesquière's collections have had a considerable commercial impact, particularly through his influence on other designers.

In October 2000, Ghesquière was named avant-garde designer of the year at the VHI/Vogue Fashion Awards and a year later, he was named Womenswear Designer of

时尚之最zw.indd 3 2013-3-19 10:26:19

the Year by the CFDA (美国时装设计师协会). Most recently he was featured in TIME's 100 Most Influential People of 2005. He was described as "fashion's most sought-after and influential figure" by American Vogue.

用英语畅谈 Balenciaga 黄金句

- The brand is most famous for its line of motorcycle-inspired handbags, especially the famous "Lariat".
  这个品牌因它的机车包而闻名，特别是著名的“Lariat”。
- Balenciaga is very well known for creating avant-garde structural pieces, straddling the edge of fashion and forecasting the future of women's ready-to-wear fashion.
  巴黎世家在设计前卫服装方面也很有名，它能够引领潮流，预测女士成衣的时尚趋势。
- Every couple of seasons, Balenciaga will make a special edition of its Motorcycle Bags bearing some sort of pattern.
  每个季度，巴黎世家都会为机车包设计特别款。
- Under Nicolas Ghesquière's influence, the fashion house has become a bellwether in the industry.
  在尼古拉 • 盖斯奇埃尔的影响下，巴黎世家成为了时尚的领头羊。
- Nicolas Ghesquière's collection offered a master class in proportions, color, textile innovation, and the judicious use of print.
  尼古拉 • 盖斯奇埃尔将比例、颜色、纺织品和印花进行了巧妙地设计。
- The brand is best known for its Motorcycle Bags in a litany of colors.
  这个品牌最著名的是其色彩绚丽的机车包系列。
- Vinage Balenciaga garments are very popular among influential fashion editors, Hollywood stars and top models.
  巴黎世家复古时装深受时尚编辑、好莱坞明星和顶级模特的青睐。
- Balenciaga has four exclusive boutiques in the United States.
  巴黎世家在美国有 4 个独家精品店。

用英语畅谈 Balenciaga 时装

Balenciaga's Nicolas Ghesquière 巴黎世家的传奇设计师尼古拉 • 盖斯奇埃尔

Dora（问）	Lucy（答）
Hi, Lucy, what are you doing?	I'm reading an article about Nicolas Ghesquière.
Sorry. What?	Nicolas Ghesquière. He is a famous fashion designer.

时尚之最zw.indd 4 2013-3-19 10:26:20

OK. What does the article write about?	He is now the creative director of Balenciaga.
Nice. Is there anything special about this guy?	Yes. He helped revive the brand Balenciaga.
So you mean Balenciaga had a difficult time for a while.	Right. Balenciaga had limited success since the 1970s, due to the death of the founder.
Then what did he do?	He invented a style inspired by science fiction. Over the seasons, his designs set the trend.
And because of his efforts, Balenciaga is able to survive, right?	Right. He is one of the most talented designers of his generation.

多拉：嗨，露西，你在干什么呢？	露西：我正看一篇关于尼古拉·盖斯奇埃尔的文章。
多拉：抱歉。谁？	露西：尼古拉·盖斯奇埃尔。他是个非常有名的设计师。
多拉：文章写了什么？	露西：他现在是巴黎世家的创意总监。
多拉：不错。这个人有什么特别的故事吗？	露西：是的。他重振了巴黎世家这个品牌。
多拉：你是说，巴黎世家曾经有过困难时期，是吗？	露西：是的。由于其创造者的去世，自 20 世纪 70 年代以来，巴黎世家一直都没有多大的起色。
多拉：那他做了什么？	露西：他创造出一种设计，其灵感来源于科幻小说。在很长的时间里，他的设计都成为了潮流的主导。
多拉：正是他的努力，让巴黎世家起死回生，是吧？	露西：对。他是那个年代世界上最有才华的设计师之一。

