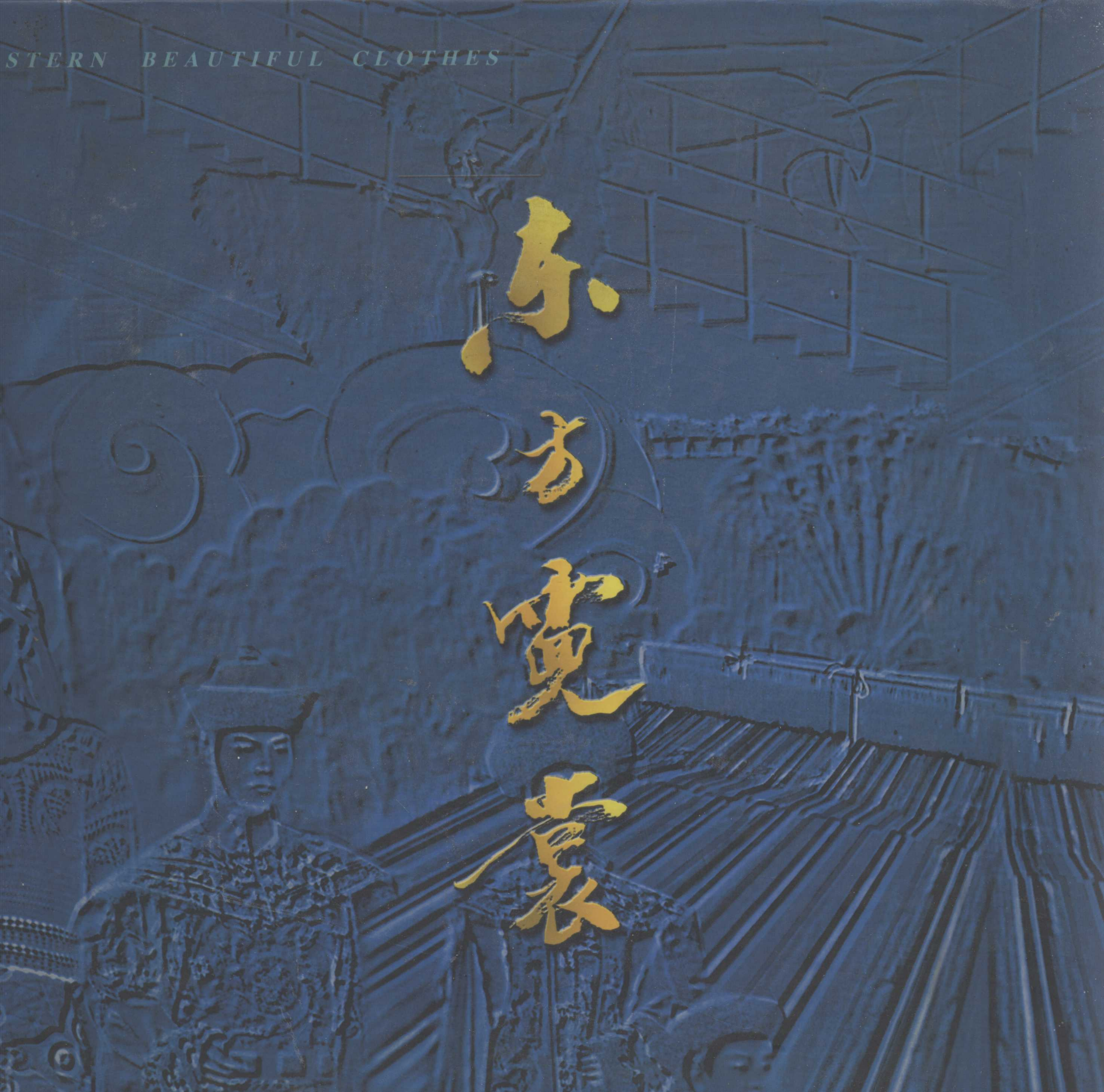


STERN BEAUTIFUL CLOTHES

东方霓裳



摄影与时装有着天然的渊源，T型台上的“锦绣”因有摄影者的注视而凝固成有意味的形式。同样，时装不可抗拒的美也就成了摄影家的创作欲望。所幸，我们这个城市有了国际服装节。时装名品、名模以及相关的大型文化活动，给了摄影者以大展身手的舞台。真实纪录并创造性地再现规模浩大、精彩纷呈的服装节也是我们文化人义不容辞的责任和心愿。为此，服装节组委会、宁波市文化局、宁波日报社组织了10余位摄影家，历时一载有余，不辞辛劳，精心拍摄了数千张彩色反转片，最后百里挑一，才有了摆在读者面前的这本画册。编辑者在装帧设计及制作上也力求精美，以使画册不负“东方霓裳”之名。

愿这本画册能有助于读者从时装文化角度来解读宁波这个欣欣向荣的海滨城市。

编者

Photo graph and fashionable dress have rataoal origin "splndiel clothes" on T-shope stage are condensed to be meaningful forms for photographers concern. The same, fashionable dress for is inresistallebeauty accomplishes photosraphers' clesire for creating. Fortunatly, our city has international fashion duers. Famous fashion brand, famous malels and relerant large-scale calfure achivity, give Photographors stage to display one's ability To Record trnely and creatively reproses the large-scale and in arrelous fashion festiral is the incscapalle responsibility and cherished clesire of we culture men. To fullfil his. fashios festiral orgaing ation committee, NingBo Culture Bureauand NingBo Daily Q organjed more than 10 photographers to make nothing of hardsips and take painstakingly thousands of color reversal films, inhich lasted more than one year. And finally, thrngh choosing from one in a hur-deed, there is the pichure album presenting before reaclers As for binding laying out, desiging and making, alitors also try to be perfect to make the pictare albam merit the honor"Eastern Beautiful Clothes".

