

2021年12月·第1套 英语六级长篇阅读（信息匹配） 第1篇·36-45 题答案与解析

STATEMENTS & ANALYSIS • 信息匹配题和解析

信息匹配题和解析·36-45 题

本页 36-45 题的段落匹配答案与逐句解析由懒笔记基于2021年12月·第1套 英语六级长篇阅读（信息匹配）原卷逐题核对整理。与试卷排版同一卷面：先是 Directions 与 12 段字母标号长文（逐段附中文翻译）；之后 10 句陈述逐句排列，每句英文陈述后紧接本句解析——陈述句中译、信息所在段落、锚点强弱、定位句中英对照、陈述句与原文的同义改写对照与易混相邻段辨析。

真题卷第1套(2021-12) · 六级

Part III Section B

Directions: In this section, you are going to read a passage with ten statements attached to it. Each statement contains information given in one of the paragraphs. Identify the paragraph from which the information is derived. You may choose a paragraph more than once. Each paragraph is marked with a letter. Answer the questions by marking the corresponding letter on **Answer Sheet 2**.

No one in fashion is surprised that Burberry burnt £28 million of stock

A) Last week, Burberry's annual report revealed that £28.6 million worth of stock was burnt last year. The news has left investors and consumers outraged but comes as little surprise to those in the fashion industry.

上周,Burberry的年度报告披露,去年价值2860万英镑的库存被焚烧。这一消息令投资者和消费者感到愤怒,但对时尚行业内部人士来说却并不意外。

B) The practice of destroying unsold stock, and even rolls of unused fabric, is commonplace for luxury labels. Becoming too widely available at a cheaper price through discount stores discourages full-price sales. Sending products for recycling leaves them vulnerable to being stolen and sold on the black market. Jasmine Bina, CEO of brand strategy agency Concept Bureau explains, "Typically, luxury brands rally around exclusivity to protect their business interests, namely intellectual property and preservation of brand equity(资产)." She stated she had heard rumors of stock burning but not specific cases until this week.

销毁未售出库存甚至未使用的成卷面料,对于奢侈品牌来说是司空见惯的做法。通过折扣店以更低价格大量销售会抑制全价销售。将产品送去回收会使其面临被盗并在黑市上出售的风险。品牌战略机构 Concept Bureau的首席执行官Jasmine Bina解释道:"通常,奢侈品牌围绕排他性来保护其商业利益,即知识产权和品牌资产的保值。"她表示自己之前听说过焚烧库存的传闻,但直到本周才听说具体案例。

C) Another reason for the commonplace practice is a financial incentive for brands exporting goods to America. United States Customs states that if imported merchandise is unused and destroyed under their supervision, 99% of the duties, taxes or fees paid on the merchandise may be recovered. It is

incredibly difficult to calculate how much dead stock currently goes to waste. While there are incentives to do it, there's no legal obligation to report it.

这种普遍做法的另一个原因是品牌向美国出口商品时的财务激励。美国海关规定,如果进口商品未经使用并在其监督下销毁,则可退回该商品所支付关税、税费的99%。目前极难计算有多少滞销库存被浪费。虽然有激励措施去做这件事,但并没有报告的法律义务。

- D) A source, who chose to remain anonymous, shared her experience working in a Burberry store in New York in October 2016. "My job was to toss items in boxes so they could be sent to be burned. It was killing me inside because all that leather and fur went to waste and animals had died for nothing. I couldn't stay there any longer, their business practices threw me off the roof." In May this year, Burberry announced it was taking fur out of its catwalk shows and reviewing its use elsewhere in the business. "Even though we asked the management, they refused to give us detailed answers as to why they would do this with their collection," continued the source, who left her role within two weeks. She has since worked with another high-profile, luxury label.

一位选择匿名的消息人士分享了她2016年10月在纽约一家Burberry门店工作的经历。"我的工作是把物品扔进箱子里,这样它们就能被送去焚烧。这让我内心备受煎熬,因为所有那些皮革和毛皮都被浪费了,动物们白白死去。我无法再待在那里,他们的商业做法让我彻底崩溃。"今年5月,Burberry宣布将不再在时装秀中使用毛皮,并审查其在业务其他方面的使用情况。"尽管我们询问了管理层,但他们拒绝向我们详细解释为什么要这样处理他们的系列产品,"这位在两周内离职的消息人士继续说道。此后她在另一家知名奢侈品牌工作。

- E) In an online forum post, which asked if it's true that Louis Vuitton burned its bags, Ahmed Bouchfaa, who claimed to work for Louis Vuitton, responded that the brand holds sales of old stock for staff members twice a year. Items which have still not sold after several sales are destroyed. "Louis Vuitton doesn't have public sales. They either sell a product at a given price or discontinue it. This is to make sure that everybody pays the same price for an item," he says. He goes on to disclose the strict guidelines around the employee sales: "You may buy gifts for someone, but they track each item, and if your gift ends up online they know who to ask." One investor commenting on the Burberry figures was reportedly outraged that the unsold goods were not even offered to investors before they were destroyed.

在一个在线论坛帖子中,有人问Louis Vuitton是否真的焚烧其手袋,自称为Louis Vuitton工作的Ahmed Bouchfaa回应称,该品牌每年为员工举办两次旧库存促销活动。经过几次促销后仍未售出的物品会被销毁。"Louis Vuitton不进行公开促销。他们要么以给定价格出售产品,要么停产。这是为了确保每个人为同一件商品支付相同的价格,"他说。他接着披露了员工促销的严格准则:"你可以买礼物送人,但他们会追踪每件商品,如果你的礼物最终出现在网上,他们知道该问谁。"据报道,一位对Burberry数据发表评论的投资者对未售出商品在被销毁前甚至没有提供给投资者感到愤怒。

- F) Richemont, who owns several luxury brands, hit the headlines in May for taking back £437 million of watches for destruction in the last two years to avoid marked-down prices. It's not just luxury brands either. In October last year, a Danish TV show exposed H&M for burning 12 tonnes of unsold clothing since 2013. In a statement, the high street retailer defended itself by saying that the burnt clothing had failed safety tests: "The products to which the media are referring have been tested in external laboratories. The test results show that one of the products is mold infested and the other product contains levels of lead that are too high. Those products have rightly been stopped in accordance with our safety routines." In March, a report revealed that H&M was struggling with \$4.3

billion worth of unsold stock. The brand told The New York Times that the plan was to reduce prices to move the stock, arguably encouraging consumers to buy and throw away with little thought.