文化超链接

本文介绍了巴黎世家的传奇设计师尼古拉·盖斯奇埃尔。文中提到尼古拉·盖斯奇埃尔曾经是让·保罗·高提耶（Jean-Paul Gaultier）的助理。

让·保罗·高提耶的设计会被用“恐怖”来形容，主要由于高提耶对混合手法的纯熟运用。90 年代许多设计师奉行这种做法，尝试将各种元素混搭，但大部分只注重外在形式的美丽实践。高提耶却深入探究个别元素的底层意义，以朋克式的激进风格，混合、对立或拆解，再加以重新构筑，并在其中加入许多个人独特的幽默感，有点不正经又充满创意，像个爱开玩笑的大男孩，带着反叛和惊奇不断震撼整个世界。他在很多影片中担任服装设计，如：《基卡》《碧海蓝天》《这个杀手不太冷》以及著名的超时空科幻片《第五元素》等。

时尚之最zw.indd 5 2013-3-19 10:26:20

02

皇家御用——巴宝莉

The Royal Warrant - Burberry

品牌诞生地：英国汉普夏郡

品牌创始人：托马斯·巴宝莉（Thomas Burberry）

首席设计师：克里斯托弗·贝利（Christopher Bailey）

文化关键词：Vintage 古典

时尚指数：★★★★★

巴宝莉（Burberry）拥有156年的历史，是具有浓厚英伦文化的著名品牌，长久以来成为奢华、品质、创新以及永恒经典的代名词，旗下的风衣作为品牌标识享誉全球。巴宝莉一直深受皇室爱戴。凭着传统、精谨的设计风格和产品制作，1955 年，巴宝莉获得了由伊丽莎白女王授予的“皇家御用（Royal Warrant）”徽章。后来在 1989 年，巴宝莉又获得了威尔士亲王授予的“皇家御用保证”徽章。今天，巴宝莉通过不断提升它的设计和创新图饰来提高梦寐以求的吸引力，将其经典的感性与现今的时代性完美结合，在时尚中注入品质，成为一个永恒的品牌。

One can't help but wonder what plans 21 year old Thomas Burberry had when he opened his first shop in Hampshire, England way back in 1856. Could he have imagined that, more than a century and a half later, his name would be known all over the world?

Burberry's business soon made a name for itself in outdoors clothing. His 1880 invention called "gabardine" was a waterproof (防水的), yet breathable fabric. It was soon used in a number of outdoor outfits, like fishing attire (服装), perfect for the wet English climate. Gabardine was finally patented in 1888.

The success of gabardine gave Burberry the weight he needed to open a shop in London itself in 1891. This remains today, and is actually the site of Burberry's corporate headquarters. An interesting fact is that the company actually started using the name "Burberrys" during this period. Older Burberry products and advertisements still carry this name.

In 1895 Burberry developed a coat called the "Tielocken", considered an early version of the well known trench coat (风衣).

时尚之最zw.indd 6 2013-3-19 10:26:21

As a new century dawned, man took up new challenges. One of these was Roald Amundsen and Ernest Shackleton's expeditions to Antarctica in 1911 and 1914 respectively (分别地). Burberry had the honor of being the official outfitters (旅行用品商) for these missions, which both met with success despite many hardships.

From 1914 onwards Burberry was often commissioned by the military to improve and adapt its coats for the various situations.

In 1955 another honor was bestowed on Burberry's when Her Majesty Queen Elizabeth II awarded them the Royal Warrant. A second Royal Warrant followed in 1989, this time granted by His Royal Highness The Prince of Wales.

The 1970s to early 1990s proved an unfortunate period for Burberry as the brand became a staple of the British football cult. The company itself had to admit that the brand had become synonymous with thugs and hooligans.

