

芭比娃娃,芭比公主全集,芭比粉红色旗舰店,芭比娃娃玩具,芭比败走中国市场,芭比旗舰店关闭,芭比在中国市场水土不服导致投资失败 PDF转换可能丢失图片或格式 , 建议阅读原文 https://www.100test.com/kao_ti2020/645/2021_2022__E8_8A_AD_E6_AF_94_E5_A8_83_E5_c96_645626.htm All-American girl fails the cute test in a tough Chinese market. 芭比(Barbie)美国式消费主义纤巧的象征关闭了在上海的门店 , 这家全球最大芭比旗舰店只营业了两年。 Barbie, the slender symbol of American consumerism, has shut up shop in Shanghai just two years after opening her biggest flagship store there. 芭比(Barbie)美国式消费主义纤巧的象征关闭了在上海的门店 , 这家全球最大芭比旗舰店只营业了两年。 Mattel, owner of the doll brand, said the bright pink, six-storey store had served its purpose of building brand awareness in China. But analysts say the investment failed because Mattel had not adjusted to the local market. 该玩偶品牌所有者美泰公司(Mattel)表示 , 这家粉红色、 占据6层空间的店铺 , 起到了在中国树立品牌知名度的作用。 但分析师表示 , 由于美泰在中国市场水土不服 , 导致了这项投资失败。 The withdrawal comes on the heels of store closures in China by US retailers Home Depot and Best Buy, which both struggled to crack the local market. 芭比的撤退紧随家得宝(Home Depot)和百思买(Best Buy)之后这两家美国零售商由于打不开市场 , 双双关闭了在中国的门店。 The misfortunes of the US brands are surprising since the Chinese government has made boosting domestic consumption a top policy priority. Retail sales also continue to grow strongly, at more than 18 per cent in 2010 from a

year earlier. 这些美国品牌的不走运令人惊讶，因为中国政府已把扩大内需列为首要政策。社会零售额也在强劲地持续增长，在2010年增幅超过了18%。 “ None of the three companies Best Buy, Home Depot or Barbie have catered to local consumer preferences and habits enough, ” said Shaun Rein, managing director of China Market Research Group. “ 这三家公司百思买、家得宝和芭比都不够迎合本地消费者的偏好和习惯。 ” 中国市场研究集团(China Market Research)董事总经理雷小山(Shaun Rein)表示。 “ In Barbie ’ s case, they chose the wrong location [for the flagship store] and they offered sexy clothes designed by Patricia Fields of Sex and the City fame when young Chinese women tend to prefer cute designs like Hello Kitty. ” “ 拿芭比来说，他们选择了错误的地点（开设旗舰店），供应因《欲望都市》而走红的帕特里夏·菲尔兹(Patricia Fields)设计的性感服装，而中国年轻女性往往偏爱像Hello Kitty这种可爱的设计。 ” Many Western brands, such as Apple, Nike, LVMH and Est é e Lauder, have successful local operations in China and have become hugely profitable. 许多西方品牌在中国都经营得很成功，非常赚钱，比如苹果(Apple)、耐克(Nike)、路威酩轩(LVMH)和雅诗兰黛(Est é e Lauder)。 As well as having the world ’ s biggest collection of Barbie dolls and expensive Barbie-themed clothing, the store on the chic Huaihai Road boasted a beauty salon and restaurant where young Chinese could get made up like Barbie and eat her favourite food. 芭比上海旗舰店地处繁华的淮海路，除了供应世界上最齐全的芭比玩偶和昂贵的芭比服装，还设有美容沙龙和餐厅，年轻的中国顾客可以在这

里化装成芭比，享用芭比喜爱的食物。 When the store opened with great fanfare in March 2009, Mattel said it would be the “ ultimate destination for young girls who call Barbie a best friend ” . 2009年3月芭比上海旗舰店盛大开张之时，美泰公司曾表示，这家旗舰店将成为“把芭比当作最好朋友的年轻女孩的终极目的地”。 On Monday, Mattel said the closure was “ mainly due to a strategy change ” in China and the company “ continues to be committed to developing the Barbie brand in China ” . 本周一美泰表示，关闭芭比上海旗舰店“主要是由于战略调整”，美泰“将继续致力于在中国推广芭比品牌”。 Analysts said Barbie, Best Buy and Home Depot were seen by consumers as expensive in a very price-sensitive market. 分析师称，中国消费者认为芭比、百思买和家得宝都太昂贵，而这里是一个对价格极其敏感的市场。 相关阅读：[#0000ff>中英双语天地，你的学习乐园！](#) [#0000ff>富二代的完美爱情何处安放？](#) [#0000ff>时尚潮人们的创业金点子](#) [#0000ff>白领涌现返乡潮：大城市，看上去很美？](#) [#0000ff>中国“最后的流氓”将何去何从](#) 编辑推荐：[#0000ff>办公室里怎样妙用英语](#) [#0000ff>身在职场，如何应对职场中的一切](#) [#0000ff>面试过程中绝对用得到的面试英语](#) 更多信息进入：[#0000ff>实用英语考试交流空间](#) [#0000ff>实用英语考试辅导！100Test 下载频道开通，各类考试题目直接下载。详细请访问 \[www.100test.com\]\(http://www.100test.com\)](#)