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## 伦敦 天空下

对话中国新锐时尚设计师

## CHINA'S SARTORIAL STAMP ON LONDON

INTERVIEWS WITH EMERGING  
CHINESE FASHION DESIGNERS

王海震 Haizhen Wang

周翔宇 Xander Zhou

杜旻 Yang Du

张卉山 Huishan Zhang

王在实 Vega Wang

Art Hotel: Urban Cultural Oases  
艺术酒店: 喧嚣都市的文化绿洲

Ma Yansong and the Ever-  
receding Chinese Dream  
马岩松, 渐行渐远的中国梦?

Re-imagining Grand  
Central Terminal  
纽约: 中央车站的下一个百年?

Northern Laos  
老挝之北的田园诗

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上海独立书店

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张丹山  
HUIZHAN ZHANG

# CHINA'S STAMP ON LONDON

## 伦敦天空下

### INTERVIEWING EMERGING CHINESE FASHION DESIGNERS 对话中国新锐时尚设计师

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从亮相到夺奖,从边缘到新锐,中国80后一代时装设计师正在刷新国际社会对“中国制造”的偏见。从去年秋天伦敦2013春夏时装周开始,这股中国风潮在国际T台尤其是伦敦T台上演绎出更多的精彩。值得注意的是,从2006年谢峰开始,中国设计师在四大国际时装周的亮相,从早期单纯展现中国文化,到如今百花盛放出各种颇为前卫现代的设计,甚至开始引领国际潮流,这一大晋级,或许和80后设计师普遍的海外教育背景有关。本期封面报道我们与几位在伦敦成长起来的中国设计新锐展开对话,从他们的经历和见解中,或许可以管窥到中国时尚产业未来的风向。

From simply being invited to international fashion weeks in the early years, to exhibiting award-winning collections at London Fashion Week; China's new generation of designers are redefining what 'Made In China' means to the international community thanks to their cutting-edge designs. Since last autumn's London Fashion Week, young Chinese designers have become increasingly involved in the world's four major fashion weeks, and are going from strength to strength, nowhere more so than on the catwalks of London. Since Xie Feng's pioneering debut in 2006 at Paris Fashion Week, the role of Chinese designers has rapidly evolved from merely showcasing Chinese culture a few years ago, to shaking the world today with increasingly avant-garde designs that are beginning to shape international fashion trends. These changes are perhaps down to the tutelage abroad at the epicenters of fashion that this new generation of Chinese designers has enjoyed. In this issue's cover story, Vantage talks to several cutting-edge Chinese designers who grew up in London. Their experiences and insights offer a strong vision for the future of Chinese style that fuses the traditional with a contemporary attitude and a global outlook.

# HUIZHAN ZHANG MAKING HIS MARQUE ON LONDON

## 张卉山：伦敦T台上的“江南风”

撰文 Words: Zoey Goto (sent from London)

新生代设计师张卉山正成为国际时装界一颗冉冉升起的新星，他中西合璧的奢华女士内衣系列近日在伦敦时装周T台上绽放，将“中国制造”的崭新概念推向世界，捕获眼球无数。

Huishan Zhang is rapidly becoming the fashion industry's rising star. The Chinese born designer has carved out a niche for himself by introducing his luxury womenswear label that proudly declares itself as 'Made in China'.

“我刚入行时，人们觉得在奢侈品挂上‘中国制造’的标签太可笑了！但我们的品牌现在进入了香港的Joyce百货、伦敦的Browns和美国的马库斯百货等。我品牌系列中的每一件都是中国制造的，这点让我十分自豪。”



近年来，随着伦敦艺术院校涌入越来越多的中国年轻人，中国新一代设计师崛起并刷新伦敦时尚圈的版图，似乎只是一个时间早晚的问题。张卉山便是其中的先锋和代表。去年9月，他的设计在伦敦春夏时装周初次亮相，赢得西方媒体一片赞誉，也顺理成章地拿到国际顶级时装店的无数订购大单。