Revitalized (新生) in the late 1990s by new CEO Rose Marie Bravo, particularly through the signing of model Kate Moss and Gucci designer Christopher Bailey, Burberry re-established itself as a well recognized international luxury fashion brand. Burberry has continued to find itself in controversial situations. In 2006 they were made the focus of a PETA campaign due to the continued use of animal fur in their clothing line (服装生产线). The closure of their Treorchy factory in 2007 with over 350 jobs being moved to Hong Kong and Mainland China also sparked Global protests. The company currently has boutiques (专卖流行衣服的小商店) in New York, Beverly Hills, Boston, Short Hills, NJ, Bal Harbour, San Francisco, Honolulu, Costa Mesa, Dallas, and Palm Beach.

From Outdoor Clothing to High Fashion, Burberry has survived its ups and downs (起伏).

How to Tell If a Burberry Constance Quilted Jacket Is Counterfeit

1. Check the label. The label is the most important component for determining your jacket's authenticity. Burberry is made in London. If your jacket is missing this fact or if it was made anywhere else, it's a phony (假冒).

2. Study the fabric and material. The reason Burberry is so expensive is that they use high quality, expensive materials. Yes, you are paying for the name, but you are also getting a good product. Fake Constance Quilted Jackets won't have the same feel or quality level. Trust your instincts. If your gut tells you it's a fake, then it probably is.

3. Check the pattern. All name brand (名牌) products have a logo or pattern that is copyrighted and cannot be replicated easily. The Burberry Constance Quilted Jacket has very intricate (复杂的) stitching. Go to an official retailer and really study the jacket before you buy the jacket anywhere else. Alternatively, compare a photo of the real thing to the jacket you are offered. If there are any inconsistencies, you are looking at a fake.

时尚之最zw.indd 7 2013-3-19 10:26:22

How to Know If Your Burberry Vintage Coat Is a Fake

According to MSNBC, as much as 7 percent of annual world trade – about $600 billion – involves pirated (盗 版) and counterfeit goods. Many of these goods are designed to look as much as possible like the luxury brands they are sold as, however, these goods are of much lower quality. Many of these counterfeits are even made by children forced to work under incredibly harsh conditions. Fake Burberry coats are just one kind of counterfeit good produced from this market. There are some ways to find out if your vintage Burberry coat is the genuine item.

1. Check the signature "nova plaid (格子花呢) " pattern inside the coat. The plaid is navy blue, black and red. If there are different colors, or the pattern is different, it is a fake.

2. Look at the Burberry logo inside the coat. The logo should be written "BURBERRY" in capital letters and have the small symbol of a knight on a horse. The buttons will also have "BURBERRY" written in the same font and in capital letters. If the logo inside the coat is different or it doesn't match the "BURBERRY" written on the buttons, it is a fake.

3. Examine the coat for messy stitching. Stitching on an authentic Burberry coat should be even and straight with each stitch nearly, if not exactly, the same. If the stitching is crooked (使弯曲), uneven, or full of gaps, it is a fake.

4. Research the seller from which you purchased the coat. Online sellers such as auction sites that only sell Burberry coats at very low prices are likely selling counterfeit coats. Sellers who offer a variety of vintage clothing and only have one Burberry coat in their store are more likely to be selling an authentic coat (however, they may be selling a secondhand fake without knowing it).

用英语畅谈 Burberry 黄金句

- In 1955 another honor was bestowed on Burberry's when Her Majesty Queen Elizabeth II awarded them the Royal Warrant.
  1955 年，伊丽莎白女王授予巴宝莉“皇家御用”徽章。
- Burberry is a well recognized international luxury fashion brand.
  巴宝莉是世界著名的时尚奢侈品品牌。
- The label is the most important component for determining your jacket's authenticity.