拥有多个奢侈品牌的Richemont在5月份因在过去两年中收回价值4.37亿英镑的手表进行销毁以避免降价而成为头条新闻。不仅仅是奢侈品牌如此。去年10月,一档丹麦电视节目曝光H&M自2013年以来焚烧了12吨未售出服装。在一份声明中,这家快时尚零售商为自己辩护称被焚烧的服装未通过安全测试:"媒体所指的产品已在外部实验室进行了测试。测试结果显示,其中一款产品受到霉菌感染,另一款产品的铅含量过高。根据我们的安全规程,这些产品已被正确拦截。"3月份,一份报告显示H&M正面临价值43亿美元的未售库存困境。该品牌告诉《纽约时报》,计划是降价以清理库存,这无疑鼓励消费者不假思索地购买和丢弃。

- G) Over-production is perhaps the biggest concern for Burberry. While there has been much outrage at the elitist connotation of burning goods rather than making them affordable, executives at the British fashion house are no doubt struggling to defend how they miscalculated production. The waste has been put down to burning old cosmetic stock to make way for their new beauty range. However, while the value of destroyed stock is up from £26.9 million last year, it's an even more significant increase from 2016's figure of £18.8 million, highlighting that this is an ongoing issue.

过度生产或许是Burberry最大的问题。尽管人们对焚烧商品而非使其变得平价的精英主义含义表示强烈愤怒,但这家英国时装公司的高管们无疑难以为他们对生产的错误估算进行辩护。这些浪费被归咎于焚烧旧化妆品库存以为新美妆系列腾出空间。然而,虽然销毁库存的价值从去年的2690万英镑上升,但相比2016年的1880万英镑更是大幅增长,这凸显出这是一个持续存在的问题。

- H) In September 2016, Burberry switched to a "see now, buy now" catwalk show format. The move was a switch to leverage on the coverage of their fashion week show to make stock available immediately to consumers. This is opposed to the traditional format of presenting to the industry, taking orders for production and becoming available in six months' time. While Burberry announced "record-breaking" online reach and engagement, there has been little evidence to suggest that the strategy has had a significant effect on sales, particularly as the hype(炒作) slows across the season. In February they made adjustments to the format, dropping some catwalk items immediately and promising that others would launch in the coming months.

2016年9月,Burberry转向"即看即买"的时装秀形式。此举旨在利用时装周秀场的报道覆盖面,使库存立即向消费者开放。这与传统模式相反,传统模式是向业界展示、接受生产订单并在六个月后上市。尽管Burberry宣布了"破纪录"的在线覆盖率和参与度,但几乎没有证据表明该策略对销售产生了显著影响,特别是随着整个季度炒作热度下降。今年2月,他们对这一形式进行了调整,立即下架部分秀场单品,并承诺其他单品将在未来几个月推出。

- I) In a statement, Burberry denied that switching to "see now, buy now" has had an impact on waste. A Burberry spokesperson further said, "On the occasions when disposal of products is necessary, we do so in a responsible manner. We are always seeking ways to reduce and revalue our waste. This is a core part of our strategy and we have forged partnerships and committed support to innovative organizations to help reach this goal."

在一份声明中,Burberry否认转向"即看即买"对浪费产生了影响。一位Burberry发言人进一步表示:"在必须处理产品的情况下,我们会以负责任的方式进行。我们始终在寻求减少和再利用废弃物的方法。这是我们战略的核心部分,我们已经建立了合作伙伴关系并承诺支持创新组织,以帮助实现这一目标。"

J) One such partnership is with Elvis & Kresse, an accessories brand working with reclaimed materials. Co-founder Kresse Wesling said, "Late last year we launched an ambitious five-year partnership with the Burberry Foundation. The main aim of this is to scale our leather rescue project, starting with off-cuts from the production of Burberry leather goods. We are working tirelessly to expand our solutions and would love to welcome anyone to our workshop to come and see what we are doing." At the moment, the partnership only addresses waste at the production stage and not unsold goods.

其中一个合作伙伴是Elvis & Kresse,一个使用回收材料的配饰品牌。联合创始人Kresse Wesling说:"去年年底,我们与Burberry基金会启动了一项雄心勃勃的五年合作伙伴关系。其主要目标是扩大我们的皮革回收项目,从Burberry皮革制品生产的边角料开始。我们正在不懈努力扩展我们的解决方案,并欢迎任何人来我们的工作室参观我们正在做的事情。"目前,该合作伙伴关系仅解决生产阶段的废弃物问题,而非未售出商品。

K) While these are honorable schemes, it makes it harder for Burberry to defend these latest figures. Fifteen years ago, Burberry was at crisis point as their signature check pattern was widely imitated by cheap, imitation brands. It deterred luxury consumers who found their expensive clothing more closely associated with working-class youth culture than a prestigious heritage fashion house. In the year 2004, at the height of over-exposure of the Burberry check, the brand's turnover was £715.5 million. Under Christopher Bailey as creative director they turned the brand around and this past year revenue hit £2.73 billion.

尽管这些是值得称道的计划,但它们使Burberry更难为这些最新数据辩护。十五年前,Burberry正处于危机时刻,因为他们标志性的格纹图案被廉价仿冒品牌广泛模仿。这使得奢侈品消费者望而却步,因为他们发现自己昂贵的服装与工人阶级青年文化的联系比与一家享有盛誉的传统时装公司的联系更紧密。2004年,在Burberry格纹过度曝光的高峰期,该品牌的营业额为7.155亿英镑。在Christopher Bailey担任创意总监期间,他们扭转了品牌局面,过去一年收入达到27.3亿英镑。

L) Bina believes that brands need to readdress their exclusivity tactic. "Exclusivity is starting to be challenged," she says, "I think that goes hand in hand with how luxury itself is being challenged. Access to fashion, and the brands who police it, are becoming less and less relevant. Things like health, enlightenment, and social and environmental responsibility are the new luxuries. These all come from within, not without. That's the challenge that traditional luxury brands will have to contend with in the mid- to long-term future."

Bina认为品牌需要重新审视其排他性策略。"排他性正开始受到挑战,"她说,"我认为这与奢侈品本身受到挑战是同步的。时尚的获取途径以及监管它的品牌正变得越来越不相关。健康、启蒙以及社会责任等才是新的奢侈品。这些都来自内在,而非外在。这是传统奢侈品牌在中长期未来必须应对的挑战。

陈述句与逐句解析

36. Burberry's executives are trying hard to attribute their practice of destroying old products to miscalculated production.

