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Bicester Village 比斯特购物村

Feifei: Hello and welcome to another On the Town from BBC Learning English, we are taking you shopping today in Bicester Village, located in the middle of Oxfordshire.

Valentina: 大家好，欢迎收听都市掠影。我是 Valentina。今天我们要给大家介绍位于牛津郡的比斯特购物村。 Tell me more Feifei, I'm getting very excited.

Feifei: I know you are. We spoke to Anna Keddie, the Marketing Director of Bicester Village. She told us what Bicester Village is.

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Bicester Village opened in 1995. It is Europe's leading designer outlet village. We have here over 100 designer brands, selling products that are up to 60% off their original price; most of the products are a season out of date.

Feifei: So, Bicester Village is Europe's leading designer outlet village.

Valentina: 比斯特购物村 1995 年到英国落户， **designer** 在这儿的意思是设计师品牌， **outlet** 商店、经销店。比斯特购物村是欧洲品牌购物村里的佼佼者。

Feifei: Yes, it has over 100 designer brands.

Valentina: 购物村里有一百多个设计师品牌。

Feifei: Selling products that are up to 60% off their original price.

Valentina: 在这里出售的所有商品的价格都是在原价基础上打过四折之后的价钱。 **But that doesn't make sense. How can it be so cheap?**

Feifei: That's because most of the products are a season out of date, which means these products are from last season.

Valentina: I see. 原来有这么大的折扣是因为这里销售都是上一季的商品。 **Out of date** 过时的，过期的； **a season out of date** 也就是说是过季的。

Feifei: We've been talking about products. Now let's ask Anna, what do they sell at Bicester?

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There's a wide variety of products on sale here, majority of them are fashion wear for men and women, but you can find things for the home, beauty products.

Feifei: Anna says there is a wide variety of products on sale here.

Valentina: A wide variety 种类繁多的。

Feifei: The majority of the products are fashion wear.

Valentina: 时装 fashion wear.

Feifei: You can also find things for the home and even beauty products.

Valentina: 在购物村里不仅有各式各样的时装品牌，还有名牌日用品，化妆品。

Feifei: But I asked Anna why she thinks people should come here to do shopping. Here's her answer:

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I think you get incredible value because you are buying authentic branded product at such a great saving - you can save up to 60%. So you are going home with perhaps two items for the price that you'd normally pay for one.

Feifei: Anna thinks you can get incredible value when you shop at the village.

Valentina: 超值 incredible value.

Feifei: She says you can buy authentic branded products at a great saving. So you can probably get two items for the price of one.

Valentina: Authentic branded product 地道的正牌货; a great saving 非常便宜。

Feifei: Despite the fact that things are already very cheap, I still asked Anna for some tips on finding a bargain. Pay attention to the phrase 'further reduction' she uses.

Valentina: 再降价 further reduction. Let's listen.

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The best thing is to ask staff because they are very helpful. We have some times of the year where we have further reductions. So during the summer – July and August - and during January and February, we take a reduction, so there's up to 80% off. So if you come at those times of the year, you are really getting a great bargain!

Feifei: So the best time for finding a bargain is during January and February or during July and August. Anna says you can get things up to 80% off during those months.

- Valentina: 80% off? That really is a great bargain. 在每年一月和二月，还有七月和八月你都可以买得到打两折的货品。
- Feifei: We spoke to Fiona who's travelled down from London to do her shopping. Let's hear what she says. Here are a few words and phrases she uses: top-notch.
- Valentina: 极好的。
- Feifei: Bargain basement price.
- Valentina: 极低的价格。
- Feifei: In season.
- Valentina: 当季的。Here is Fiona.

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I think primarily it's to get the top-notch names at very nice bargain basement prices. For example, I've got a jacket now that was £250 (4,250RMB), it's only £99 (1,500RMB), massive reduction, lovely colour, very in season. So I can come with my girlfriends, we'll come in, we have a nice 'girl time' together, get a lot of shopping, always go away with lots and lots of bags – there's always more bargains than you think about, and just stop in one of the restaurants and have a good lunch together. We are having a great time.

- Feifei: So that was Fiona describing how she and her friends enjoy a spot of retail therapy.
- Valentina: Retail therapy 购物疗法，是一个大家通常用来开玩笑的说法，来描述女同胞们通过购物来使自己更加开心。
- Feifei: Well, thank you for listening and don't forget to check our website everyday for new programmes.
- Valentina: 我们的网站是 www.bbcchina.com.cn. 感谢收听，下次再见！
- Feifei: Bye.