

必胜客：诠释“出色中国” 献礼“改革开放 40 年”

Pizza Hut: Interpreting “Outstanding China” and Celebrating “40 Years of Reform & Opening up”

## 【导语】

[Introduction]

（女）今年是中国改革开放 40 周年。作为从 1990 年就进入中国市场的餐饮品牌，必胜客成为众多改革开放亲历者中的一员，见证了中国的巨变和创造的伟大成就。

(Female) This year marks the 40th anniversary of China’s reform & opening up. As a restaurant brand that entered the China market as early 1990, Pizza Hut is among those with lengthy and in-depth experience of the reform & opening up process. It has witnessed tremendous change in China, and seen great accomplishments.

（男）在 2018 中秋、国庆双节期间，必胜客跨界联合中国纺织工业企业管理协会，共同打造“出色中国”主题活动，献礼改革开放 40 周年。

(Male) During the 2018 Mid-Autumn Festival and National Day, Pizza Hut teamed up with the China Textile Enterprise Association to launch the “Outstanding China” campaign as a gift to the 40th anniversary of China’s reform & opening up.

## 【正文】

[Main Body]

在中秋、国庆双节期间，必胜客和中国纺织工业企业管理协会携手在北京、上海、成都等城市推出以“改革开放中国时尚发展变迁”为设计元素的主题餐厅，用历史老照片展示了改革开放为中国民众生活及时尚设计界带来的积极变化。质朴的镜头语言记录了改革开放 40 年，服饰从黑灰、单调到丰富多彩、充满个性，展现了每一代人日常生活中的时尚记忆以及中国时尚发展的成长记忆。

During the Mid-Autumn Festival and National Day, Pizza Hut and the China Textile Enterprise Association presented a photo exhibition--“Evolution of Fashion in China during Reform & Opening up”--in selected restaurants in several cities including Beijing, Shanghai, and Chengdu. The exhibition used historical photos to demonstrate the positive changes reform & opening up has brought to daily life and to fashion design in China. The simple images recorded a shift in tastes from black & gray monotonous to bright colors and personality, and showed what fashion means to the Chinese, and how the fashion industry has grown.

## 【同期】

[Live]

蒯俊 (Jeff Kuai) 必胜客品牌总经理

Jeff Kuai, General Manager, Pizza Hut China

必胜客用历史照片墙等形式展示了中国普通百姓生活及时尚设计界发生的积极变化，我们希望与消费者一起分享改革开放发展带来的幸福感、获得感和自豪感。

Pizza Hut wants to share with its customers the happiness, satisfaction and pride arising from the country's reform & opening up, through a wall of historical photos showing the positive changes in the life of ordinary Chinese people and the world of fashion design.

## 【正文】

[Main Body]

80年代改革开放初期，年轻人开始追求时髦，逐渐转变原先颜色灰暗、款式保守的服装风格。90年代对外开放出现新局面，人们开始偏好更休闲舒适的款式，同时对色彩的追求也更上一层楼。21世纪开始，国内时尚腾飞，越来越多的人开始关注国内外时装周。一个更多彩、更多元、更个性化的服饰消费时代拉开了帷幕并延续至今。跟随照片墙上的时间轴，顾客仿佛穿越时光，去感受写在每个不同年代的中国人身上的鲜活历史。

In the early days of reform & opening during the 1980s, young people began to follow the latest trends, and their tastes in clothing moved away from dark colors and conservative styles. The drive for reform & opening up took a new turn in the 1990s, as people began to turn to clothes that were more laid-back, comfortable, and colorful. By the turn of the century China's fashion industry was taking off, and more and more people were beginning to follow fashion weeks both in China and abroad. Clothing became more colorful, more diverse and more personalized, in a trend that continues today. Following the timeline of the photo wall is like passing through a time tunnel, allowing customers to relive the vivid history of different generations of Chinese.