



‘SPARKLING SECRETS’- TRANSLATION OF ADJECTIVES IN SALT MAGAZINE

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Swarovski’s *Salt* magazine publishes a variety of Swarovski Elements-related news, stories, interviews, etc. of the world’s fashion, jewelry, architecture, design, film and stage. The words and expressions used in their articles, just like Swarovski Element embellished outfits or adornments, “big, brassy, brash, bold”, sparkling “poetic brilliance”. How to represent the “poetic brilliance” of those fancy words in a completely different language? For me, I tend to employ “instrumental translation”, “which is intended to achieve the same (or similar or analogous) functions as the source text”. Translation is an instrument for communication interaction. To achieve the same or similar functions of the source text, here means the exquisite and colorful language effect, the original form, order, literal meaning might be changed, revised or completely omitted.

1 For clothing and fabrics: gusts of colour and fabric

dress

“revealing”

revealing Versace dress □□□□□□□□

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most revealing pieces

barely-there dress

legendary strapless number

Gloriously over-the-top evening gowns

show-stopping eveningwear

sugary pastel dresses

“striking”, “dazzling” and “stunning”

striking womenswear collections

striking black gown

dazzling clothing

a dazzling, diaphanous Art Deco-inspired gold and silver outfit

a stunning silk bridal gown

stunning creations

stunning looks

a stunning Christmas window display

gorgeous, exquisite, magnificent, memorable and others

ravishing couture pieces

gorgeous outfits

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exquisite wedding dress

The magnificent 10th Anniversary outfit

ultra-feminine, embellished dresses

the most ground-breaking and memorable fashion looks

high-value pieces

dramatic centrepiece

A romantic collection

fabulous bespoke creations

showy, conspicuous and not-safe-for-work image

fabrics and patterns

in gusts of colour and fabric

showy in the extreme

luxuriously textured fabrics

a fusion of textile detail and meticulous tailoring.

dynamic, colorful patterns

Hand-painted, stylized botanical patterns

hand-painted florals

clever prints and stylized motifs

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romantic floral prints

striking images, combining strong composition and

colors

amazing colors and unique techniques

in bold, saturated colors

sumptuous colours

iridescent shimmering color

in rich shades of tangerine and magenta.

2 For crystals, jewelry and accessories: SPARKLING SECRETS

Crystals

SPARKLING SECRETS

a sparkling clear- crystal pavé shell pendant

sparkling Swarovski Elements Swarovski Elements

scudding crystal shower

dazzling Swarovski Elements, beads, feathers and sequins Swarovski Elements

the seductive sparkle of crystal

timeless crystals

delicate crystals

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the elegant facets of the Chessboard cut Chessboard

from delicate beading to opulent crystals

jewelry and accessories

stunning, sparkling and spectacular, opulent

stunning jewels

sparkling BeCharmed Pavés BeCharmed Pavés

sparkling chain mail and leather

twinkling embellishment

spectacular jewelry

The spectacular Lemon Fancy Stone Lemon Fancy Stone

a spectacular, one-off pair of glittering heels

spectacular engagement ring

opulent adornment

opulent leather and suede clutch bags

theatrical, show-stopping, unique, fabulous and others

theatrical jewelry

a collection of show-stopping jewelry

craft unique pieces for global celebrities

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fabulous statement cuffs, necklaces and clutch bags

sophisticated gadgetry

soft, sheer layers and decadent metallic details

illuminated heels

fantasy footwear

3 For effects of Swarovski Elements

the tangible aura of luxury

adding luxurious glamour to

glint subtly and romantically

refined splendor

stunning simplicity

restrained elegance

simple sophistication

poetic brilliance

timeless and versatile

chic vintage effect

a blend of sharp and sinuous

ethereal, dreamlike quality

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vivid effect

a breathtaking display

fascinating spatial surprises.

luminescent optical effects

lavish aestheti

partly fictional concoction

tongue-in-cheek flashback sequence

evoking a magical winter fairytale.

the memorable moment

a scene-stealing performance

magnificent finale

impressive new film documentary

a dazzling, death-defying stunt

enchanted secret garden

the most glamorous showcase

that gorgeous, over-the-top screen-siren sleekness

enticing sense of movement

youthful femininity

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exquisite figure

femme fatale

dazzling image

a dynamic, purposeful image

4 For talented people

A-list jeweler

compelling designer

leading designers

leading design talents

foremost designer

The venerable Korean fashion designer

the most famous shoe designers

the world's top shoe designers

the world's best designers

the stellar talents

A-list milliner

legendary milliner

legendary hat maker

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legendary New York pop artist

fashion's finest

influential Editor

LEGENDARY FASHION EDITOR

Renowned fashion editor

Oscar-winning screenwriter

influential contemporary artist

ESTABLISHED AND EMERGING ARTISTS

the world's most innovative and artistic talents

THE WORLD'S BEST-KNOWN FASHION PHOTOGRAPHER

A SEASONED EXPERT

leading cultural institutions

top Korean companies

leading international publications

the groundbreaking Vogue China Vogue China

creative partnerships

A STARRING ROLE

high-profile fans

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high-profile collaborations ██████████

a vivid imagination ██████████

one of the most fertile minds in the industry ████████████████████

Influential and inventive ████████████████

distinctive signature ██████

perpetual innovation ████████

overflowing creativity ██████████

a touching intimacy ████████████████

impressive technical skills ████████████████

impressive style ██████████

impeccable technique ██████████

in fresh, unexpected ways ████████████████████

a profound effect ██████

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