

词汇: shopping 购物

Most of us know what it's like to get presents from friends. Whether it's for a birthday or other celebration, it's hard to beat the excitement of opening a carefully **wrapped** box to find something that's both unexpected and **suits** you perfectly. Now, imagine if you could get the same feeling when you go shopping for yourself. That's the feeling that mystery boxes hope to replicate.

Mystery boxes are not a new idea – they were a feature of **department stores** in Japan in the early 20th Century. They contain a range of different **products**, which are sold at a lower **price** than their **combined value**. The key thing is that **customers** don't know what's in the box before they buy. All kinds of mystery boxes are available: **fashion** boxes, food boxes, **beauty** boxes, even **loot boxes**, which are virtual items for video games.

The pleasant surprise is not the only attraction of mystery boxes. They also allow people to try things that they otherwise wouldn't. Seasonal vegetable **subscription boxes** might lead people to learn to cook new meals. They can also potentially offer great **savings** – as the **recommended retail price** of the contents is often far higher than the **purchase price**. For **retailers** and **suppliers** the benefits are clear – it allows them to sell **unwanted stock** for a profit. British fashion mystery box entrepreneur Mario Maher highlights how mystery boxes can help reduce the amount of waste in the fashion industry. People might discover **product ranges** that would otherwise be thrown away.

There is an obvious downside to mystery boxes – when you buy them, you don't know what you'll get! It may be that the **goods** inside are not to your taste, but there is also the potential for fraudsters to exploit the unpredictability of mystery boxes to send **items** that have a much lower value than the price of the box.

So, are mystery boxes a fun way of reducing **waste** and making shopping more exciting, or more an opportunity for disappointment, or worse – deception?

词汇表

wrapped	有包装的，包裹好的
suit	适合
department store	百货商店
product	产品
price	价格
combined value	总价值
customer	顾客
fashion	时装，时尚
beauty	美容
loot box	（电子游戏中的）虚拟战利品盒
subscription box	订阅盒
savings	省下的钱
recommended retail price	建议零售价
purchase price	购买价格
retailer	零售商
supplier	供应商，供货商
unwanted stock	多余的库存
product range	产品系列
goods	商品，货物
item	商品，物品
waste	浪费

测验与练习

1. 阅读课文并回答问题。

1. True or false? *Mystery boxes are a modern trend.*
2. Which country's department stores does the article mention?
3. What are loot boxes?
4. What could food boxes convince people to do?
5. How could fraudsters exploit mystery boxes?

2. 选择意思恰当的单词或词组来完成下列句子。

1. Mystery boxes can be very good _____.

waste	value	savings	fashion
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2. Mystery boxes allow manufacturers to get rid of unwanted _____.

waste	stock	profits	value
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3. The price of boxes in the shops is the _____ price.

supplier	fashion	retail	item
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4. Retailers fill boxes with products from different _____.

goods	suppliers	prices	customers
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5. _____ boxes contain a selection of the latest clothes.

beauty	loot	fashion	food
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答案

1. 阅读课文并回答问题。

1. True or false? *Mystery boxes are a modern trend.*

False. According to the article, mystery boxes were available in Japanese department stores in the early 20th Century.

2. Which country's department stores does the article mention?

The article mentions Japanese department stores.

3. What are loot boxes?

Loot boxes are virtual items in video games.

4. What could food boxes convince people to do?

The article says that food boxes could lead people to cook new things.

5. How could fraudsters exploit mystery boxes?

According to the article, fraudsters may fill mystery boxes with low-value items.

2. 选择意思恰当的单词或词组来完成下列句子。

1. Mystery boxes can be very good **value**.

2. Mystery boxes allow manufacturers to get rid of unwanted **stock**.

3. The price of boxes in the shops is the **retail** price.

4. Retailers fill boxes with products from different **suppliers**.

5. **Fashion** boxes contain a selection of the latest clothes.