

A Brief Research on the Ten Years of China Fashion Week

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ABSTRACT

China became the largest costume industry and export country since 1994. The fashion market in China has been changed from seller's market to buyer's market. During this period, brand has taken an important part. The fashion industry in China is developing on outlook, function, materials and categories. I want to do this brief research on the ten years of China Fashion Week to review the development of China Fashion Week, which is the symbol of China fashion industry. I hope it can be reference for being comprehended by Chinese and other foreign countries.

In 1997, China Fashion Week was called Fashion Design exhibition. The title was modified to be China Fashion Week in 2000. In 2003, the title was developed to China Fashion Week (Spring/Summer Collection) and China Fashion Week (Autumn/Winter Collection).

In the past ten years, there have been 300 fashion collections, with 600 fashion designers who joined in the competitions, and thousands of models, reporters and photographers, who took part in China Fashion Week. Recently 200 login fashion brands, 300 fashion designers, more than 500 reporters and 50 model management companies have made a relationship with China Fashion Week.

The first moment of China Fashion Week— "famous designer project": paying attention to the relationship between the level of fashion designers and the style of brands. Quite a good deal of fashion design became more practical. The second moment of China Fashion Week-- "improving Chinese fashion brands": fashion show was not a kind of stage art but the business dealing for brand during that period. The situation of China Fashion Week now: Chinese Haute Couture is showed wonderfully during China Fashion Week.

Fashion contest became the character of China Fashion Week. The contests were for adult fashion designers, new designers, models, and photographers.

According to the development between different countries on fashion, the international communication of China Fashion Week became more and more popular and wide. Fashion designers from France, Italy, New York, Korea and Japan had fashion shows in China Fashion Week. The Chinese top fashion designers were showing their work during Paris, Milan and New York fashion shows.

Key Words : *creative, promote, industry, brand*

I. Introduction

1. General Introduction of China Fashion Week

China Textile Industry Association & China Fashion Association has held China Fashion Week since 1997 and now it has a ten-year history. At the first time, the name of the event was titled as “First China Fashion Week” and then the title changed into “China Fashion Week, S/S or A/W China Fashion Week, in turn. The <Table 1> shows the chronological changes of the title of Chinese Fashion Collection.

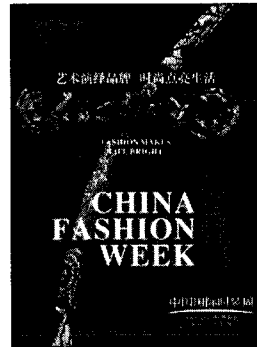
At the beginning of this event, seasonal concept of the event was not so critical nor the concept of Haut couture or pret-a porter was not so important, either. Later, these two types of collections were separately opened as follows; ready-to-wear showed in March, while designer’s collections showed in November during the China Fashion Week.

2. The Overview of China Fashion Week

During the last ten years, there had been 300 fashion collections and 600 fashion designers had participated in and thousands of models, reporters and photographers had taken part in China Fashion

Week.

Recently 200 login fashion brands, 300 fashion designers, more than 500 reporters and 50 model management companies have made a relationship with China Fashion Week.



<fig 1> S/S 2005 China Fashion Week

II. Building Up a Program: “Famous Designers Project”

1. In 1997, a project was brought up with “CI and Package” for the fashion companies.

“How to be the Chinese famous fashion brand”, which was the key for the companies entering the

<Table 1> The Changes of the Title of China Fashion Week

Year	Title	Timing
1997	The First China Fashion Expo	From 5th, Dec. to 8th, Dec.
1998	China Fashion Week & the Second China Fashion Expo	From 18th, Dec. to 22nd, Dec.
1999	The Third China Fashion Exhibition became a part of China Fashion Week	From 2nd, Dec. to 7th, Dec.
2000	The last time to own the Forth China Fashion Expo in China Fashion Week	From 8th, Dec. to 13th, Dec.
2003	Spring/Summer 2004 China Fashion Week	From 24th, Mar. to 29th, Mar.
2003	Autumn/Winter 2004/2005 China Fashion Week	From 20th, Nov. to 26th, Nov.



<fig 2> The design by Ms. Lu Yuefi

<fig 3> The design
by Ms. Wu Haiyan

<fig 4>



<fig 5>



<fig 6>

markets, was deeply discussed that time. Chinese fashion brands were founded since then.

1) In 1997, a great attention was paid to the fashion designers to be the soul of companies, which became popular in China.

