



周盛春：一个成熟的时尚消费市场应该容纳大众的、小众的、传统的、前卫的品牌，时尚消费需以多元为导向。



陈仪琳说驻扎在快闪店这几天，她发现自己的作品尤其受中国、韩国消费者青睐。



陈仪琳作品



周盛春作品

拉萨尔艺术学院时尚设计系毕业生以奇异的形廓和新鲜的素材，为本地时尚带来不同于惯常时装市场的惊喜。其中，六名优秀毕业生的作品被诗家董看中，在二楼设立快闪店“后·时尚时代 x 诗家董”，以限量又限时的形式售卖。

王一鸣 / 报道 龙国雄 / 摄影 时装照片由受访者提供

拉萨尔艺术学院毕业生

用时装表达后·时尚态度



陈仪琳的设计把“象人”身上被视为不美的部分，做了美的解读。



周盛春的男装作品把小时候的照片作为图案和意象，印制在衬衫、T恤上。

拉萨尔艺术学院时尚设计系最近又走出一批毕业生。本地老字号百货公司诗家董则迎来了一批由新品牌组成的快闪店（pop-up shop）。

这两者有什么关系？26名拉萨尔时尚设计系和纺织品系的应届毕业生，上周五在诗家董举办他们的毕业发表秀“后·时尚时代”（Post-Fashion），展示了将近150套作品。学生们的设计势力不可小觑，出席发表秀的不少时尚业内人士，对学生作品给予高评价，盛赞这群设计新势力。

毕业生们以“后·时尚时代”为主题，用时装发表对当下时尚界的看法，并试图参透未来的时尚风云，浓缩了他们对时下政治、经济、环境、科技、社会等许多层面的探索——时尚，虽然供人穿戴，却远不仅仅是穿戴那么简单。他们使用许多奇异的形廓和新鲜的素材，带来不同于惯常时装市场的惊喜。

顺应了此刻某些时装周兴起的“即看即买”（see now, buy now）展卖风潮。这次发表秀结束后，六名优秀毕业生的作品被诗家董看中，在二楼设立快闪店“后·时尚时代 x 诗家董”（Post-

Fashion Lasalle x Tangs），以限量又限时的形式售卖。该快闪店已营业，至5月26日结束。事实上，这是诗家董第二次以快闪店支持拉萨尔毕业生，用实际行动鼓励本地独立设计新秀，同时给这些刚刚跨出校园的学生们，与市场接轨，与消费者面对面的机会，从中积累他们的商业经验。

获选进入“后·时尚时代 x 诗家董”的六个学生系列是Pretty Ugly、Wanderchild、Being Human、Pandora Box、Tik Anyar，以及Gohstul。记者在快闪店现场见到了正在轮值的店长陈仪琳（23岁）和周盛春（24岁）。在快闪店当班、接待消费者，这也是他们离开校园后一次宝贵的学习机会。

视为丑的人或事物也有美感成分

陈仪琳的女装设计系列名为“Pretty Ugly”，名称虽然“又美又丑”，但作品却带有一种飘飘欲仙的轻柔美感。陈仪琳的灵感来自于一位叫做“象人”（Elephant Man）的畸形英国人约瑟夫·梅里克（1862-1890年），“社交媒

体时代，每个上社交媒体的人都在判断或被判断——你到底是美还是丑？似乎美成了社交媒体时代唯一生存之道，我对此不以为然，认为即使是被视为丑的人或事物，也有美感成分。”

梅里克出生在英格兰莱斯特，他的皮肤显得又厚又松弛，嘴唇增厚，额头有骨性肿块……陈仪琳把“象人”的病态身体部位解构，肿块成为坚固的厚甲衣，松弛的皮肤化为飘逸的长裙，衣服在缝制完后并不收边，以服线的自然感突出生为人的自由。“象人”曾被称为怪物在欧洲展出，陈仪琳却用象人身上被视为不美的部分，表达了对美穿透性的一种解读。

陈仪琳说驻扎在快闪店这几天，她发现自己的作品尤其受中国、韩国消费者青睐。一位韩国模特对她的设计非常感兴趣。陈仪琳说：“主要是一些女性却不保守的女士，她们很多人带有一种‘女子汉’（tomboy）的气质，造型和态度很酷。衣服上有铆钉，或者头发很短，却喜欢搭配一些极具淑女风、极其柔美的服饰，这种又帅气又阳刚的美，很吸引人，我很欣赏她们。”

带着记忆的时装

周盛春的男装作品取材于自己的童年回忆，把小时候的照片作为图案和意象，印制在衬衫、T恤上，“让人带着回忆，带着最初的前行。”他也借用童装概念，把“超大件”（oversized）的风格放进设计中，特别有童趣趣味。