Burberry的高管们正努力将其销毁旧产品的做法归因于生产计算失误。

【答案】 G 段 (强锚点)

【锚点】 高管把销毁归因于「误判产量」

【定位】 While there has been much outrage at the elitist connotation of burning goods rather than making them affordable, executives at the British fashion house are no doubt struggling to defend how they miscalculated production. The waste has been put down to burning old cosmetic stock to make way for their new beauty range.

尽管「宁可烧也不便宜卖」的精英主义意味招致了大量愤怒，英国这家时装公司的高管们无疑正费力地为自己「误判了产量」辩解。这次的浪费被归因于烧掉旧化妆品库存，以便给新美妆线腾出位置。

【改写】 executives are trying hard to attribute their practice of destroying old products ↔

executives at the British fashion house are no doubt struggling to defend how they miscalculated production

trying hard 与 struggling to 同义，attribute 与 defend how 同向

miscalculated production ↔ **miscalculated production**

两侧用同一短语原样复现

【辨邻】 **A** £28.6 million worth of stock was burnt last year 是事实陈述，没有任何 executives 表态把它 attribute 到 miscalculated production 的内容，因此不能作为本题信息源。

Burberry's annual report revealed that £28.6 million worth of stock was burnt last year. The news has left investors and consumers outraged

I 陈述句要求的是 attribute their practice of destroying old products to miscalculated production，而本段是 Burberry denied that 与 has had an impact on waste 的搭配，是反方向的「否认某种关联」，与「归因于误判产量」不构成等值关系。

Burberry denied that switching to

37. Selling products at a discount will do greater harm to luxury brands than destroying them.

折扣销售产品对奢侈品牌造成的损害比销毁产品更大。

【答案】 **B** 段（强锚点）

【锚点】 打折比销毁更伤奢侈品牌

【定位】 The practice of destroying unsold stock, and even rolls of unused fabric, is commonplace for luxury labels. Becoming too widely available at a cheaper price through discount stores discourages full-price sales.

销毁未售出库存、甚至整卷未用过的面料，在奢侈品牌里很常见。如果商品通过折扣店以更低价大量铺货，反而会打击正价销售。

【改写】 Selling products at a discount ↔

Becoming too widely available at a cheaper price through discount stores

discount 与 at a cheaper price through discount stores 是同义改写

do greater harm to luxury brands than destroying them ↔ **discourages full-price sales**

抽象伤害被具体化为「打击正价销售」

【辨邻】 **F** Richemont, who owns several luxury brands, hit the headlines in May for taking back £437 million of watches for destruction 与 to avoid marked-down prices 只指出「销毁是为了避免降价」，并没有把「打折 vs 销毁」的伤害程度做对比；陈述句需要的是 greater harm 的比较关系，本段不承担。

taking back £437 million of watches for destruction in the last two years to avoid marked-down prices

G burning goods rather than making them affordable 只是描述了批评者的视角「宁烧不便宜卖」，没有给出 do greater harm 的判断依据，因此不是本句来源。

there has been much outrage at the elitist connotation of burning goods rather than making them affordable

38. Imitated Burberry products discouraged luxury consumers from buying its genuine products.

仿冒的Burberry产品使奢侈品消费者不愿购买其正品。

【答案】 **K** 段（强锚点）

【锚点】 山寨 Burberry 产品劝退高端消费者

【定位】 Fifteen years ago, Burberry was at crisis point as their signature check pattern was widely imitated by cheap, imitation brands. It deterred luxury consumers who found their expensive clothing more closely associated with working-class youth culture than a prestigious heritage fashion house.

十五年前，Burberry 正处危机：它的标志性格纹被廉价山寨品牌大量仿冒，劝退了那些高端消费者——这些消费者发现这种本应昂贵的衣服，更像和工薪青年文化挂钩，而非一家有底蕴的高端时装品牌。

【改写】 Imitated Burberry products ↔

their signature check pattern was widely imitated by cheap, imitation brands

imitated 同形复现，所指相同

discouraged luxury consumers from buying its genuine products ↔

It deterred luxury consumers who found their expensive clothing more closely associated with working-class youth culture

discouraged 与 deterred 同义改写，配上「觉得不再高级」具体化

【辨邻】 B 陈述句明确要求「被仿冒的产品」作为施害者，而本段说的是 Becoming too widely available at a cheaper price through discount stores，是品牌自家产品过度铺货，不是山寨品对正品的冲击。

Becoming too widely available at a cheaper price through discount stores discourages full-price sales

39. Staff members of a luxury brand may buy its old stock at cheaper prices, but they are not allowed to resell them.

奢侈品牌的员工可以以较低价格购买其旧库存,但不允许转售。

【答案】 E 段 (强锚点)

【锚点】 员工可低价购入老库存但不许转卖

【定位】 Ahmed Bouchfaa, who claimed to work for Louis Vuitton, responded that the brand holds sales of old stock for staff members twice a year. Items which have still not sold after several sales are destroyed. He goes on to disclose the strict guidelines around the employee sales: You may buy gifts for someone, but they track each item, and if your gift ends up online they know who to ask.

声称在 Louis Vuitton 任职的 Ahmed Bouchfaa 回应称，该品牌每年办两次面向员工的旧库存特卖；若几次特卖之后仍卖不掉，就会被销毁。他进一步透露员工特卖的严格规定：你可以买来送人，但他们会追踪每一件商品，如果你送的礼物出现在网上，他们清楚该找谁问话。

【改写】 Staff members of a luxury brand may buy its old stock at cheaper prices ↔

the brand holds sales of old stock for staff members twice a year

员工特卖即「员工低价购入旧库存」

they are not allowed to resell them ↔

they track each item, and if your gift ends up online they know who to ask

追踪转售即禁止转售

【辨邻】 D 本段员工是销毁链条的参与者，与陈述句中「低价购入并被禁止转卖」的内部特卖参与者完全是两类员工故事，不能混作同一情节。

My job was to toss items in boxes so they could be sent to be burned

40. In future traditional luxury brands will have to adapt their business strategies to the changing concepts of luxury.

未来传统奢侈品牌将不得不调整其商业策略以适应不断变化的奢侈品概念。

【答案】 L 段 (弱锚点)

【锚点】 传统奢侈品牌需适应新的奢侈观

【定位】 Things like health, enlightenment, and social and environmental responsibility are the new luxuries. These all come from within, not without. That's the challenge that traditional luxury brands will have to contend with in the mid- to long-term future.