时尚之最zw.indd 8 2013-3-19 10:26:22

标签是鉴定巴宝莉夹克真伪最重要的手段。

- The reason why Burberry is so expensive is that they use high quality, expensive materials.
  巴宝莉价格昂贵是因为其品质上乘、选料珍贵。
- All name brand products have a logo or pattern that is copyrighted and cannot be replicated easily.
  所有名牌产品都有版权标识，不能够轻易仿冒。
- Stitching on an authentic Burberry coat should be even and straight with each stitch nearly, if not exactly, the same.
  真品巴宝莉外衣的针法应该是几乎平整、笔直的。
- Burberry enjoys a quite long history, its craftmanship combines tradition skill with modern prevailing elements well.
  巴宝莉历史悠久，它的做工将传统技艺与现代流行元素很好地融合在了一起。
- Burberry outlet bags are known for its unique styles.
  巴宝莉的包包因其独特的风格而闻名。

用英语畅谈“真假”Burberry

Steps to Know a Real Burberry 火眼金睛识真品

Carol（问）	Emily（答）
A Royal Warrant must be a supreme honor.	Why did you say that?
It is said that Burberry was bestowed Royal Warrant by Queen Elizabeth II in 1955. And the second Royal Warrant by The Prince of Wales in 1989.	Does this brand have the problem of being replicated?
Yes. About 7 percent of annual world trade involves counterfeit goods.	So are there ways to avoid a fake Burberry?
Sure. As to a vintage Burberry coat, first, you can check inside the coat. For a genuine one, the plaid is navy blue, black and red.	You mean if the plaid is in different colors it is a counterfeit.
You bet. Then you look at its logo. The logo should be "BURBERRY" in capital letters. And there is a knight on a horse.	OK, is there anything else?
Of course. The stitching on a fake Burberry coat is crooked and uneven.	That is, on an authentic one, stitching is even and straight.
Right. If you want to buy on the Internet, do pay more attention. If the seller have only one kind of Burberry coat in the store, it maybe an authentic coat.	

时尚之最zw.indd 9 2013-3-19 10:26:23

凯罗尔：“皇家御用”肯定是至高无上的荣誉了。	艾米丽：你为什么说这个？
凯罗尔：据说，伊丽莎白女王在 1955 年授予巴宝莉“皇家御用”徽章。1989 年，威尔士亲王又授予它同样的荣誉。	艾米丽：这个品牌是不是也有被仿制的问题呢？
凯罗尔：没错，全球每年大约有 7% 的交易中是冒牌货。	艾米丽：那么，有什么方法可以避免买到假货吗？
凯罗尔：当然。拿一件巴宝莉复古外套打比方，首先你可以看一下衣服的衬里。真品的格子颜色是海军蓝、黑色还有红色。	艾米丽：你是说，如果格子的颜色不一样就是冒牌的。
凯罗尔：没错。然后再看标志。真品的标志应该是 BURBERRY，字母全部要大写。而且还有一个骑士骑着马。	艾米丽：嗯，还有别的吗？
凯罗尔：当然。假货的缝线是弯的，还不平整。	艾米丽：也就是说，真货的针法非常平整而且笔直。
凯罗尔：对。要是想在网上买，就要更加注意。如果商家店里只出售一种巴宝莉外衣，则比较有可能是真的。	

文化超链接

本文介绍了巴宝莉的历史以及如何辨别其真假的步骤。

巴宝莉是具有浓厚英伦文化的著名品牌。英伦风，从字面上理解就是“英国的风格”，它以自然、优雅、含蓄、高贵为特点，运用苏格兰格子、良好的剪裁以及简洁修身的设计，体现绅士风度与贵族气质，个别带有欧洲学院风的味道。

英伦风的必备元素则是：戴风帽的修身大衣，黑色打配方格衬衫，收腿的裤子，高耀靴子以及超大的围巾。

考古研究证明，凯尔特人很早前就开始使用条纹和格子织物。最早的格子图案是在苏格兰中部出土的，距今有 1700 年的历史。据说，从公元五至六世纪开始统治苏格兰的苏格兰人用格子来区分人的等级。在格子发展的历史上，特别是在近代历史中，格子图案的种类从未停止过增长。在现代社会，许多企业和社会团体都有了自己的格子图案。

时尚之最zw.indd 10 2013-3-19 10:26:23