

# CROSSOVER EAST

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“中国制造”是否有可能成为一个受国际时尚界认可的标签？近几年来，其中的可能性变得越来越大。本次，《贵在上海》采访到三位伦敦时装周上Crossover East的设计师，来共同探讨其中的发展潜力。

Can 'Made in China' become a respected label within the international fashion world? With each passing year, its likelihood increases. We spoke to three up and coming designers at London's Crossover East to find out more.

伦敦时装周对于传统“中国制造”的概念近年来有所改观，随着近年来众多毕业于伦敦各大设计学院的中国设计师在伦敦频频亮相，杜扬、张慧山和王海震这样设计师群体正在走近国际视野。它们原创的“东西碰撞式”风格已遍及伦敦时装周，随着各大媒体的争相报道，国际买手也紧随其后。另外，像 Ryan Lo 和上官喆这样的后起之秀也开始进军伦敦，在那里，已经渐渐形成了一股中国设计师势力。并且，这股势力已不再被看作带有新鲜感的星星之火，它已经逐渐成为了英国时尚界的一派燎原之势，他们的设计受到了欧洲及中国客户的广泛推崇。

中国设计师在国际时尚界站稳了脚跟，那么一个新的问题接踵而至——下一波设计接班人会是谁？自去年开始，Crossover East中国设计团队已经开始将平台发展为一个培养与发现新锐设计师的平台。除了不断地办秀之外，它们也在协助促进中国买手与英国时装界、设计师的对接。这一季，是Crossover East首次与伦敦时装周官方合作，在优雅的伦敦萨默赛特官呈现了一场精彩纷呈的静态展，俯瞰整场伦敦时装周大秀。

这些设计师们的创意更是层出不穷——与大卫与歌利亚如出一辙，品牌创建人徐昆将中国的包袋品牌打造成文化形的高级定制品牌；Annakiki的设计青春又古灵精怪；Just For Tee推出直线型剪裁；Alias则打的是“不对称”招牌。“每位设计师都有自己独特且个性的设计语言。我们想让人们忘却国籍，重新将目光回到品牌和设计本身。”Crossover East的创始人Cherie Chen说。

The connotations of "Made in China" has been changing in London's fashion industry. This shift has been helped greatly by a crop of talented young creatives including Yang Du, Huishan Zhang and Haizhen Wang, who have emerged from London's leading design universities. Their original vision of East-meets-West style has been well received at London Fashion Week, both by the press and the buyers for stores globally. Designers such as Ryan Lo and Sankuanz followed in their footsteps and started to show their collections in London, making Chinese designers one of the largest groups of non-British designers at London Fashion Week. No longer seen as a novelty, these select Chinese designers have now become a part of the British fashion establishment and perhaps most crucially for their businesses, are appealing to both European and Chinese customers.

Having gained the regard and attention of the fashion industry, thoughts are now turning towards who the next wave of innovative Chinese designers might be. Working in collaboration with the China Design Centre in London, Crossover East was established as a foundation to support Chinese designers in 2014. Alongside exhibitions, they also organize collaborations with British designers and introduce Chinese buyers to the British fashion scene. This was the first season that Crossover East had been involved directly with London Fashion Week, and the showcase was presented in an elegant room in the Designer Showrooms at Somerset House, overlooking the main catwalk tent. Press and buyers crowded into the space to see the Autumn/Winter 2015 collections from the chosen designers.

The diversity of these designers' creative vision was immediately apparent - like David & Goliath, Kris Xu is a Chinese accessories brand looking to take on the luxury heritage labels. Annakiki's collection is youthful and quirky. Just For Tee offer razor-sharp directional tailoring, while Alias focus on asymmetrical detailing. "Each designer is very unique and individual. We want people to forget about nationality and really look at each brand and its design," says Cherie Chen, the proud founder of Crossover East.



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ANNA YANG

Anna Yang launched her label Annakiki just three years ago, and already has achieved more than most designers could dream of within that time - with seven of her own stores across China and an increasing interest from the international market. She designs for the girl who wants to turn heads, using a vibrant colour palette, fake furs and patterns such as oversized polka dots. Her Autumn/Winter 2015 collection had a strong Pop Art feel, with comic-book slogans splashed across skirts and her distinctive, red-lip logo repeated over dresses. Although the self-taught designer has built up a loyal following nationally, this was the first time the label had exhibited outside of China.