张的背景堪称“文化融合”的范例：伦敦顶尖时尚学院的教育背景，接受过巴黎高级成衣设计的培训，设计中完美融合中国传统文化和当代元素——张的崛起，是一个预言，国际T台上将刮起强劲的“中国风”。

《贵在上海》在伦敦的撰稿人近日来到张卉山位于伦敦中心地区的展厅，他正忙碌碌，准备回中国开始2013年的秋冬季个展。在一片华美的刺绣礼服中间，他慢慢聊起了他的工作以及对未来的期待。

### Q & A

VANTAGE：可以和我们说说你的背景吗？

张：我是青岛人，在那里住了17年。高中时我讨厌和别人穿一模一样的校服，我想用穿着来表现自己的与众不同。那时候我还不懂什么是时装设计师，但我喜欢用服装表现性格。

VANTAGE：小时候你的身边有没有创意工作者？

张：没有，时尚在中国是新兴产业，在我事业初期，周围也没有这样的榜样。

VANTAGE：17岁的时候你出国去了新西兰学习时装设计，当时为什么没有直接去时尚之都呢？

张：是因为中国护照的签证很难申请。那时对我来说，去伦敦、纽约和巴黎都有些不现实。新西兰的教育系统很完备，老师会教你自由独立地思考、学习，去新西兰学习是正确的选择。但那里的环境也有点闭塞，这样就有更多的时间去关注如图案切割等基本技巧，这些重要的基本功为我后来在伦敦的深造打下了基础。

VANTAGE：之后你去了伦敦中央圣马丁艺术与科学学院学习，那时像你这样的中国学生多吗？

张：当时持中国护照的中国学生只有我一个人，那时觉得自己很特殊。去圣马丁设计学院学习是我的梦想。这个地方我以前只在书里读到过。

VANTAGE：你在巴黎的迪奥设计工作室了一年，其中半年是呆在工作室里。这些经历对你有怎样的帮助？

张：作为学生，拿到巴黎的正式工作签证是很难的，我很幸运。虽然前期的安排特别麻烦，但当我来到迪奥工作时，我觉得一切困难都是值得的。每一天我都能接触到新的事物，设计高级时装也让我了解到奢侈品行业的真正内涵。布料可以如此千变万化，每一个细节都是设计师的心血和热情打造出的，这是我之前从未感受过的。我就像一块被扔进水里的海绵，尽全力吸收着水分。为了全面掌握面料的知识我试着接触每一道工序。一年后离开巴黎时，我十分恋恋不舍，不过那时我的事业已经发展到了另一个阶段，必须离开此地才能成长。

VANTAGE：可以说说伦敦这座城市对你设计的影响吗？这个城市的哪一方面给你特别的灵感？

张：我住在伦敦博物馆旁，那里资讯发达给我带来了灵感。去逛塞尔弗里奇百货公司、Liberty百货和Browns时，我看到自己



设计的衣服挂在别的设计师的作品旁边，我可以从他们身上学到很多东西。在伦敦当地的报刊销售点可以买到诸如Another和10 magazine这类杂志，不需要像在其他地方一样订购再等两个月才能看到，及时得到资讯为我获取每一季新灵感非常有帮助。杂志上也有很多有趣的信息，比如我前段时间刚刚在伦敦博物馆看过的解剖展，很美也很怪诞。

VANTAGE：对于中国那些想要打入国际市场的年轻设计师，你有什么建议？

张：我自己也在学习阶段，前面的路还很长，但如果要我给建议，那应该是做真正的自己。我刚入行时，人们觉得在奢侈品上挂上“中国制造”的标签太可笑了！但我们的品牌现在进入了香港的Joyce百货、伦敦的Browns和美国的马库斯百货等。因为手工制作而价格不菲。人们觉得这么精巧的手制品应该来自巴黎或米兰，但我品牌系列中的每一件都是中国制造的，包括面料。我们也可以制作出如此杰出的作品，这点让我十分自豪。