2) At the beginning of 1997, Firs Group Co., Ltd. Led by Mr. Zheng Yonggang took the lead in cooperating with fashion designers. Firs Group Co., Ltd noticed a million as a fashion designer's annual salary. Mr Wang Xinyuan and Mr Zhang Zhaoda as fashion designers joined in Firs Group Co., Ltd. The fresh power of design was put in Firs, made it famous in the Chinese market. The success of Firs' example became a really good example that good effects could be made by the cooperation between fashion designers and companies. At that time cooperation between fashion designers and companies became a popular topic in China fashion industry.

2. In 1997, the 1st China Fashion Design Expo was inaugurated in Beijing International Trade Center.

122 fashion designers and 80 enterprises took part in the Expo. Mr. Wang Kejie and Sanli Garments Group Co., Ltd. invested and set up the CFA "Famous Designers Project Fund" since 1997.

III. Promoting Chinese Fashion Brands

1. At the first several years, fashion show seemed to be a kind of stage art.

Most fashion brands held fashion show for one time to get famous during China Fashion Week. The shows were only available for professional persons. The shows could not be seen for common people. There were so few pictures to be reported in the magazines to be shown to common people.

2 Chinese fashion brand--"WHITE COLLAR" became popular because of the creation.

In 2002, "Creation" became the main point of China Fashion Week, however, improving Chinese Fashion Brands are always focused on during China Fashion Week.

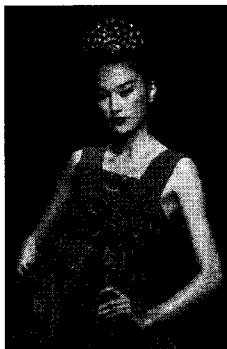
At the closure of 2002 China Fashion Week, WHITE COLLAR, which is a Chinese famous fashion brand showed their ready-to-wear. The ready-to-wear of WHITE COLLAR using seven colours to show their inspiration from life. The elegant white collection is the opening of the whole collection to



<fig 7> NE · TIGER's show in Spring/Summer 2007 China Fashion Week



<fig 8> NE · TIGER's show in Spring/Summer 2007 China Fashion Week



<fig 9> NE · TIGER's show in Spring/Summer 2007 China Fashion Week



<fig 10> Mr. Qi Gang's show In 2002 China Fashion Week

represent tranquillity and elegance; beige is a transition; gold showed the luxuriance; the green collection became the high tide of the theme of the whole collection. Almost at the same time, another Chinese fashion brand: NE·TIGER, which was created in 1992, became a most influential to luxury brand of China.

NE · TIGER took its origin from fur design and production and established its leadership in fur fashion of China in ten years. NE · TIGER's luxury fur superior evening dress, wedding gowns and accessories, all the production of NE · TIGER conveys the core concept of the brand, that's: be attentive to women's dream. The innovation fashion style and superior luxury quality makes it always stay at the top of Chinese Fashion Industry.

IV. The Situation of China Fashion Week Now

1. The haute couture of some fashion designers' brands was brought up since 2002.

Even though there have been courses of Haute

Couture owned to some designers or brands, for which it was the first time to be public affair in 2002. On November of 2002, Mr Qi Gang, who is a fashion designer in China, joined in Bo Tao Corporation and founded "Qi Gang Haute Couture Studio".

Qi Gang presently is the Chinese fashion designer association director, popular tendency researcher and Botao Clothing (China) Co., Ltd Designer.

In 2001, he attained China the most talent designer title. In 2005, the leading lady of "Shanghai Dream" sighing for the movie roundly to have custom-made went to the French Cannes film festival and the special formal clothes "on the Happy Brow Tip", the colorful startled Cannes, raised a Chinese fashion unrest.

From that time more and more fashion designers with their Haute Couture, held shows during China Fashion Week. Such as: Mark Cheung, Mary Ma, Guo Pei and etc.

2. Some brands created by fashion designers become more and more powerful.

Such as: Ms. Liang Zi with "TANGY", Ms. Ma



<fig 11> Liang Zi's show in Spring/Summer 2007 China Fashion Week



<fig 12> the logo of EXCEPTION de MIXMIND



<fig 13> Ms. Ma Ke's show in Spring/Summer 2005 China Fashion Week

Ke with "EXCEPTION de MIXMIND", Ms. Zhang Tianan with "TIANART". They did really a good job not only the shows during China Fashion Week, but also good selling in Chinese markets.

1) The brand of TANGY

The brand TANGY, created in 1995, is a brand which owns "Peaceful, Healthy and Beautiful" as their design concepts. Combine modern fashion details with Chinese traditional crafts in order to show their comprehensions of Chinese elegance. Use natural fabrics, such as: linen, cotton, silk and make the customs comfortable and satisfied.