## How have you found the experience of showing at London Fashion Week?

YANG: A great advantage of showing at London Fashion Week has been learning from the other designers here and gathering opinions from the experts here on how they perceive my brand. I am going to take this feedback and use it to help me develop the label. I feel honoured to be bringing Chinese design to London and feel that I now have friends and contacts within the broader industry. London also feels more familiar and my visit has given me a deeper understanding of different cultures.

## What are your thoughts on the current position of Chinese fashion design?

Over the past few years, I have noticed more Chinese designers on the international stage. I feel that we are seen as hardworking and making progress. While Chinese designers have to understand the international market, I don't feel we have to imitate others. We should have our own voice and keep the customer in our thoughts. A big concern for Chinese designers at the moment, however, is understanding our internal market - who the customer is and how can we get to know and understand her.

设计师杨子的品牌Annakiki创立仅三年，却已经做出了许多设计师梦寐以求的成绩——她遍布全国的七家商铺正在受到越来越多的国际关注。穿上Annakiki就变得回头率极高，她的设计仿佛一张活力十足的调色板，将人造皮草与大体量的波普圆点融为一体。今年的2015秋冬系列更是满满的波普风，独创性、大篇幅地充斥着漫画对白印花，甚至让红唇标志布满整条裙装。本次虽是首次在海外展出，Annakiki却早已积攒了大批粉丝。

## 此次在伦敦时装周有什么样的收获？

杨子：此次的伦敦时装周让我收获颇深，也跟着其他设计师学到了很多，他们从专家的角度帮我分析品牌发展的意见。所以我更要从中收集经验，从而更好地发展我的品牌。将中国的设计师品牌带到伦敦让我觉得很荣幸，也让我在行业内的发展有了更广泛的人脉。我对于伦敦的印象通过此次变得更加深刻，也让我对于不同的文化有了更深层次的认识。

## 你认为目前中国时尚设计产业的情况如何？

杨子：在过去的几年里有越来越多的中国设计师出现在国际舞台上。我们的努力更多地被认可，也进步很多。中国设计师需要摸准国际市场规律，做更多的功课。我们不需要去照抄别人，我们需要自己的声音，并且让顾客了解我们的理念。其实现在对于中国设计师来说，反而更需要去掌握国内市场的脉络，精确客户并且了解她们的想法。



ANNAKIKI



Shanghai based accessories designer Kris Xu originally studied for an MBA in business. Having observed the rise in popularity of Chinese women's wear labels, Kris saw a gap in the market for a Chinese luxury accessories brand and launched her eponymous label in 2013. Her designs, which often use new technologies such as 3D printing, have been featured in many of the leading Chinese fashion publications.

**As a Chinese accessories label, have you found it challenging to compete in a market that is saturated with established Western handbag brands such as Burberry, Dior, Chanel, Prada and Mulberry?**

XU: Over the past five years I have noticed a change with the Chinese customer. They are not just focussed on names like Louis Vuitton, Gucci and Prada. They are moving away from European labels and looking towards the local Chinese brands. A driving force behind this change has been the exposure that Chinese style magazines such as Vogue and Elle have given Chinese designers. It has opened people's minds and given a greater appreciation of our home-grown talent. This has been a very positive change for Chinese fashion.

**Who are your customers?**

XU: They are mostly based in China, but I feel my international travels have influenced my designs, so they also appeal to the European market. I have been visiting London bi-annually for many years and it is my favourite European city.

**Have you noticed a change in attitude towards Chinese design?**

XU: Yes, and I think this is partly due to the importance of China's economy. We are a big market. It is not just the big European brands that are coming to China – we now also have smaller Western brands and that has in turn influenced our designs. Also, having Chinese models used in catwalk shows and in magazines worldwide has helped. I really feel that we are like a family now – the media support us and there are more buyers in China now who appreciate Chinese design. I really do feel that we can play an important role in the fashion world in the future.