VANTAGE：你的产品打入香港的Joyce百货反响怎样？你有没有觉得比起欧洲时装店，中国市场更容易接受中国设计师的作品？

张：市场投放很成功，过去两季我们都很受欢迎。这个市场对于敢于试验、甚至有些冒险的新独立设计师永远都有发展的空间。

VANTAGE：你提到过5年之后希望你的品牌成长为国际品牌，不仅仅局限于时装，更要成为中国时尚生活方式的代表。可以给我们展望一下你对于未来的定义吗？

张：我希望将更多的中国文化带入品牌之中。这倒不是说裙子就一定是旗袍，或外套就一定是中山装。我们不把中国符号和服装本身直接联系，而让人们通过时尚看到中国新一代的价值观。

VANTAGE：你们这代人正在刷新“中国制造”的定义。国际市场不仅仅把中国看成成品生产地，现在开始转换思维，去中国寻找前卫的设计师。对中国时尚界的未来你怎么看？

张：未来十分光明！我觉得自己生在了好年代，市场发展得如日中天。如今中国本土设计师得到了很多国际关注，媒体也很支持我们。以前人们觉得中国货很廉价，但我们这代设计师正在改变这种思维定式。现在人们对中国人的需求和想法很感兴趣，正适合向世界传播我们的文化。我的品牌是要向世界展示：东西方文化可以十分自然与和谐地融合。（翻译 沈绍杰）



With London's art schools becoming a popular destination for Chinese students, it has been noted that it is only a matter of time before a Chinese designer made an impact on the British fashion scene.

Zhang appears to be this pioneer. His debut at London Fashion Week in September 2012 received the style media's stamp of approval, leading to orders from prestigious fashion stores internationally. He offers an irresistible combination; having trained at the leading art school in London and received Parisian couture training, Zhang offers a strong vision for the future of Chinese style that fuses the traditional with a contemporary attitude and global outlook.

Vantage Shanghai visited the designer at his central London showroom, where he was preparing to return to China to work on his Autumn/Winter 2013 collection, to be showcased at London Fashion Week. Surrounded by his beautifully embroidered dresses, Zhang talked us through his career to date and his hopes for the future.

“When I first started, people thought that putting a ‘made in China’ tag on a luxury item was a joke! we are now selling in stores such as Joyce in Hong Kong, Browns in London and Neiman Marcus for the Chinese market. I am proud that everything in my collection is made in China.”

#### Q & A

**VANTAGE: Could you tell us a little about your upbringing?**

Zhang: I come from a town called Qingdao and I lived there until I was 17. When I was growing up I hated wearing a uniform at high school and having to look the same as everyone else. I wanted to express myself and be different. At the time I did not really know what it meant to be a fashion designer, yet I was fascinated by the way that clothing can be used to bring out your personality.

**VANTAGE: When you were growing up, did you have people or role models around you who worked in the creative industries?**

Zhang: No, the Chinese fashion industry is still quite fresh, so I did not really have any people in my early career to use as examples.

**VANTAGE: When you left China at the age of 17, you went to study fashion in New Zealand. Why did you decide not to come straight to one of the fashion capitals?**

Zhang: At the time it was difficult to get a Chinese passport. London, New York and Paris seemed so far away from my reality. New Zealand at the time was one of the few countries that were very open to Chinese. It was the right choice as New Zealand has a very good education system and teaches you how to think freely and learn by yourself. It was also a little bit isolated, so you had lots of time to pay attention to things such as pattern cutting skills. These basic skills were very important when I came over to study in London.

**VANTAGE: When you came to London to study fashion at Central Saint Martins, were there many other Chinese students at the school at the time?**

Zhang: I was the only Chinese student with a Chinese passport on my course. At the time it made me feel quite special! Studying at Central Saint Martins was a dream of mine. It was a place I had only read about in books.

