

本集内容

The world's oldest hat shop 世界上历史最悠久的帽子店

学习要点

有关“transformation（转变）”的词汇

边看边答

Who has been dispatching parcels during the pandemic?

文字稿

Roger Stephenson, Deputy chairman, Lock & Co Hatters
Good afternoon and welcome to Lock & Co. Please come in.

罗杰·史蒂芬森 Lock & Co Hatters 帽子店副董事长
“下午好，欢迎来到 Lock & Co 帽子店。请进。”

This is the oldest hat shop in the world. We were established in 1676 and we've been on these premises since 1759. We have **survived** two World Wars, depressions, recessions and one pandemic.

“这是世界上最古老的帽子店。我们成立于 1676 年，自 1759 年来一直在这个地址。我们挺过了两次世界大战、经济萧条和衰退，还有一场全球范围疫情。”

Are you looking for a summer or winter hat? I think this time of year maybe a nice Panama would go very well.

“您是想买夏天还是冬天的帽子？现在这个季节，我觉得来一顶好看的巴拿马帽会非常合适。”

Through the front door, which is still the same front door that we had in 1759 – Nelson, Duke of Wellington, Winston Churchill, Charlie Chaplin – have all stepped through that door.

“这家店的大门自 1759 年就一直是这同一扇，穿过它进来光顾的客人包括海军将领纳尔逊、惠灵顿公爵、温斯顿·丘吉尔和查理·卓别林。

You have to mould the hat to the shape of the head, not just the size, so these are everyone's head shapes.

你必须按头部的形状给帽子塑形，而不仅仅是按大小，所以这些是每位顾客的头部形状。”

The last eighteen months, throughout the pandemic, has naturally been very challenging for any business, especially one that is in the middle of London. But we've had to dig deep, and we've had to **evolve** and try and **adapt** to the changing circumstances which hasn't been easy.

“在过去 18 个月的疫情期间，对任何商家，特别是位于伦敦中心的商户来说，自然是非常困难的。但我们不得不倾尽所有，**与时俱进**，努力**调整应对**不断变化的形势，着实不易。

We just thought, right OK, if the shop's closed, we are not doing any business in the shop, then we have just got to channel all our focus – so we were pulling people who'd normally work in the shop, who were then rota-ed in to dispatch parcels. The one thing we have noticed, which has been great for us, is how well the business **bounced back** as soon as we could reopen. The moment we opened up we saw sales just **take off** again.

我们就想，好吧，如果店铺关门，就不能在店里做任何生意了，那就必须投入所有的精力：所以，我们就把平时在店里工作的人都召回来，安排他们寄包裹。我们注意到了一件很好的事情，那就是一重新开业，业务就**恢复**得很好。我们刚开店，就看到销售额又开始**迅速增长**了。”

Let me box it up for you.

“让我来帮你把帽子放到包装盒里。”

Who knows what retail is going to look like in the next forty, fifty years? But here we are, we're still here, and I'd like to say that we will be here for a few more years to go.

“谁知道未来四、五十年里零售业会变成什么样？但我们现在还在这里，我想说在不久的将来，我们应该还会在这里。”

Thank you very much. Enjoy your Lock hat and I hope it gives you many, many years of good service.

“谢谢惠顾。希望您喜欢 Lock 牌帽子，愿它能在未来的多年里为您遮阳挡雨。”

词汇

survived 挺过了，熬过了

evolve 逐渐发展，与时俱进

adapt 调整，适应

bounced back （困难时期后）恢复

take off 迅速成功

视频链接

<https://bbc.in/3DRHDoZ>

问题答案

Employees who normally work in the shop.