健康、觉悟、社会与环境责任，这些才是新的奢侈。它们都来自内在，而非外在。这正是传统奢侈品牌在中长期未来必须正视的挑战。

【改写】 traditional luxury brands will have to adapt their business strategies ↔

That's the challenge that traditional luxury brands will have to contend with in the mid- to long-term future

adapt strategies 与 contend with challenge 为同义改写

the changing concepts of luxury ↔

Things like health, enlightenment, and social and environmental responsibility are the new luxuries

changing concepts 与 new luxuries 同义

In future ↔ **in the mid- to long-term future**

in future 与 in the mid- to long-term future 同指「未来」

【辨邻】 **B** 陈述句明确指向 In future traditional luxury brands will have to adapt (未来必须调整)，而本段是 luxury brands rally around exclusivity to protect their business interests 当下做法的描述，与「未来策略调整」是两个不同时间维度的陈述。

luxury brands rally around exclusivity to protect their business interests, namely intellectual property and preservation of brand equity

41. One luxury brand employee quit her job because she simply couldn't bear to see the destruction of unsold products.

一位奢侈品牌员工辞去了工作,因为她实在无法忍受看到未售出产品被销毁。

【答案】 **D** 段 (强锚点)

【锚点】 员工因不忍销毁滞销品而辞职

【定位】 My job was to toss items in boxes so they could be sent to be burned. It was killing me inside because all that leather and fur went to waste and animals had died for nothing. I couldn't stay there any longer, their business practices threw me off the roof. She has since worked with another high-profile, luxury label.

我的工作是把货品扔进箱子，然后送去焚烧。这让我心如刀割，因为那么多皮革皮草都被白白浪费，动物白死了。我再也待不下去了，他们的做法把我逼疯了。她此后转去了另一家知名奢侈品牌任职。

【改写】 One luxury brand employee quit her job ↔ **I couldn't stay there any longer**
couldn't stay 即 quit

she simply couldn't bear to see the destruction of unsold products ↔

It was killing me inside because all that leather and fur went to waste

killing me inside 对应 couldn't bear; waste 对应 destruction of unsold products

【辨邻】 **E** Ahmed Bouchfaa, who claimed to work for Louis Vuitton 是在解释员工内部销售规则与追踪机制，不是「辞职出于受不了销毁」的故事，与陈述句要求不符。

Ahmed Bouchfaa, who claimed to work for Louis Vuitton, responded that the brand holds sales of old stock for staff members twice a year

42. Destroying old stock is a practice not just of luxury brands but of less prestigious fashion brands.

销毁旧库存不仅是奢侈品牌的做法，也是知名度较低的时尚品牌的做法。

【答案】 **F** 段（强锚点）

【锚点】 销毁库存不止奢侈品牌，普通品牌也做

【定位】 Richemont, who owns several luxury brands, hit the headlines in May for taking back £437 million of watches for destruction in the last two years to avoid marked-down prices. It's not just luxury brands either. In October last year, a Danish TV show exposed H&M for burning 12 tonnes of unsold clothing since 2013.

拥有多个奢侈品牌的 Richemont 在五月登上头条，因其过去两年回收并销毁了价值 4.37 亿英镑的手表，以避免降价销售。这种做法不止奢侈品牌在做。去年十月，一档丹麦电视节目曝光了 H&M 自 2013 年起焚烧 12 吨未售衣物。

【改写】 Destroying old stock is a practice not just of luxury brands but of less prestigious fashion brands ↔

It's not just luxury brands either

not just luxury brands 同形对应，either 即 not just but 的另一种表达

less prestigious fashion brands ↔ **H&M for burning 12 tonnes of unsold clothing since 2013**

上位词的下位例化

【辨邻】 **C** 陈述句要求文章提供 less prestigious fashion brands 也在做销毁的证据，但本段只给「为什么常见」的原因，没有列出大众品牌案例。

Another reason for the commonplace practice is a financial incentive for brands exporting goods to America

43. Burberry is working with a partner to make full use of leather materials to reduce waste.

Burberry正在与合作伙伴合作充分利用皮革材料以减少浪费。

【答案】 **J** 段（强锚点）

【锚点】 Burberry 与合作伙伴一起充分利用皮革减废

【定位】 Co-founder Kresse Wesling said, Late last year we launched an ambitious five-year partnership with the Burberry Foundation. The main aim of this is to scale our leather rescue project, starting with off-cuts from the production of Burberry leather goods.

联合创始人 Kresse Wesling 说：去年年底，我们和 Burberry 基金会启动了一项雄心勃勃的五年合作。它的主要目的是扩大我们的「皮革拯救项目」，从 Burberry 皮具生产的边角料做起。

【改写】 Burberry is working with a partner ↔

Late last year we launched an ambitious five-year partnership with the Burberry Foundation
partner 与 partnership 同根词；Burberry Foundation 代表 Burberry

to make full use of leather materials to reduce waste ↔

to scale our leather rescue project, starting with off-cuts from the production of Burberry leather goods

rescue 加 off-cuts 即「对边角料做充分利用以减废」

【辨邻】 I we have forged partnerships and committed support to innovative organizations to help reach this goal 只是宣称已经建立合作，并没有提及陈述句明确要求的 leather materials，因此不是本句直接来源。

we have forged partnerships and committed support to innovative organizations to help reach this goal

44. Burberry's plan to destroy its unsold products worth millions of dollars aroused public indignation.

Burberry 销毁价值数百万美元未售出产品的计划引发了公众愤慨。

【答案】 A 段（弱锚点）

【锚点】 Burberry 销毁巨额未售品引公众愤慨

【定位】 Last week, Burberry's annual report revealed that £28.6 million worth of stock was burnt last year. The news has left investors and consumers outraged but comes as little surprise to those in the fashion industry.

