

词汇: *fashion* 时尚

Many of us wear **trainers**, or **sneakers** as they are called in American English. They might not seem like anything special, but these items of **footwear** have become an obsession for some people. Get ready to meet the **sneakerheads**.

From their beginnings as **practical** footwear for athletes, trainers or sneakers have become big business. They are now a massive part of the global fashion industry, and the sneaker **market** could be worth \$120bn by 2026. Trainers started to gain **cultural cachet** in the 1970s due to the popularity of basketball and football in US and UK youth culture, says fashion gallery curator Ligaya Salazar. **Celebrity endorsements** from the likes of Run DMC and Michael Jordan boosted the market through the 1980s and 90s. Brendan Dunne, host of a podcast dedicated to sneakers, describes how, as they became cooler and more expensive, sneakers became **status signifiers**.

While most trainers are made for the **mass market**, **limited-edition** pairs are made to **appeal to** those who are looking for something special. Sneakerheads are those who collect **rare** trainers, sometimes paying thousands of dollars for a **pair**. Dunne compares it to art collecting, pointing out that they have been sold by major auction houses and are seen by some as an **investment**.

Trainer **manufacturers** have seen this market for rare sneakers as a good business opportunity and have teamed up with celebrities to produce limited edition pairs. This feeds into the **resale market** for this footwear. Some sneakerheads spend hours camping outside shops to get their hands on the most **desirable** limited editions which they can then **flip** for a huge profit.

So, an item that started as an everyday functional object for people playing sports can now also be a **high-fashion** item worth thousands of dollars.

## 词汇表

|                              |                        |
|------------------------------|------------------------|
| <b>trainers</b>              | (英式英语) 运动鞋             |
| <b>sneakers</b>              | (美式英语) 运动鞋             |
| <b>footwear</b>              | 鞋类                     |
| <b>sneakerhead</b>           | 运动鞋迷,<br>痴迷于收集或交易运动鞋的人 |
| <b>practical</b>             | 实用的                    |
| <b>market</b>                | 市场                     |
| <b>cultural cachet</b>       | 文化声望                   |
| <b>celebrity endorsement</b> | 名人代言                   |
| <b>status signifier</b>      | 地位的象征                  |
| <b>mass market</b>           | 大众市场                   |
| <b>limited-edition</b>       | 限量版的                   |
| <b>appeal to</b>             | 吸引                     |
| <b>rare</b>                  | 稀有的                    |
| <b>pair</b>                  | 一双                     |
| <b>investment</b>            | 投资                     |
| <b>manufacturer</b>          | 制造商                    |
| <b>resale market</b>         | 转售市场                   |
| <b>desirable</b>             | 渴望得到的                  |
| <b>flip</b>                  | (为盈利而) 迅速转售            |
| <b>high-fashion</b>          | 高级时装的                  |

## 测验与练习

### 1. 阅读课文并回答问题。

1. What are trainers called in American English?
2. How big could the market for trainers be by 2026?
3. According to the article, when did trainers start to become cool?
4. Which famous people does the article say were important in promoting sneakers?
5. According to the article, how do some sneakerheads get hold of limited-edition shoes?

### 2. 选择意思恰当的单词或词组来完成下列句子。

1. The company hopes to dominate the global \_\_\_\_\_ within the next few years.

|      |        |       |      |
|------|--------|-------|------|
| shop | market | store | site |
|------|--------|-------|------|

2. The clothes people wear can have cultural \_\_\_\_\_.

|        |      |           |        |
|--------|------|-----------|--------|
| weight | size | community | cachet |
|--------|------|-----------|--------|

3. Many trainers are named after celebrities because people pay more for products with \_\_\_\_\_.

|       |          |              |          |
|-------|----------|--------------|----------|
| items | speeches | endorsements | meetings |
|-------|----------|--------------|----------|

4. Expensive trainers can be a status \_\_\_\_\_ for some people.

|           |        |      |           |
|-----------|--------|------|-----------|
| signifier | magnet | sign | highlight |
|-----------|--------|------|-----------|

5. Limited-\_\_\_\_\_ sneakers can be very expensive.

|        |      |     |         |
|--------|------|-----|---------|
| number | size | use | edition |
|--------|------|-----|---------|

答案

1. 阅读课文并回答问题。

1. What are trainers called in American English?

**They are called 'sneakers' in American English.**

2. How big could the market for trainers be by 2026?

**The trainer market could be worth \$120bn by 2026.**

3. According to the article, when did trainers start to become cool?

**Trainers started to gain cultural cachet in the 1970s.**

4. Which famous people does the article say were important in promoting sneakers?

**Celebrity endorsements from the likes of Run DMC and Michael Jordan boosted the market through the 1980s and 90s.**

5. According to the article, how do some sneakerheads get hold of limited-edition shoes?

**Some sneakerheads spend hours camping outside shops to get hold of limited-edition shoes.**

2. 选择意思恰当的单词或词组来完成下列句子。

1. The company hopes to dominate the global **market** within the next few years.

2. The clothes people wear can have cultural **cachet**.

3. Many trainers are named after celebrities because people pay more for products with **endorsements**.

4. Expensive trainers can be a status **signifier** for some people.

5. Limited-**edition** sneakers can be very expensive.