“尤其是裤装，我故意用高腰裤来凸显这种成人服饰童装化的对比。高腰裤一度被视为很不流行，或者说很老土的概念，现在却似乎成了一个风潮，体现在不少品牌上。”周盛春说，“男装比起女装来说，流行趋势演进得已经算慢了。我相信风潮绝对是对时尚设计师不可回避的一个参考依据，毕竟消费者愿意跟潮流，愿意从潮流中选择新品，寻找自我。”

之所以谈论起女装，是因为周盛春在本地女装品牌Koonhor兼职。“男装设计和女装设计的确是两件事，男装整体上较为保守，只能在颜色和图样上做变化，在形廓上没什么新意；女装的形廓则异常丰富，所以在设计时，要提醒自己注意这些问题。”

受访者：“下凡间”实习可了解真实需求

毕业之后，陈仪琳将进入本地品牌Whole9Yard担任设计师，她对自创品牌目前持保留态度，“我认为我还是得在实践中深造，尽力储蓄。通过实习，我知道时尚真不是一个省钱的生意，我不能随便开一个品牌，然后不求发展，苟延残喘。我也希望本地消费者的时尚态度能够改变。大家虽然都爱看时尚博主的穿着，却从不愿大胆穿着。对很多人来说，买人人都穿的快时尚品牌，保持与别人的一致化，不出位、不跳tone才是追求，这真令人，尤其是令设计师们感到悲伤。”

拉萨尔的时尚设计系学生毕业前都必须经过实习，实习表现是他们成绩的一部分，所以他们对时装设计工作室、设计师生态和本地时尚零售状况都不陌生。周盛春说设计系学生总是很“敢”做，但做出来的东西消费者却不一定敢穿，所以这些“下凡间”一般的实习让他们了解到消费者的真实需求，什么是消费者能接受的，负担得起的。

“尽管这么说，我还是认为一个成熟的时尚消费市场应该有容纳不同品牌

的度量，大众的、小众的、传统的、前卫的，时尚消费需要以多样多元为导向。尽管有的本地设计师品牌在新加坡难以维系，却能在国外以分销和批发的方式取得成功。这也提醒我们新一代设计师，不能只着眼在本地，也要把国外市场纳入版图。”周盛春说。

看起来，这群年轻人果真不是“腹内草莽”，洞悉时尚又做足准备的他们，势必带动未来的时尚惊喜，且让我们拭目以待。

LASALLE College of the Arts Graduates: The Designer Portrayal of POST-FASHION

BA(Hons) Fashion Design and Textiles graduates from LASALLE College of the Arts inject flavour into the local fashion scene with delightful and unique designs, exotic shapes, as well as interesting fabrics. Designs from the collection of six of these graduates caught the eye of TANGS and they can now be found in the pop-up store, "POST-FASHION LASALLE x Tangs", at the second floor of TANGS, available for a limited period of time, while stocks last.

As LASALLE College of the Arts sent another batch of its graduating students out into the world, local department store, TANGS, unveiled its pop-up store that comprises new fashion labels.

How are these two related?

Twenty-six LASALLE BA(Hons) Fashion Design and Textiles graduates this year held their graduating show, POST-FASHION, at TANGS last Friday, showcasing close to 150 designs. The design capabilities of these students cannot be underestimated. Many professionals in the fashion industry who came for the show gave good reviews of the designs and high praises for the capabilities of these students.

The graduating students presented their views of the fashion industry today through the POST-FASHION project theme, attempting to capture the future of the fashion industry and their explorations of current themes within a multi-layered tapestry of politics, economics, environment, technology and society etc. Fashion, despite being something that everyone wears, is not an industry that is easily understood.

The students injected flavour into the fashion scene with delightful and unique designs, exotic shapes, as well as interesting fabrics.

In response to the current "see now, buy now" trend popularised by brands, designs from the collections of six talented graduates that caught the eyes of TANGS at the graduate fashion show can now be found in the pop-up store "POST-FASHION LASALLE x Tangs" at the second floor of the department store, available in small quantities for a limited period of time. The pop-up store will be open till 26 May. This is actually the second time TANGS is actively supporting and encouraging budding local designers with a pop-up store concept for LASALLE graduating students. By doing so, TANGS is giving these newcomers who are fresh out of school a bridge into the market, with an opportunity to interact with customers directly and gain commercial experience.

The six collections selected for "Post-Fashion LASALLE x Tangs" are: *Pretty Ugly*, *Wanderchild*, *Beeing Human*, *PandoraBox*, *Tik Anyar*, and *Gehstural*.