**VANTAGE: You spent a year working for Dior couture in Paris, which included six months in the couture atelier. How did you find this experience?**

Zhang: It is very hard to get a proper working visa for Paris as

a student, so I was really lucky. It was a nightmare to organise, but when I finally arrived at Dior it felt like it had all been worth it. Everyday was mind opening. Working with couture made me really understand what luxury can be. I had no idea a garment could be made in such a way or the passion that is put into each item. I was like a sponge put into water, trying to absorb as much as possible. I made sure I touched every item so I could understand the fabrics. I was sad to leave at the end of a year, but you have to move on.

**VANTAGE: Your debut show at London Fashion Week in September received rave reviews from the media. Angelica Cheung, editor of Vogue China, also hosted a party for you, which was attended by the leading fashion editors. This was an introduction into the fashion world that most designers can only dream of. How did you find the experience?**

Zhang: Vogue China was the first publication in the world to write about me, which was an incredible honour. For my first show the editor flew over from China to introduce me to the fashion world and that has made a major impact on my career and my life.

**VANTAGE: Could you tell us about the influence that London has played on your designs? What aspects of the city do you find particularly inspiring?**

Zhang: I am located close to The British Museum, which is a rich resource. I go to shops such as Selfridges, Liberty and Browns and I see my clothing next to other designers that I can learn so much from. In London you can buy fashion magazines such as Another or 10 magazine from the local newsagent, rather than ordering it and having to wait two months. You have the advantage of knowing about things quickly, which helps to inspire you each season. There are also many interesting things to see, such as an anatomy exhibition I visited recently at the Museum of London, which was very beautiful and weird.

**VANTAGE: What advice would you give to young designers in China who are looking to break into the international market?**

Zhang: I am still learning myself and have a long way to go but my message would be to stay true to yourself. When I first started people thought that putting a ‘Made in China’ tag on a luxury item was a joke! We are now selling in stores such as Joyce in Hong Kong, Browns in

London and Neiman Marcus for the Chinese market. The price tag is quite high as all my clothing is handmade. People thought that such craftsmanship could only come from Paris or Milan. I am proud that everything in my collection is made in China, including the fabrics, as we can produce incredible things.

**VANTAGE: How has the Hong Kong launch at Joyce been received? Do you feel in China there is now more of an interest in buying from Chinese designers rather than European fashion houses?**

Zhang: The launch was very successful and we have sold well for the past two seasons. I think there is always room for individual designers who are new, experimental and even risky.

**VANTAGE: You have said that in the next five years you want to grow to be an international brand, known not only for fashion but also for a modern new Chinese lifestyle. Could you explain what this vision involves?**

Zhang: I want to introduce more of Chinese culture into the brand. This does not necessarily mean a dress has to be a Cheongsam dress, or a coat needs to be a Mao suit. Rather than just putting a large Chinese symbol on the garment, it is about making people see how the Chinese values can be modernised and carried on with the new generation.

**VANTAGE: You are part of a new generation that is changing perceptions of what ‘Made in China’ means. The international markets are now looking to China not just for production, but also for cutting edge designers. What do you feel is the future for Chinese fashion?**

Zhang: The future is bright! I feel as if I have been born at the right time as the market is really developing. People are paying attention to the local designers and the press are very supportive. People have this idea that China just makes cheap stuff, but we are constantly renewing ourselves. There is now an interest in what people in China want and think, so it is a good time to show the world our culture. My brand is trying to show that Eastern and Western cultures can become bound very naturally and peacefully. ☑

“我自己就像是站在中、英两种文化的巨大差异之间，我身上的中国元素正努力地去理解和包容英国的思维方式。当我将二者融合，我发现获得的是自由。”

## YANG DU: WHEN STYLE MEETS SURREALISM 杜旻: 伦敦天空下的中国顽童

撰文 Words: Zoey Goto (sent from London)

作为伦敦时尚圈“最值得瞩目的新锐”，她连续四季跃上伦敦时装周的T台，超现实主义的奇幻风格击中无数女性深藏心底的童话情节。作为中国新锐设计师的代表人物之一，杜旻色彩浓烈的梦幻卡通感设计，正在全球持续升温。

Yang Du has become one of the most high-profile new stars in fashion, having first exhibited at London Fashion Week eight seasons ago. She is regarded as a benchmark for new Chinese designers, and demand for her cartoon-inspired ideas is heating up around the world as women fall in love with Yang Du's surrealist designs, and the fairytales they evoke.

