



Vocabulary: *fashion* 词汇: 时尚

When's it's time for a wardrobe **makeover**, who's the best person to give you some advice? You'll probably turn to your friend for some feedback and fashion **tips** – let's face it: they know you best and can offer an honest opinion about which colours **clash** – and which outfit makes you **look a million dollars**.

However, for someone like me, who's not a follower of fashion and has a more practical **dress sense**, I don't need help - it's just jeans or... jeans! But for people who care about their **appearance**, they can now get some trustworthy advice with the aid of technology.

Of course, using social media is a good way to discuss fashion **dilemmas** with your friends, but this sometimes brings in too much conflicting advice – and opinions that are sometimes **brutal**! That's why one woman has developed an app to help women crowdsource advice from **stylists** and sister **fashionistas** in a safe, **troll-free** environment.

Sophia Matveeva's Style Counsel app allows users wanting advice on an outfit to post a photo and receive "yes" or "no" answers from other users, or more detailed advice from **vetted** fashion stylists and bloggers very quickly. According to Matthew Wall, BBC Technology of Business editor, this is a growing business, with several new apps such as AskAnna, Mallzee and StyleDotMe all offering young women tips on suitable and fashionable clothes to wear.

There's also a website called EyeFitU which finds clothes to fit your **figure**. Its chief executive, Isabelle Ohnemus, says there are no international standards in clothes sizes but she explains "We can set up your size profile in a few seconds with 80% accuracy just knowing your gender, height, weight and age". This information is used to search different **retailers** and find clothes that suit your actual shape. And the internet giant, Amazon, has also developed a camera that links to a '**style check**' function that compares photos and gives its **algorithmically-derived** opinion of which outfit is better, based on fit, colour, style and current fashion **trends**.

But does technology make fashion advice a bit impersonal? Sophia Matveeva admits that women in particular are social creatures and that "AI will never stop us talking to each other... girls will always want the approval of the **cool girl** at school." But as for me: an app with someone I don't know could be the place to start with some discreet fashion tips!

词汇表

makeover	(个人形象的) 大改造
tip	窍门, 小建议
clash	(颜色、风格) 不协调
look a million dollars	(因穿着光鲜) 看起来非常漂亮
dress sense	着装、搭配的品位
appearance	外表, 外貌
dilemma	困境, 窘境
brutal	(表达方式、观点) 直率的, 直言不讳的
stylist	造型师
fashionista	时尚达人
troll-free	没有网络暴力或恶毒言论的
vetted	(资质等) 经过审查的
figure	体形、身材
retailer	零售商
style check	时尚风格定位 (功能)
algorithmically-derived	利用算法推导出来的
trend	潮流, 趋势
cool girl	“酷女孩”, 原指学校里受人欢迎的时髦女孩, 此处泛指风格出众, 引领时尚的女性

测验与练习

1. 阅读课文并回答问题。

1. What are the negative aspects of sharing fashion advice on social media?
2. Which people are most of these new fashion apps aimed at?
3. True or false? *Clothes sizes are set to an international standard.*
4. Which people mentioned in the article write and discuss fashion online?
5. What piece of equipment has Amazon developed to help you find the best clothes for you to wear?

2. 请在不参考课文的情况下完成下列练习。选择一个意思合适的单词填入句子的空格处。

1. The judge's feedback was so _____, she decided to never sing on stage again.

vetted	clash	brutal	troll-free
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2. Once the _____ had finished working on her, she looked absolutely amazing!

stylist	stylish	style	styling
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3. Frank's _____ really impressed Lilly on their first date: he wore a suit and tie to dinner!

makeover	dress sense	fashionista	figure
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4. He got very offended when I told him his red trousers _____ with his yellow jumper.

clash	clashing	appearance	clashed
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5. Dairy-free ice cream seems to be the _____ for a healthy treat at the moment.

tip	trend	cool girl	fashionista
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答案

1. 阅读课文并回答问题。

1. What are the negative aspects of sharing fashion advice on social media?

Too much conflicting advice and brutal or very honest opinions.

2. Which people are most of these new fashion apps aimed at?

Most of them are aimed at fashion-conscious younger women.

3. True or false? *Clothes sizes are set to an international standard.*

False. According to chief executive of EyeFitU, Isabelle Ohnemus, there are no international standards in clothes sizes.

4. Which people mentioned in the article write and discuss fashion online?

Bloggers.

5. What piece of equipment has Amazon developed, to help you find the best clothes for you to wear?

A camera that is linked to a 'style check' function.

2. 请在不参考课文的情况下完成下列练习。选择一个意思合适的单词填入句子的空格处。

1. The judge's feedback was so **brutal**, she decided to never sing on stage again.

2. Once the **stylist** had finished working on her, she looked absolutely amazing!

3. Frank's **dress sense** really impressed Lilly on their first date: he wore a suit and tie to dinner!

4. He got very offended when I told him his red trousers **clashed** with his yellow jumper.

5. Dairy-free ice cream seems to be the **trend** for a healthy treat at the moment.