2) The brand of EXCEPTION de MIXMIND

EXCEPTION de MIXMIND had the longest history as a fashion brand in China. The general de-

sign supervisor Ms. Ma Ke awarded China International Fashion Designers Contest in 1994 and China Top Ten Fashion Designers in 1995.

From the logo of EXCEPTION de MIXMIND, the style of it can be seen. Manage to keep away from the fashion trend, but keep being the creator of new fashion trend is what the EXCEPTION de MIXMIND focuses on.

V. The Character of China Fashion Week

1) Designer who awarded China Fashion Golden Award should be one of the China Top Ten Fashion Designers.

2) International Fashion Designers Contest was originated from 1982. It was created by the combination of France Airport Company & Japanese Brother and held every winter in Paris. In order to improve

<Table 2> 1. Fashion contest for designers

	Contest	Origin date
Contest for adult fashion designers	China Top Ten Fashion Designers Award	1995
	China Fashion Golden Award	1997
Contest for new designers	China Fashion New Designers Contest	1995
	China Fashion Design Top Award	1997
	China International Fashion Designers Contest	1993



<fig 14> Han Song in Spring/Summer 2005 China Fashion Week



<fig 15> Ms. Luo Zheng's work



<fig 16> Ms. Gu Yi's work



<fig 17> Ms. Liang Zi's work

<Table 3> Fashion contest for models and photographers

Fashion contest	Content
Contest for models	China Professional Fashion Model Contest
	China Model Star Contest
Contest for photographers	the Best Fashion Photographer
	the Best Fashion Commentator

fashion design in China, since 1993, the International Fashion Designers Contest was changed to take place in China. The cooperation between Japanese Brother and China Fashion Association lasted until 2003. Since then, HEMPEL, which is a Chinese fashion brand, made cooperation with China Fashion Association to hold the China International Fashion Designers Contest. The title of the contest changed to "HEMPEL China International Fashion Designers Contest". It was the first time for a Chinese fashion brand to title an international contest using its brand name. The definition of China International Fashion Designers Contest is 70% creation & 30% function.

VI. The International Communication of China Fashion Week

Since 2000, fashion designers from France, Italy, U.S.A, Korea and Japan had fashion shows in China Fashion Week.

Inviting the foreign fashion fabric brands to have arrangement with China Fashion Week.

During the 2002 China Fashion Week, a conference called "European Fashion Fabric and Brands Corporations" was held. The famous textile brands, such as: Tessuti di Sondrio, Marlane, Clerici Tessuto, Frantoccoli, Bluinblu, Cravatterie and etc were invited.

The Chinese top fashion designers were showing their work during Paris, Milan and New York fashion Weeks.

<Table 4> 2> Four Chinese fashion designers showed their work in different foreign fashion weeks.

Content	Place	Time
Mr. Fankie Xie with his new brand "JEFEN By Frankie"	Paris Fashion Week	1st. October of 2006
Mr. Ji Wenbo with the men's wear brand "Li Lang"	Milan (Men) Fashion Week	16th. January of 2007
Ms. Ma Ke with her new brand "Useless"	Paris Fashion Week	25th. February of 2007
Mr. Yang Ziming with his brand "Cabbeen"	New York Fashion Week	3rd. February of 2007

1) In 2003, six Chinese adult fashion designers were organized by China fashion Association to have show named "Fashion From China" in France · China-France Culture Year

Even though shows by Chinese fashion designers were taken place in France or other European countries, it was the first time for a Chinese fashion brand—JEFEN BY FRANKIE to show collections in Paris Fashion Week not as the culture communication.

VII. Conclusion

During the last ten-years, China Fashion Week has been developed a lot in many ways such as its quantity as well as quality. For example, the number of fashion collections has been increased from four to more than 30 collections each time. In the past ten years, "Brand, Fashion, Creativity" were key words emphasised in China Fashion arena.

The significant development of Fashion in China is debt to the China Fashion Week not only in the China fashion industry but also in the taste of Chinese common people.

But creativity industry in China is so young that we should still learn more from other countries' experience, even though some Chinese fashion designers have showed in the top fashion weeks from the stage of China Fashion Week.

The most important thing is that we should not just pay attention to the great development of

China fashion industry made by China Fashion Week, but more creativity and business should be seen as the direction of the development of China Fashion Week.

It is my honour to cite a sentence of a Chinese iterator—Qu Yuan: The way stretched endless ahead, I will seek from head to foot.

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