**现**居住于上海的包袋高级定制品牌创立人徐昆早年毕业于商业学科，是位工商管理学硕士。看到中国女装品牌的风起云涌，精通商业的她看到了中国包袋高定行业的空缺。于是2013年，她毅然推出了自己的奢侈品包袋品牌Kris Xu——她极具创意的包袋设计，将3D打印等新科技结合，经常被国内各大时装杂志争相报道。

**作为一个中国本土包袋品牌，在面对国内市场被如巴宝莉、迪奥、香奈儿、普拉达和玛百丽这样一线大牌占据的情况下，你是否面对更多挑战？**

徐昆：其实在过去五年里，中国顾客的消费需求已经有所改变，他们不再只是关注像路易威登、古琦和普拉达这样的单调标签。顾客已经慢慢开始将目光从欧洲大牌上移到了中国本土品牌。这与很多国际时尚大刊对于中国本土品牌的大量曝光分不开，比如像《VOGUE服饰与美容》和《世界时装之苑》这样大刊的支持。它打开了中国消费者的思维，提升了本土设计人才更大的价值。这对于中国时尚行业的影响无疑是积极性的。

**那么你的客户是什么样的群体？**

徐昆：大部分是中国客户，但是我多年来在海外的旅行对我的品牌影响很大，所以在欧洲市场也有很大份额。我每两年就会去一次伦敦，那里是我最喜欢的欧洲城市。

**近年来你是否注意到中国设计态度的转变？**

徐昆：是的，我认为与中国的经济发展分不开。中国是一个很大的市场，不只是欧洲一线品牌看准了这个市场，还有很多西方小品牌也在向这里瞄准，这也就间接影响了我们的设计。此外，很多国际走红的一线中国超模也在其中起了很大作用。我真的觉得我们越来越像个大家庭了——媒体的支持、更多买家的关注，我有预感中国设计未来将会在国际舞台上大放异彩。

**KRIS XU**

**徐昆**



**张北永**

**BADWIN CHEUNG**

**JUST FOR TEE**

**What are your thoughts on the future of Chinese fashion design?**

CHEUNG: I feel it is an exciting time to be a Chinese designer. Recently I was in Paris as part of a showcase of Chinese designers and the people who came to visit us were from all over the world. I have the same excitement here in London.

**J**ust For Tee是一个高端、定向性的女装品牌，由目前生活在上海的香港设计师张北永创立。平面设计与摄影行业出身的他，在2010年开始了这个梦想中的品牌计划。将早年对于设计的独特领悟运用在服装设计上，他更是利用自己的优势亲自为品牌做了品牌标志并拍摄了服装大片。

**你本季设计的灵感源自哪里？**

张北永：此次的灵感源于我在洛杉矶的一次时装秀。那些来参加我时装秀的女性们各各强势而性感，洛杉矶这座迷人的城市也将这些女性衬托得更富魅力。当然我的灵感也来自加州的日光、仙人掌和沙漠，我将这些意象用抽象的方式融入我的设计之中。

**你的客户群体主要在哪里？**

张北永：我的客户目前在中国、纽约、迪拜、比利时和意大利。我的设计风格其实比较偏向于欧洲，但是像衣领这样的细节之处又加入了中国特点。

**你对于中国设计的未来怎么看？**

张北永：对于中国设计师来说，这无疑是一个激动人心的时代。最近我与中国设计师一起在巴黎办秀的时候遇到了来自世界各地的人，在伦敦我也有同样兴奋的感觉。

**What was the inspiration for your new collection?**

CHEUNG: The inspiration for this collection was taken from my last trip to LA. The women who attended my show were so sexy and strong looking. LA really celebrates glamour and beauty and these women very much grabbed the attention. I was also inspired by the Californian landscape – the light, the cactus and desert. I have incorporated these elements in quite an abstract way into my designs.

**Where is your customer base?**

CHEUNG: My customers at the moment are in China, New York, Dubai, Belgium and Italy. The attitude and shape of the garments is quite European, but the detailing such as the collars could be seen as very recognisably Chinese.

