
BBC LEARNING ENGLISH

Take Away English 随身英语

Here today, gone tomorrow

“居无定所”的快闪潮店



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Vocabulary: Retail 词汇: 零售业

Do you like somewhere a little bit different to the usual types of places you find on the **high street**? I do, so I'm glad to see new ones popping up everywhere in London.

The so called **pop-up shop** is a temporary arrangement. In the **aftermath** of the financial crisis of 2008, many businesses had to **shut down**. Shops, **warehouses** and offices were left **vacant** when they stopped **trading**. Pop-up entrepreneurs occupied some of them quickly.

For them the appeal of this temporary shopping concept is clear: they can start a business with much lower risk. The temporary nature of a pop-up gives the opportunity to test a product and develop a **customer base**, without being tied in to a long-term **renting contract**. Being small makes it much easier for pop-ups to **expand** if they are successful.

Pop-up shops first appeared in the UK in the early 2000s, with the economy **booming**. They were originally a way for small, **niche** companies to rent **retail space** in great locations. This was while **landlords** who owned these spaces looked for permanent **tenants**.

Pop-up shops can take a number of different forms. They might be temporary shops in the high street or a shopping centre. They might be simple **market stalls**. They could be based in some kind of transport, like a food truck. Or they could be run by people who visit different **establishments**, like travelling chefs who take over pub and restaurant kitchens temporarily.

According to a 2014 report by the Centre of Economic and Business Research, the pop-up industry was worth £2.1bn and is expected to grow by 8.4% this year.

Almost anything that can be on a high street can also be a pop-up. There have been pop-up shops, art galleries, theatres and restaurants among others. In an age of fast-changing habits, the pop-up idea might be here to stay.



Pop-up shops first appeared in the UK in the early 2000s

词汇表

a high street	商业街
a pop-up shop	快闪商店（临时铺位商店）
aftermath	余波，（某事造成的）后果
to shut down	（公司，商店）关门、倒闭
a warehouse	仓库
vacant	空的，空闲的
to trade	经营交易，做买卖
a customer base	顾客群
renting contract	租赁契约
to expand	发展，扩大
booming	蓬勃急速发展的
niche	针对特定客户群的
a retail space	商用场所、空间
a landlord	房东，地主
a tenant	租户，承租人
a market stall	市场上的摊位
establishment	企业，集团

测验与练习

1. 阅读课文并回答问题。

1. True or false? Pop-ups first appeared because the economy was bad.
2. Which two groups are the main people involved in setting up pop-up shops?
3. Why are pop-ups a good thing for landlords?
4. Who said the pop-up industry is growing?
5. What kind of services can take the form of a pop-up business?

2. 请你在不参考课文的情况下完成下列练习。从每个表格中选择一个意思合适的单词填入句子的空格处。

1. The rent is too expensive. I think I'll have a word with the _____.

entrepreneur	tenant	landlord	travelling chef
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2. If the economy doesn't recover I think I might have to _____ the shop.

expand	shut down	pop up	buy
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3. Without pop-ups, high streets might all look _____.

different	the same	temporary	the usual
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4. If you want to rent a place you need to sign _____.

a contract	a customer base	a retail space	the pop-up industry
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5. This is a _____ magazine. It is for porcelain dolls collectors.

vacant	niche	low risk	booming
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答案

1. 阅读课文并回答问题。

1. True or false? Pop-ups first appeared because the economy was bad.
False. Pop-ups actually started when the economy was doing well, or 'booming'. They were set up by niche companies so people could set up shops for specific markets.
2. Which two groups are the main people involved in setting up pop-up shops?
The article mentions 'entrepreneurs' - people who start their own businesses - and 'landlords' - people who own properties.
3. Why are pop-ups a good thing for landlords?
Because they need people to use their empty shops and pay rent.
4. Who said the pop-up industry is growing?
The Centre of Economic and Business Research.
5. What kind of services can take the form of a pop-up business?
Shops, art galleries, theatres and restaurants.

2. 请你在不参考课文的情况下完成下列练习。从每个表格中选择一个意思合适的单词填入句子的空格处。

1. The rent is too expensive. I think I'll have a word with the **landlord**.
2. If the economy doesn't recover I think I might have to **shut down** the shop.
3. Without pop-ups, high streets might all look **the same**.
4. If you want to rent a place you need to sign **a contract**.
5. This is a **niche** magazine. It is for porcelain dolls collectors.