上周，Burberry 的年报披露其去年焚烧了价值 2860 万英镑的库存。这则新闻让投资者和消费者愤怒不已，但对行业内人士而言并不令人意外。

【改写】 Burberry's plan to destroy its unsold products worth millions of dollars ↔

£28.6 million worth of stock was burnt last year

millions of dollars 与 £28.6 million（具体金额）

aroused public indignation ↔ **The news has left investors and consumers outraged**
outraged 等于 indignation；investors 加 consumers 共同构成 public

【辨邻】 E One investor commenting on the Burberry figures was reportedly outraged that the unsold goods were not even offered to investors before they were destroyed 只是一位投资者的局部表态，而非陈述句要求的「公众愤慨」总评论，因此不是源头段。

One investor commenting on the Burberry figures was reportedly outraged that the unsold goods were not even offered to investors before they were destroyed

G 陈述句的 aroused public indignation 指向 plan to destroy unsold products worth millions of dollars 这条新闻本身；而 G 段的 outrage 指向「销毁而非打折」这种选择，属于该新闻引出的子话题，不是新闻总结句。

there has been much outrage at the elitist connotation of burning goods rather than making them affordable

45. Burberry's change of marketing strategy to make a product available as soon as consumers see it on the fashion show did not turn out to be as effective as expected.

Burberry改变营销策略,让消费者在时装秀上看到产品后立即可以购买,但结果并未如预期那样有效。

【答案】 H 段 (强锚点)

【锚点】 「看秀即买」营销策略效果不如预期

【定位】 In September 2016, Burberry switched to a see now, buy now catwalk show format. The move was a switch to leverage on the coverage of their fashion week show to make stock available immediately to consumers. While Burberry announced record-breaking online reach and engagement, there has been little evidence to suggest that the strategy has had a significant effect on sales, particularly as the hype slows across the season.

2016年9月，Burberry转向了「看秀即买」的秀场模式。此举意在借助时装周秀场的曝光，让消费者立刻就能买到商品。尽管Burberry宣称线上的触达与互动「破纪录」，但几乎没有证据表明该策略对销量有显著拉动，尤其当一整季中炒作热度逐渐降温后。

【改写】 Burberry's change of marketing strategy to make a product available as soon as consumers see it on the fashion show

↔ Burberry switched to a

概念性描述对上专有营销名

did not turn out to be as effective as expected ↔

there has been little evidence to suggest that the strategy has had a significant effect on sales
not as effective as expected 与 little evidence of significant effect 同义

【辨邻】 I 陈述句要求评价 effective as expected (是否如预期般有效)，即销售效果；而 Burberry denied that switching to 与 has had an impact on waste 谈的是是否影响浪费，不是销售效果，不可混作同段。

Burberry denied that switching to

12 个段落各讲了什么

逐段一句主旨 + 该段最具区分度的「信息指纹」，是逐句回扫定位的工作台。

- A 引出新闻事件：Burberry 年报披露去年烧掉了价值 2860 万英镑的库存，引发投资者与消费者愤怒，但在业内人士眼中并不意外。

信息指纹 2860 万英镑被烧的新闻

- B 解释奢侈品牌为何普遍烧库存：折扣店便宜出售会冲击正价销售；送去回收又容易被偷卖到黑市；品牌以稀缺性保护品牌资产。

信息指纹 稀缺性 vs 折扣的取舍

- C 出口美国的奢侈品牌销毁库存还有财务激励：商品在美国海关监督下销毁可退回 99% 的关税；行业里多少滞销库存被销毁很难统计，因为没有法律上的报告义务。

信息指纹 美国海关 99% 关税退还

- D 一位匿名前员工讲述 2016 年在纽约 Burberry 门店把皮草、皮革扔进箱子等待焚烧的经历，因受不了浪费与「动物白死」而辞职，并提到 Burberry 今年五月宣布秀场不再用皮草。

信息指纹 纽约门店匿名员工的辞职故事

- E Louis Vuitton 老库存先在内部办两次员工特卖，仍卖不掉的就销毁；员工特卖有严格管控，买的东西可以送人但每件都会追踪，若出现在网上就会追查送礼者。

信息指纹 LV 员工特卖 + 追踪转售

- F 销毁库存并非奢侈品牌独有：Richemont 两年内召回 4.37 亿英镑手表销毁；丹麦电视节目曝出 H&M 自 2013 年起烧掉 12 吨衣物，H&M 辩称是因为产品安全测试不合格（霉菌、铅超标）。

信息指纹 Richemont 手表 + H&M 服装

G 过度生产是 Burberry 最大隐忧；高管把这次浪费归咎为烧掉旧化妆品库存以腾位给新美妆线，但销毁金额逐年攀升（2016 年 1880 万、去年 2690 万、今年 2860 万英镑），说明是长期问题。

信息指纹 高管把浪费归咎给「误判产量」

H 2016 年 9 月 Burberry 转向「see now, buy now」看秀即买的形式，想借时装周热度直接转化销量；但除「线上声量破纪录」外，没有明显证据表明销量被显著拉动；今年二月又对此模式做了调整。

信息指纹 「see now, buy now」效果不及预期

I Burberry 官方回应：否认「看秀即买」模式与浪费有关，称必要时会以负责任的方式处置产品，并已与创新机构合作以减废、再造价值。

信息指纹 Burberry 官方否认与减废承诺

J 介绍一项具体合作：Burberry 基金会与配饰品牌 Elvis & Kresse 合作五年，从 Burberry 皮革边角料起步推进「皮革拯救项目」；该合作目前只针对生产环节的废料，尚不处理滞销成品。

信息指纹 与 Elvis & Kresse 的皮革合作

K 回顾历史背景：十五年前 Burberry 经典格纹被山寨泛滥，反让高端消费者疏远，因为这一格纹更像工薪青年文化而非高端传承；2004 年营收 7.155 亿英镑，后在创意总监 Christopher Bailey 带领下扭转，过去一年营收达 27.3 亿英镑。

信息指纹 山寨格纹 + 2004 vs 当下营收对比

L Bina 认为奢侈品牌必须重新审视「稀缺性」策略：当下「准入式奢侈」正在被挑战，健康、觉悟、社会与环境责任成为新的奢侈，传统奢侈品牌中长期内必须正视这种观念转变。

信息指纹 新奢侈观与传统品牌的中长期挑战

SENTENCE INSIGHTS • 句子精讲

16 句真题句逐层精讲

下列真题句各有独立的句子解析页——中文翻译、结构树逐层拆解、成分与时态、考点讲解与真题高频词。点击句子进入完整解析。

Sending products for recycling leaves them vulnerable to being stolen and sold on the black market.

B段，第3句

本句覆盖动名词短语作主语、及物动词作谓语、代词作宾语、形容词短语作宾语补足语等多种成分，且宾语补足语内部包含介词短语和并列的非谓语动词，结构层次丰富；动名词主语和复合宾语补足语都是学习者常混淆的考点，适合作为成分划分的综合练习句。

Jasmine Bina, CEO of brand strategy agency Concept Bureau explains, "Typically, luxury brands rally around exclusivity to protect their business interests, namely intellectual property and preservation of brand equity(资产)."