**杜**旻是在伦敦成长起来的中国设计师，近年来，她的名字如同Yang Du色泽鲜丽的卡通感女装，在伦敦时尚圈一路走红。在海外求学的中国年轻设计师中，很少有人能像她这样，一毕业便迅速成立个人品牌，并在时尚之都伦敦迅速获得肯定，成功打入欧洲时尚圈。

杜旻出生在大连，在北京读的大学。从清华大学毕业后，她前往伦敦中央圣马丁学院专攻时装设计专业，并在2008年以优异成绩获得硕士学位。此间她还在Vivienne Westwood、Giles Deacon 和 John Galliano等大牌设计师工作室有实习的经历。

杜旻是幸运的，2008年走出校门的当年，她的毕业设计即在伦敦时尚概念移动零售店 Dysemevas开始出售，当年即被著名时尚杂志《Dazed & Confused》评为“2008年时尚界新锐”。2009年伦敦时装周期间，杜旻寻机创立了自己的服装品牌“Yang Du”。她的作品博得了不少明星的青睐，开始在伦敦时尚界崭露头角。

凭借“新锐设计师赞助计划”的支持，Yang Du得以接连两季在伦敦时装周上亮相，并有机会在2012年在巴黎和纽约展示。杜旻的作品在伦敦和巴黎时装周期间，在年轻设计师专场On/Off秀上走向世界，这些经历也让她意识到，巴黎时装周是将个人作品推向国际时装界的关键。她超现实主义风格的设计为略显传统的国际时装周秀场注入了幽默诙谐的元素，也由此成为英国时尚媒体的新宠。

### Q & A

**VANTAGE:** 你在清华大学拿到服装设计专业学位后，去了伦敦中央圣马丁学院深造，当时是什么让你决定转去英国读书的呢？

杜旻: 我在清华读书时，我的一件作品有幸被送至卢浮宫美术馆展览，那次去巴黎的经历让我大开眼界，我当时几乎逛遍了巴黎所有的时装店，那时我非常迷恋John Galliano与Vivienne Westwood的设计。我特别惊讶，这些西方设计师在融入中国元素和各类文化元素后，依然能够很好地保有自己的独特风格。于是我决定去中央圣马丁，去Galliano的母校深造。在中央圣马丁的那四年是我最好的时光，读书期间我还在Vivienne Westwood实习，从做茶到选裁布料，各种活儿我都帮着做。

**VANTAGE:** 你的设计灵感源于什么？

杜旻: 往往是从生活中取材，我会特别留心去观察生活中有意思的点点滴滴，当然许多超现实主义的艺术家的艺术也对我产生了不小的影响，比如说Franco Moschino，他认为时尚不仅仅是服装，更是一种思考。

**VANTAGE:** 你的设计引来了众多名流的追捧，其实你最希望看到谁穿上你设计的时装？

杜旻: 我的理想人选应该是冰岛音乐家比约克。其实我已经很幸运了，郑秀文穿了我第一季设计里那条河马印花迷你裙，后来反响不错，我非常感谢她对我最初的支持。

**VANTAGE:** 去年你与香港Joyce时尚精品店合作推出了一个高端定制系列，能不能向我们介绍一下这个系列？接下来你还计划继续做这类合作吗？

杜旻: 这个系列很有意思，当初Joyce时尚精品店准备在伦敦和法国寻找8位设计师合作，之后我和Joyce的人见了面，他们希望我能设计六款不同动物图案的迷你裙，因为这种迷你裙在香港很受欢迎。我与Joyce合作得很深入，他们有一个专门的团队负责宣传片拍摄、



此后，千变万化的色泽材质与巨大的动物图案，作为Yang Du的标签不断登上时尚杂志，引起了英国当红华裔模特Alexa Chung、女歌手Paloma Faith以及英国超模Daisy Lowe等明星的关注。在过去的4年8季伦敦时装周上，Yang Du品牌一场不落；而在2013年的秋冬季时装周上，她又有所突破，不仅在T台上展示，Yang Du的设计还被摆放在了伦敦时装周的主会场展览。

