

本集内容

Bollywood bridal wear 宝莱坞新娘婚纱

学习要点

与“high-end fashion 高端时尚”有关的词汇

边看边答

How have Indian designers closed the gap for many who want a duplicate or replica?

文字稿

Luxury Indian bridal wear has never been more in demand.

人们对豪华印度婚纱的需求从未如此旺盛过。

Thousands of British Asians filled a **swanky** Mayfair hotel to meet the men and women behind the designs, and to discuss the possibility of wearing something similar to the stars.

数千名亚裔英国人聚集在伦敦梅菲尔区的一家**豪华**酒店里，与幕后的设计师们共同探讨穿与明星同款服装的可能性。

Sabyasachi Mukherjee, fashion designer

The last four months or five months has been real chaotic because, you know, we did Deepika Padukone's wedding, and after that came Priyanka Chopra and Nick Jonas's wedding. Bollywood and fashion has worked together many, many times to create fashion awareness. A lot of people at the grassroot(s) level of benefit from it. Artisans, a lot of weavers, a lot of embroiderers, beaders, get a lot of job(s) done and I think that's exciting.

Sabyasachi Mukherjee 时装设计师

“过去的四、五个月非常忙，因为我们做了迪皮卡·帕度柯妮的婚礼，然后又做了朴雅卡·乔普拉和尼克·乔纳斯的婚礼。宝莱坞和时尚界曾多次携手打造时尚意识。许多草根阶层的人都从中受益。工匠，很多编织工、刺绣工，串珠工，都做了很多工作，我认为这很令人兴奋。”

Aashni Shah Doshi, event organiser, Aashni + Co Wedding Show

I know people keep talking about Brexit. I haven't seen any down fall in people's spending for couture at all. A lot of the Indian designers have closed the gap for someone who wants to buy a duplicate or a replica as opposed to theirs because they have gone down on their pricing.

Aashni Shah Doshi Aashni + Co Wedding Show 公司 活动组织人

“我知道大家都在谈论英国脱欧。但我并没有看到人们在高级定制服装上的支出有任何减少。许多印度设计师已经降低了他们成衣的价格，对于想买与明星同款仿制服装而不买高级定制服装的人们来说，价格差缩小了。”

But it's not just affordability that's changed. It's also an increase in access; whether that be in person or on the internet.

不过改变的不仅仅是负担能力。人们接触高级定制服装的机会也多了，无论是亲自去店里还是通过网络。

Anita Dongre, fashion designer

The moment a celebrity wears you, within minutes, everyone gets to know – and I mean within minutes, we get requests on our Instagram, requests on the email. I think it's amazing that social media today connects you to the consumer directly with no time lost at all.

Anita Dongre 服装设计师

“只要有一位名人穿着你设计的服装，在几分钟内，所有人就都知道了，我是说在几分钟内，我们则会在 Instagram、在电子邮件上收到购买请求。我觉得非常好的是，现在的社交媒体能让我们和消费者直接联系，一点时间都没有浪费。”

The brides-to-be spent a fortune at the show with designers tailoring hundreds of **off-the-rack** pieces for British Asians wanting that extra bit of **glamour** for their big day.

准新娘们在时装秀上大方出手，设计师们为她们量制数百件**成衣**，以确保合身，以让亚裔英国新娘们在婚礼当天拥有更胜人一筹的**魅力**。

词汇

luxury 昂贵的，奢侈的

in demand 需求旺盛

swanky 时尚、豪华的

off-the-rack 成衣

glamour 魅力

视频链接: <https://bbc.in/2MufQ3Z>

你知道吗？

The name 'Bollywood' is a portmanteau of 'Bombay', a city in India, and 'Hollywood', where most American movies are made.

“Bollywood 宝莱坞”是印度城市“Bombay 孟买”和美国电影中心“Hollywood 好莱坞”的合成词。

问题答案

Indian designers have gone down on their pricing.