B段，第4句

覆盖了主谓宾、同位语、多种状语（频率、方式、目的），且宾语是完整从句，可以练习识别从句作宾语的情况。同位语较长且包含介词短语嵌套，有一定训练价值。但缺少定语从句、复合宾语等更复杂结构，训练覆盖面中等。

It is incredibly difficult to calculate how much dead stock currently goes to waste.

C段，第3句

形式主语 It + be + 形容词 + 不定式(to do)是四六级和考研阅读中的高频句式,宾语从句由疑问词引导也是常考结构。本句结构具有较强的代表性,掌握后可迁移到大量类似句子。

While there are incentives to do it, there's no legal obligation to report it.

C段，第4句

让步状语从句 + 主句的结构是四六级和考研阅读中的常见句式，"While" 引导的对比逻辑也频繁出现。there be 句型搭配不定式后置定语是典型用法。掌握这个句式后，学习者可以迁移到其他类似的让步或对比表达中。虽然本句没有更复杂的嵌套或特殊结构，但作为基础句式的代表性较强。

In an online forum post, which asked if it's true that Louis Vuitton burned its bags, Ahmed Bouchfaa, who claimed to work for Louis Vuitton, responded that the brand holds sales of old stock for staff members twice a year.

E段，第1句

这句结构层次丰富，但时态又不过分偏难，适合把注意力集中在“如何拆结构、如何逐层定位主谓”上。作为结构与时态联合训练材料，练习收益很高。

Items which have still not sold after several sales are destroyed.

E段，第2句

定语从句插在主句主谓之间的结构在四六级和考研阅读中高频出现,是典型的书面语句式。限制性定语从句修饰主语、被动语态陈述客观事实,都是学术文章和新闻报道的常见表达方式,掌握后可迁移至大量类似句子

"Louis Vuitton doesn't have public sales. They either sell a product at a given price or discontinue it. This is to make sure that everybody pays the same price for an item," he says.

E段，第3句

句子包含多个典型的四六级/考研常考结构:引述动词后接直接引语、either...or...并列结构、宾语从句(that引导)、不定式短语作表语。这些都是英语考试阅读理解和翻译题中的高频句式。特别是"make sure that"这种结构在学术文本和新闻报道中极为常见,学生掌握后可在大量材料中复用。结构代表性强,属于必须熟练掌握的典型句式。

In a statement, the high street retailer defended itself by saying that the burnt clothing had failed safety tests: "The products to which the media are referring have been tested in external laboratories. The test results show that one of the products is mold infested and the other product contains levels of lead that are too high. Those products have rightly been stopped in accordance with our safety routines."

F段，第4句

这种“主张+证据+结论”的结构是英语论说文和新闻报道中的典型句式，对于阅读理解和写作均有很强的迁移价值。

While there has been much outrage at the elitist connotation of burning goods rather than making them affordable, executives at the British fashion house are no doubt struggling to defend how they miscalculated production.

G段，第2句

本句结构在四六级和考研阅读中非常典型:While 引导让步状语从句修饰主句,主句内嵌套疑问词引导的宾语从句,状语从句使用 there be 句型并带复杂定语。这种多层嵌套和状语从句前置的句式在真题中频繁出现,掌握后可直接迁移到大量类似句子,代表性很强。

The waste has been put down to burning old cosmetic stock to make way for their new beauty range.

G段，第3句

本句覆盖主语、谓语、宾语（动名词短语）、目的状语（不定式短语）四种核心成分，结构相对丰富。动名词短语 "burning old cosmetic stock" 作宾语、不定式短语 "to make way for" 作目的状语均为常见考点，适合练习非谓语动词的成分判定。但缺少定语、同位语等其他成分类型，训练覆盖面有限。

In a statement, Burberry denied that switching to "see now, buy now" has had an impact on waste.

I段，第1句

"主句 + that 引导的宾语从句" 是四六级和考研阅读中高频出现的句式。从句内部用动名词短语作主语、现在完成时作谓语，也是典型的书面语表达。这个结构在新闻报道、学术文章中常见，掌握后可以迁移到大量类似句子的理解上。

It deterred luxury consumers who found their expensive clothing more closely associated with working-class youth culture than a prestigious heritage fashion house.

K段，第3句

限制性定语从句修饰宾语、find 加宾语加宾补、比较结构嵌套等都是四六级和考研阅读中常见的句式，具有很强的代表性，掌握后可在大量真题句中复用识别方法。

Imitated Burberry products discouraged luxury consumers from buying its genuine products.

第38题题干

"discourage sb from doing sth" 是四六级高频搭配，简单句的主谓宾加介词短语状语结构也属于常考句式，但因无从句或并列成分，代表性不及复杂句型。

Staff members of a luxury brand may buy its old stock at cheaper prices, but they are not allowed to resell them.

第39题题干

but 连接的转折并列句是四六级和考研阅读中的常见句式，情态动词和 be allowed to 结构也是高频考点。掌握后可迁移到大量类似句子，具有较好的典型性。

Destroying old stock is a practice not just of luxury brands but of less prestigious fashion brands.

第42题 题干

动名词作主语加系表结构是四六级和考研阅读中的常见句式，not just... but... 并列结构也是高频考点，句型具有较强的代表性和复用价值

Burberry's change of marketing strategy to make a product available as soon as consumers see it on the fashion show did not turn out to be as effective as expected.