早春时节，在伦敦西区的工作室，杜旻饶有兴致地和《贵在上海》伦敦撰稿人聊起了她在北京和伦敦读书的情形，她如何将两种文化巧妙糅合在设计中，以及她对未来的规划。

媒体宣传、联络明星等推广活动，所以这个系列卖得很好，如果有机会我很乐意以这种方式和他们再次合作。

**VANTAGE:** 有没有想过扩大设计的应用范围，推出一些价格适中的产品？

杜旻: 这个计划是有的，但需要有合适的契机和合作公司，目前我正与一家公司沟通，希望能将我那些光怪陆离的图案印到雨伞上。如果可行的话，我们将在伦敦的利伯蒂商场开一个移动店铺。

**VANTAGE:** 中国传统文化背景对你的设计有什么影响？

杜旻: 举个例子，我用色很大胆随性，很多人问我，如何能驾驭这么多鲜艳的颜色？其实这只是五彩斑斓的中国文化的一部分。因为母亲信佛，我常陪她去各处佛寺，之前看过许多彩绘艺术，对我影响很大。

**VANTAGE:** 在中国新崛起的年轻设计师中，你比较欣赏谁？

杜旻: 王海震，他的设计很有趣，我们都是大连人，也是好朋友，并且我们还是同一年进的中央圣马丁学院的，很巧不是吗？

**VANTAGE:** 对于准备进军国际市场的中国年轻设计师，你有什么好的建议给他们？

杜旻: 坚持自己的风格！这些年在英国的经历对我的人生和职业规划有很大影响。我自己就像是站在中、英两种文化的巨大差异之间，我身上的中国元素正努力地去理解和包容英国的思维方式。当我将二者融合，我发现获得的是自由。

**Vantage:** 对于要去伦敦旅行的人，你有什么好的建议吗？

杜旻: 我很喜欢伦敦的旧货市场，那里的人们着装都很有趣。森伯里古董市场是这儿最好的市场，每个月开放两次。他们什么都卖，对有些人来说这是些垃圾，但对有些人来说却是珍宝。总之这儿能淘出不少有趣的小玩意儿以及维多利亚时期的家具和陶制品。▼

“I am standing in the middle of two very different cultures, through my Chinese heritage and through trying to understand the British way of thinking. Trying to combine them both in my work actually gives me a lot of freedom.”

Of all the young Chinese designers who have studied abroad, precious few have achieved as much so early in their career as Yang Du. She established her own label immediately after graduating, and gained a cult following in London for her cartoon-inspired women's wear, which has in turn led to successful on the European stage.

Born and raised in Dalian, Yang first studied fashion in Beijing, before deciding to leave her home country behind and head to Britain to follow her dream of studying at Central Saint Martins College of Art in London. She went on to graduate at the top of her class and went on to earn a Masters Degree. Having spent time working at fashion houses such as Vivienne Westwood, Giles Deacon and John Galliano, Yang Du was well placed to set up her own label, which she did in 2009 with her eponymous label.

Yang is a lucky girl. By the time she graduated, her debut collection was already being sold in the pop-up fashion store Dysemevas, and in the same year Yang was named “the cutting edge designer for 2008” by fashion magazine Dazed & Confused. Her brightly animated designs are fast becoming a firm favourite among celebrities, and are attracting fresh fame in London fashion circles.

For two consecutive seasons the New Generation Showcase have sponsored her at London Fashion Week, which last year involved taking her collection on the road to showrooms in Paris and New York. She has also exhibited on the catwalk at London, and Paris Fashion Weeks as part of the On/Off showcase, which supports young designers. Du acknowledges that this showcase in Paris was pivotal to getting her brand international recognition. Her designs have injected some much-needed humor into the traditional fashion weeks; and as a result, she has become a favorite with the British fashion press.