The reporter visited the pop-up store and met with the student designers on duty, Valerie Chan, 23, and Chew Seng Choon, 24. To be stationed at the pop-up store and be able to meet customers face-to-face has been a valuable learning experience for them after leaving school.

Finding beauty in people and things perceived to be ugly

Valerie Chan's womenswear collection may be named *Pretty Ugly*, but its designs have a certain floaty fairy-like wispieness and beauty. She was inspired by the story of Joseph Merrick (1862 - 1890), also known as the "Elephant Man", an Englishman with physical deformities. "In the age of social media, when all users are making or receiving judgement - are you beautiful or ugly? It appears that beauty has become the only way of living in the era of social media. I beg to differ on this point. I think that there is beauty to be found in people and things perceived to be ugly. "

Merrick was born in Leicester, England. He had thick and loose skin, thickened lips, and a bony protrusion on his forehead. Valerie deconstructed the deformed part of the Elephant Man, with the protrusion becoming a sturdy piece of armour and the loose skin becoming an elegant and flowy dress. The seams of the finished outfit are left unclosed, allowing threads to trail naturally to express the freedom of living as a human being. The Elephant Man was exhibited as a monstrosity in Europe, but Valerie focused on the ugly parts of his body for a penetrating look at beauty.

She said that she noticed her designs are especially popular among customers from China and Korea, based on her few days' observation at the pop-up store. A Korean model was especially interested. According to Valerie, "They are mainly women who are feminine yet unconventional, many with a tomboyish air about them, with a cool image and attitude. Their attire is adorned with rivets, or they have very short hair but they like to play with clothing that is especially ladylike and pliable. They have a type of beauty, both delicate and masculine, that is very attractive. I admire them very much."

Attire that carries your memories

Chew Seng Choon's menswear collection was inspired by his own childhood memories. He used pictures and imagery of photographs from when he was young and printed them onto shirts and T-shirts so that 'people can move ahead carrying their memories, and being who they were at the very beginning'. He also weaved in elements of kidswear by designing oversized apparel to give an impression of childlikeness.

"In particular, the pants were deliberately given high waistlines to introduce contrast and highlight elements of children's clothing in adult attire. High waistlines were once considered very much out of fashion, or antiquated. It appears to be undergoing a revival and can be found in the collection of many labels. "Seng Choon said, "The pace of changes in menswear trends is much slower than womenswear. I believe that trends are definitely a point of reference that fashion designers cannot avoid. After all, consumers are willing to follow trends and seek out new trendy products to find themselves. "

The topic of womenswear came up because Seng Choon is employed part-time at a local female fashion label, Koonhor. "The designs for menswear and womenswear are definitely different. Menswear, on the whole, is relatively conservative and changes lie in the use of colour and images without changing much in terms of shape and form; womenswear, on the other hand, is rich in forms and shapes. These are issues that we have to remind ourselves when we are designing clothes. "

Interviewee: My internship in the fashion industry gave me insights into the real needs of consumers

After graduation, Valerie will be joining local brand Whole9Yards as a designer. She reserves judgement on her own designs: "I think that I still need to learn more through practical application and do my best to build up my skills. Through the internship, I have come to know that fashion is a business that demands continuous investment of time and capital. I cannot afford to start a label without continuously

developing new things and stubbornly sticking with what works today. I also hope that the attitude of local consumers towards fashion will change. Although fashion blogs are popular, people do not have the guts to follow the dressing on these blogs. To many, fast-fashion clothing creates uniformity with others. To aim for a look that does not make one stand out, to seek regularity, is painful for many, especially designers. "

All the students of the Fashion programmes at LASALLE College of the Arts are required to do an internship, with a portion of their grades assigned to practical performance, thus they are no strangers to fashion design studios, design environment and the current local fashion retail market. According to Seng Choon, Fashion Design students are known for their daring designs, but consumers may not be equally daring with wearing those designs. These internships provide opportunities for them to get to understand actual consumer needs, and what they can accept and afford.

"I still feel a mature fashion consumer market should have the capacity to hold a diversified blend of mainstream, niche, traditional and avant-garde brands. Even though some of the local fashion designers find it difficult to have a sustainable presence in Singapore, they have greater success outside the country through export and wholesaling. This serves as a reminder to us, a new generation of fashion designers, to set our sights beyond our shores to include other territories," Seng Choon commented.

From the looks of it, this group of young designers are not reckless newbies. With an awareness of current trends and a readiness to meet challenges, they look prepared to deliver surprises to us in the fashion world and to give us something to look forward to.