第45题 题干

本句覆盖了长主语、系动词表语、后置不定式定语、嵌套状语从句等多种成分，且主语极长容易误判，表语是比较结构 "as...as"，具有较高的成分划分练习价值。学生能在一句中接触到多个易错点（主语边界、定语识别、从句归属）。

HIGH-FREQUENCY • 真题高频词

本篇出现的 155 个英语六级真题高频词

下列单词既在本篇真题中出现，又是 **英语六级** 历年真题的高频词（在该考试真题中出现的句子数均不少于 8）。每个词标注本篇 出现次数与该考试真题句频，点击可查看该词的释义、音标、词形与真题例句。

brand B1

n. 品牌，商标

本篇21次 · 真题 37 句

luxury B2

n. 奢侈品

本篇16次 · 真题 19 句

product A2

n. 产品

本篇14次 · 真题 271 句

stock B1

n. 库存

本篇13次 · 真题 32 句

fashion B1

n. 时尚;流行款式

本篇8次 · 真题 51 句

million A2

num. 一百万

本篇7次 · 真题 126 句

unsold B2

adj. 未售出的

本篇7次·真题9句

consumer B1

n. 消费者

本篇6次·真题165句

strategy B2

n. 策略

本篇5次·真题63句

production B1

n. 生产

本篇5次·真题58句

item A2

n. 项目

本篇5次·真题31句

available A2

adj. 可获得的

本篇4次·真题63句

partnership B2

n. 合伙关系

本篇4次·真题11句

leather B1

n. 皮革

本篇4次·真题9句

would A1

aux. (will 的过去式) 将要, 会

本篇3次·真题568句

less A1

det. 较少的

本篇3次·真题273句

online A2

adj. 在线的

本篇3次·真题139句

reduce B1

v. 减少, 降低 (数量、大小、程度等)

本篇3次·真题138句

challenge B1

n. 挑战

本篇3次·真题119句

traditional B1

adj. 传统的

本篇3次·真题84句

figure A2

n. 数字

本篇3次·真题58句

switch A2

v. 转换

本篇3次·真题31句

clothing B2

n. 衣服

本篇3次·真题 26 句

investor B2

n. 投资者

本篇3次·真题 16 句

defend B1

v. 保护

本篇3次·真题 8 句

employee A2

n. 雇员, 员工

本篇2次·真题 190 句

source B1

n. 来源

本篇2次·真题 75 句

billion B1

num. 十亿 (1,000,000,000)

本篇2次·真题 74 句

material B1

n. 材料

本篇2次·真题 66 句

significant B2

adj. 重要的

本篇2次·真题 65 句

concept B2

n. 概念

本篇2次·真题 59 句

launch B1

v. 推出

本篇2次·真题 56 句

reveal B2

v. 揭示

本篇2次·真题 54 句

struggle B1

v. 奋斗

本篇2次·真题 54 句

label B1

n. 标签

本篇2次·真题 52 句

staff B1

n. 全体员工

本篇2次·真题 44 句

incentive B2

n. 激励

本篇2次·真题 33 句

executive B2

n. 主管;经理;管理人员

本篇2次·真题 32 句

statement B1

n. 声明

本篇2次·真题 30 句

widely B1

adv. 广泛地

本篇2次·真题 29 句

destruction B2

n. 破坏

本篇2次·真题 17 句

announce B1

v. 宣布

本篇2次·真题 16 句

discourage B2

v. 使泄气

本篇2次·真题 15 句

prestigious C1

adj. 有声望的

本篇2次·真题 14 句

discount B1

n. 折扣;减价

本篇2次·真题 12 句

imitate B2

v. 模仿;仿效(行为、声音、方式等)

本篇2次·真题 12 句

fur A2

n. (动物的) 毛皮

本篇2次·真题 9 句

effect A2

n. 影响

本篇1次·真题 191 句

impact B2

n. 影响

本篇1次·真题 185 句

issue B1

n. 问题

本篇1次·真题 158 句

simply B1

adv. 仅仅, 只不过

本篇1次·真题 119 句

project A2

n. 项目

本篇1次·真题 116 句

environmental B1

adj. 环境的

本篇1次·真题 112 句

claim B1

v. 声称

本篇1次·真题 111 句

support A2

v. 支持

本篇1次·真题 103 句

access B1

n. 进入

本篇1次·真题 101 句

case A2

n. 情况

本篇1次·真题 97 句

united B1

adj. 联合的

本篇1次·真题 97 句

effective B1

adj. 有效的, 起作用的

本篇1次·真题 94 句

concern B1

v. 涉及

本篇1次·真题 88 句

evidence B1

n. 证据

本篇1次·真题 87 句

states A1

n. 国家

本篇1次·真题 80 句

financial B2

adj. 财政的

本篇1次·真题 79 句

further B1

adv. 更远地

本篇1次·真题 79 句

solution B1

n. 解决办法

本篇1次·真题 76 句

organization B1

n. 组织

本篇1次·真题 73 句

seek B1

v. 寻找

本篇1次·真题 70 句

responsibility B1

n. 责任

本篇1次·真题 69 句

creative B1

adj. 有创造力的

本篇1次·真题 65 句

management B1

n. 管理

本篇1次·真题 63 句

tax

A2

n. 税

本篇1次·真题 63 句

crisis

B2

n. 危机

本篇1次·真题 62 句

specific

B2

adj. 具体的

本篇1次·真题 59 句

media

B1

n. 大众传播媒介（报刊、电视、广播、互联...

本篇1次·真题 58 句

aim

B1

v. 瞄准

本篇1次·真题 57 句

particularly

B2

adv. 尤其，特别（强调某事物）

本篇1次·真题 57 句

associate

B2

v. 联系

本篇1次·真题 54 句

beauty

A2

n. 美

本篇1次·真题 53 句

contain

B1

v. 包含，含有

本篇1次·真题 52 句

respond

B1

v. 回答，答复

本篇1次·真题 52 句

range

B1

n. 范围

本篇1次·真题 50 句

track

A2

n. 小路

本篇1次·真题 48 句

harm

B1

n. 伤害

本篇1次·真题 46 句

pattern

B1

n. 模式

本篇1次·真题 46 句

marketing

B1

n. 营销

本篇1次·真题 45 句

adapt

B2

v. 适应，适合（新环境、新情况）

本篇1次·真题 44 句

agency B2

n. 代理机构

本篇1次·真题42句

currently B1

adv. 目前, 当前

本篇1次·真题42句

expand B2

v. 扩大;扩展;增长

本篇1次·真题40句

guideline B2

n. 指导方针

本篇1次·真题40句

responsible B1

adj. 负责的

本篇1次·真题40句

partner B1

n. 伴侣

本篇1次·真题39句

relevant B2

adj. 相关的

本篇1次·真题38句

recover B1

v. 恢复健康

本篇1次·真题35句

retailer B2

n. 零售商

本篇1次·真题32句

scale B1

n. 规模

本篇1次·真题32句

stage A2

n. 阶段

本篇1次·真题31句

expose B2

v. 使暴露

本篇1次·真题30句

vulnerable C1

adj. 易受伤害的

本篇1次·真题30句

closely B1

adv. 紧密地

本篇1次·真题28句

collection B1

n. 收集物

本篇1次·真题28句

comment B1

n. 评论

本篇1次·真题28句

property B1

n. 财产

本篇1次·真题 28 句

typically B1

adv. 通常, 一般

本篇1次·真题 26 句

annual B1

adj. 每年的, 年度的

本篇1次·真题 25 句

foundation B2

n. 基础;根基

本篇1次·真题 25 句

highlight B2

n. 最精彩的部分

本篇1次·真题 25 句

manner B1

n. 方式

本篇1次·真题 25 句

revenue B2

n. (公司、组织的) 收入, 收益

本篇1次·真题 25 句

fee B1

n. 费用

本篇1次·真题 24 句

quit B1

v. 离开 (工作、学校等)