Her kaleidoscopic fabrics and animated designs are regularly featured in the style magazines, and her celebrity fans include Alexa Chung, Paloma Faith and Daisy Lowe. For the past eight seasons she has showcased her collection during London Fashion Week; but for Autumn/Winter 2013 she is taking a break from the catwalk to present her collection as an installation at the main venue at London Fashion Week.

Vantage magazine visited Yang Du in her West London studio to discuss her fashion education in Beijing and London, how she combines the two cultures in her designs, and her plans for the future.

#### Q & A

**VANTAGE: You studied initially for a degree in fashion design at Tsinghua University in Beijing. You then went to London to study for a degree and masters at Central Saint Martins. What made you decide to study in London?**

Yang Du: When I was studying at Tsinghua University I was very lucky to be chosen to exhibit a piece at the Louvre in France, and what really opened my eyes was visiting all the Parisian couture stores. At the time I loved John Galliano and Vivienne Westwood, and I was fascinated by the way these Western designers would incorporate Chinese elements and reference different cultures, whilst still retaining their own identity. I decided to come to London and study at the same college as Galliano. The four years I spent studying at Central Saint Martins were the best of my life; and when I got to London I also took an internship at Vivienne Westwood where I did everything from making the tea, to cutting and choosing fabrics.

**VANTAGE: Where do you find your design inspiration?**

Yang Du: I find the things often overlooked in everyday life fascinating, and the Surrealist artists really influence me. The designer Franco Moschino has also been a great source of inspiration. For him fashion is a way of thinking, not just items of clothing.

**VANTAGE: You have attracted a celebrity following. In an ideal world, who would you like to see wearing your clothes?**

Yang Du: Ideally I would love to see Björk wearing my clothing. I was lucky because the actress and singer Sammi Cheng wore a hippo dress from my first collection. I have a lot to thank her for, as people loved the look.

**VANTAGE: Last year you designed an exclusive collection for Joyce. Could you tell us a little more about the collection? And do you have plans to collaborate exclusively again with them in the future?**

Yang Du: The Joyce project was really interesting; they asked eight designers from London and Paris to collaborate with them. We met in their showroom and they asked me to design six different animal mini-dresses, because people in Hong Kong loved them. There was a lot of collaboration between Joyce and myself. They had a team of people to help with making a film, doing PR work, and contacting celebrities, so the collection sold well. I would definitely like to work with them in a similar way again.

**VANTAGE: Do you have any plans to diversify your range, and offering customers the chance to buy more affordable clothing?**

Yang Du: Yes but it would have to be with the right company. I am talking with a company about doing an umbrella range, using my crazy, colourful prints! There is also talk of doing a pop-up shop in the Liberty store in London.

**VANTAGE: How do you feel your Chinese heritage influences your designs?**

Yang Du: The most obvious example of how it influences my designs is my freedom with colour. People question how I can use so many bright colours, but it is just part of the colourful Chinese culture. My mother believes in Buddhism, and I would often travel with her to temples, taking in all the amazing art and colours, that has been a great influence on me.

**VANTAGE: Who do you feel are the most interesting designers coming out of China at the moment?**

Yang Du: Haizhen Wang is very interesting and is also a good friend of mine. He is from my hometown of Dalian, and by coincidence we both ended up going to Central Saint Martins at the same time.

**VANTAGE: What advice would you give to young designers in China who are looking to break into the international market?**

Yang Du: You have to be yourself to stand out, and believe in your own style. Training in London has had a big impact on both my

career and my life. I am standing in the middle of two very different cultures, through my Chinese heritage and through trying to understand the British way of thinking. Trying to combine them both in my work actually gives me a lot of freedom.

**VANTAGE: What recommendations would you give to someone visiting London?**

Yang Du: I love the vintage markets in London, because they are great places to see what people are wearing. Sunbury antiques market is the best for that, and it is open twice a month. They sell everybody's rubbish, but also some peoples treasure. It is a really good place to find vintage toys, Victorian furniture, and ceramics. ☑

