**Younger Americans Not Interested in Tiffany Jewelry, Gap Clothes**

**美国年轻一代：对蒂凡尼和****盖璞兴趣不再**

In the United States, some once-loved stores are trying to understand decreasing sales. Jewelry store Tiffany & Co. is an example. Clothing store the Gap, and motorcycle store Harley Davidson are others. These three are more than shopping places – they are brands, public images strongly linked with an object or person.

在美国，一些曾经备受喜爱的店铺正试图解析销售额下降的原因。蒂凡尼珠宝就是其中一例，盖璞服装和哈雷戴维森摩托也在其中。这三家公司可不仅代表购物的场所——它们代表着品牌，拥有着与某物或某个人紧密相连的公众形象。

But today’s younger Americans in their 20s and 30s are not as interested in buying things from these brands as their parents were. Instead, a store like Target has gained the attention and money of many so-called Millennials, people who became adults in the 21st century.

但如今二三十岁的美国年轻人并不像他们的父辈那样，对购买这些品牌的东西感兴趣。相反，像塔吉特这样的店铺则吸引了许多被称为“千禧一代”的注意力和购买欲。千禧一代是指21世纪才成年的一代。

Target has been around for more than 50 years. Today, it is the 8th largest seller in the country. One reason is because it has changed its stores for a new generation of shoppers. For example, it started offering more natural foods and designer clothing. It also created a showroom for the latest kinds of things for the home.

塔吉特已经有50多年的历史了。今天，它已成为全美第八大销售商。成功的一个原因是它为了迎合新一代消费者改变了店面形象。例如，它开始提供更多的天然食品和名牌服装。它还为最新的家居用品专门创建展厅。

Target’s success shows that the in-store experience remains important. While many Americans are shopping online, just 11 percent of retail sales are done on the internet. That means 89 percent of buying is done in the traditional way: walking into a store, reports the United States Department of Commerce.

塔吉特百货的成功表明，店内体验仍然很重要。虽然许多美国人在网上购物，但只有11%的零售额是在网上完成的，这意味着89%的销售额是通过传统的逛街购物完成——美国商务部报道。

“Target was really stuck… and, all the sudden, was able to again drive growth with millennials,” says Jason Dorsey. He is president and millennial expert at the Center for Generational Kinetics.

“塔吉特百货曾一度陷入困境……却在突然间再次带动千禧一代的购买欲，”詹森•多尔西表示。他是代际动力学中心的主席，也是研究千禧一代的专家。

Target noticed that millennials shop differently from their parents. Since they are the country’s largest living generation, they are important for retailers.

塔吉特百货发现，千禧一代的购物方式与他们的父辈不同。他们是当今美国人口最多的一代，因此他们对零售行业来说非常重要。

They want new things, not the old brands they grew up knowing. They also want adventure and experiences. Finally, they are very concerned with brands that feel authentic.

他们想要新的东西，而不是从小就熟悉的老品牌。他们还喜欢冒险和获得新体验。最后一点，他们还非常关心品牌的可信度。

Dorsey said, “What millennials tell us is that an authentic brand…has a personality. The brand itself has …values.” He added that millennials also value convenience.

多尔西说:“千禧一代告诉我们，一个真正的品牌……是有个性的。品牌本身就有价值。”他补充道，千禧一代也看重便利性。

Millennials are expected to be big spenders over the next ten years. In that time, they will begin to buy things for new homes and start having children. Brands that fail to appeal to these important young shoppers can quickly find themselves in trouble.

在未来的十年里，千禧一代将会成为消费大户。到那时，他们开始为新家购置物品并生儿育女。那些无法吸引这类重要的年轻客户的品牌很快会陷入困境。

Millennials will not buy old brands “that they think don't really understand or get them,” Dorsey says. He says retailers that sell items that seem to be special are likely to do well.

多尔西说，千禧一代不会购买“他们认为并不真正理解或懂得他们的”老品牌。他说，销售看起来很特别的商品的零售商可能会有不错的业绩。

In contrast, millennials have not shown much interest in the costly jewelry sold by Tiffany. The 200-year-old brand is now being sold to a French company.

相比之下，千禧一代对蒂芙尼出售的昂贵珠宝并没有表现出多大兴趣。这个有200年历史的品牌正被一家法国公司收购。

At Harley Davidson, sales of motorcycles have been decreasing since 2014. The brand once represented freedom and the possibilities of the open road. Now, young people want to use ride-sharing companies to move around.

哈雷戴维森的摩托车销量自2014年以来一直在下降。该品牌曾经代表着自由和一切皆有可能。现在，年轻人更希望通过共享交通服务来四处旅行。

And most young people today do not shop at the Gap, whose clothes were once so common they looked like a uniform for Americans in their 20s.

如今的大多数年轻人都不在Gap购物了。曾经他家的衣服很普遍，看起来就像美国20多岁年轻人的制服。

“You know millennials are the most photographed generation of adults in history,” Dorsey said.

多尔西说:“你知道千禧一代是历史上出镜率最多的一代成年人。”

In those photographs, they want to send a message, Dorsey explained. They want to show that they buy from stores that treat people well, and are good for the environment.

多尔西解释说，在他们的照片中，他们想要传达一个信息——他们喜欢从那些善待他人、同时又于环境有益的店铺购买商品。

I’m Jonathan Evans.

乔纳森·埃文斯报道。

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