本篇1次·真题 24 句

attribute B2

n. 属性

本篇1次·真题 23 句

legal B1

adj. 法律的

本篇1次·真题 23 句

routine B1

n. 常规

本篇1次·真题 23 句

affordable B1

adj. 买得起的

本篇1次·真题 22 句

export B1

v. 出口, 输出 (商品到国外)

本篇1次·真题 22 句

intellectual C1

adj. 智力的

本篇1次·真题 22 句

core B1

n. 核心

本篇1次·真题 21 句

import B1

v. 进口

本篇1次·真题 21 句

oppose B2

v. 反对

本篇1次·真题 21 句

latest B1

adj. 最新的

本篇1次·真题 20 句

external B2

adj. 外部的;外面的

本篇1次·真题 18 句

arouse C1

v. 激起, 引起 (情感、反应)

本篇1次·真题 17 句

occasion B1

n. 场合

本篇1次·真题 16 句

engagement B2

n. 约定

本篇1次·真题 15 句

incredibly B2

adv. 极其, 非常 (表示程度)

本篇1次·真题 15 句

innovative B2

adj. 创新的

本篇1次·真题 15 句

recycling B1

n. 回收利用

本篇1次·真题 15 句

youth A2

n. 青年时期

本篇1次·真题 15 句

bureau B2

n. 办事处

本篇1次·真题 14 句

elsewhere B1

adv. 在别处

本篇1次·真题 14 句

equity C1

n. (公司的) 股本, 股权

本篇1次·真题 14 句

ongoing B2

adj. 持续进行的

本篇1次·真题 14 句

calculate B1

v. 计算

本篇1次·真题 13 句

headline

B1

n. (报纸、网页等的) 大标题, 头条

本篇1次·真题13句

roof

A2

n. 屋顶

本篇1次·真题13句

scheme

B2

n. 计划

本篇1次·真题13句

surprised

A2

adj. 感到惊讶的

本篇1次·真题13句

ambitious

B2

adj. 有雄心的

本篇1次·真题12句

commit

B2

v. 承诺、保证做某事

本篇1次·真题12句

roll

A2

v. 滚动

本篇1次·真题12句

changing

A2

v. 改变

本篇1次·真题11句

coverage

B2

n. 新闻报道

本篇1次·真题11句

preservation

B2

n. 保护

本篇1次·真题11句

adjustment

B2

n. 调整

本篇1次·真题10句

deny

B1

v. 否认

本篇1次·真题10句

detailed

B2

adj. 详细的, 细致的

本篇1次·真题10句

rescue

B1

v. 营救, 救援

本篇1次·真题10句

disclose

C1

v. 透露, 公开 (信息、秘密等)

本篇1次·真题9句

genuine

B2

adj. 真的

本篇1次·真题9句

obligation B2

n. 义务

本篇1次 · 真题 9 句

arguably C1

adv. 可以说, 可论证地

本篇1次 · 真题 8 句

forge B2

v. 伪造

本篇1次 · 真题 8 句

leverage C1

n. 影响力

本篇1次 · 真题 8 句

turnover B2

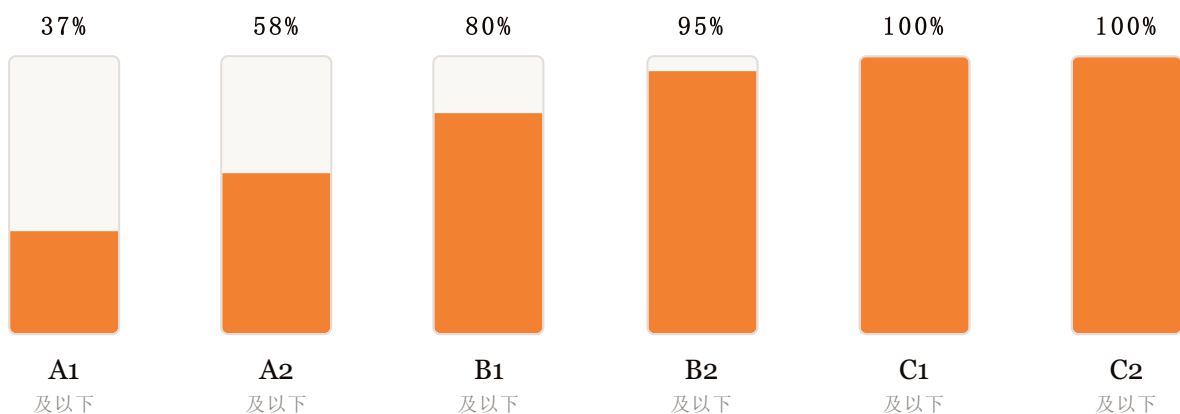
n. 营业额

本篇1次 · 真题 8 句

VOCABULARY · 词汇难度分布

全文 420 词按 CEFR 难度累积覆盖

全文去重后共 **420** 个单词, 按欧框 CEFR 等级统计。每根柱表示「该等级及以下」的累积占比 (CDF), 最右一柱为 100%。B2 以上 (C1/C2) 为高阶词, 本篇共 19 个 · 约 5%。



每柱为「按 CEFR 等级及以下」的累积覆盖率 (CDF) · 数据为全文去重词 420 个 · 末柱为 100%

去重总词数

420

B2 以上难词

5%

B1 及以下覆盖

80%

英语六级 2021年12月·第1套 · 全卷构成

Part I	写作	题目解析 →
Part II	听力	题目解析 →
Part III Section A	完形填空（选词填空）	题目解析 →
Part III Section B	长篇阅读（信息匹配）	本题
Part III Section C (1)	阅读理解（四选一）	题目解析 →
Part III Section C (2)	阅读理解（四选一）	题目解析 →
Part IV	汉译英（段落翻译）	题目解析 →