Wish this preture album help readers explain NingBo, the prosperous coustal city from the aspect of fashion culture.

EDITOR

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序

周时奋

鲜花、歌舞、彩车、模特、焰火、广告、博览、名牌、名师、满街的笑靥、满城的锦绣，一年一度的“宁波国际服装节”，成了这座历史文化名城的最艳丽的花絮和最响亮的名片。敏感的中国人开始意识到，服装对于现代文明有深层含义，开始谈论起“北有大连、南有宁波”的话题。

中国人用“衣食住行”四个字来概括生活的最基本内容。尽管“民以食为天”，但是人们还是执意把“衣”放在四大件之首，足见人们对衣着的重视。每个人都能明显地体会到“酒足饭饱”和“衣冠楚楚”这两组词义在品格上差异，它们所描述的，正是文明的完全不同质的两个层次。前者所满足的仅仅是人的生物性属性，而后者则更多的是社会和审美性属性，或者说是更高层次的文明。因为现代装饰的意义已经完全超越了“蔽体”和“御寒”的功能，而成为人对于自身价值的形象肯定，成为人的生活质量的外在标志，也成为人对于其他人的礼貌与尊重的表现。比如人们越来越注意到适合不同场合的不同服饰，就正是充分考虑到上述服饰新概念的表现。一句话，今天的服装已经成为人的对于世界、对于人生的一种态度，或者说是人类的一种具形的生存方式。正如联合国教科文组织在1997年就民族文化讨论时的定义：“文化，即是人类的生存方式”。的确，今天的人们在谈论服装话题的时候，常常更愿意把话题变成“服装文化”。

这种新的概念的变化，更多地和更为明显地表现在城市的生活中。城市本身就是文明的结晶。当我们理性地谈论城市的时候，常常偏重于它对于经济、政治、文化的意义，但是有一点似乎更为明白和现实，那就是，城市正是“城市人”的城市。中国

人都从小学课本读到过这么一首唐诗：“昨日入城市，归来泪满巾；遍身罗绮者，不是养蚕人”。在这里，1000年前的古人已经直觉地意识到城市人与农村的两大区别：衣着，以及有别于自给自足的职业分工。的确，衣着正是“城市人”反映他们的观念和文化的最敏锐的表现。城市是更为“时尚”的地方，对于这一个词，以前有人又称之为“摩登”，它源于英文“MODERN”，意为“有新观念的”，并有“现代艺术家”的意义，有意思的是它与“模特”(MODEL)是同一个词根的衍生词。时尚、新观念、艺术、服装模特，在这一组似乎毫不相关的文词中，我们一定已经找到了共通点。仔细想一想，就会发现服装正是城市时尚中最具积极姿态和生动形象的表现物，或者说是最领风气之先的东西，也是城市中最人性化和个性化的文化，尽管它是一种通俗的文化。通俗性正是大众性的表现，因此，通俗的城市文化，常常又是城市精神的最明快的体现。

我们关心城市的服饰潮流，关注它都市性的文化意义，这是一件十分有意思的事。而对于宁波，对于服装产业在产业结构中四分江山有其一的这样一座城市来说，把服装文化衍变成城市的节日，变成人们普遍关注和参与的公众节日，这不能不说是一种具有深刻意义的城市行为，一种极具文化意义的城市行为。

Flowers, songs and dances, floats, models, fireworks, ADs, fair, famous brands, famous artists, smiling faces and flowers around the street, city, these form the most gorgeous titbits and loudest namecard in "NingBo International Fashion Festival" once a year. Sensitive Chinese come to realize the deep implication of costumes to modern civilization and began to talk about the topic "North Dalian, South Ningbo".

Chinese people use "Clothing, Food, lodging and transportation" to generalise the most basic content of life. Although "Food is No. 1 need," people still insist on putting "clothing" on the top of the four, this is enough to prove people's importance on clothing. Everyone is able to clearly feel the difference of phrases "Feast to satiety" and "Dress oneself neatly" in grade. What do they describe are just two levels of civilization which are totally in different quality. What satisfies the former is only man's biological property, while what satisfies the latter is more in man's social and aesthetic attributes, or to say the civilization on a higher rank. The meaning of modern clothing and decoration is already beyond the functions of "covering body" and "avoiding coldness" and it has become the man's appearance confirmation toward his own value, it has become the outside marks of man's life quality, it has also become the show of politeness and respect of people toward others, For example, people more and more notice the different clothes on different occasions, this is the display after fully considering above mentioned new concept and decorations. One word, current costumes have become people's attitudes toward the world and life, or to say a kind of concrete survival style of human kind. Just as UNESCO defined it while dissuading nations cultures in 1997: Culture, is human being's survival style. Indeed, today, while talking about costumes, people often would rather change topic into "clothing culture".

This kind of new change of concept is more obviously displayed in city life. City itself is the trait of civilization. When we talk about city rationally, we often lay stress on its economic, po-

litical and cultural meaning, while one point seems to be clearer and more pragmatical, that is, city is the city of "urban men". Chinese people all learned such a poem is Tang Dynasty from elementary school's textbook.

"I went to the city yesterday

While came back with tears wet my handkerchief,

the men all in silk gauzes,

are not who raise silk - worms"

In this poem, ancient people 1000 years ago have already intuitively realized the two major differences between men in city and in the countryside: clothing and vocational distribution which are different from self-sufficiency. It's true that clothing is just the most keen display that "urban people" reflect their ideas and cultures. City is a place more in fashion - to this word, previously it was called modern which originated in English and meant "having new concepts" and "modern artists". What's interesting is that model and modern are words with one root. Fashioning new concept, art, derivational model, among the group of words seemingly totally irrelevant, must have found point in common. Thinking carefully, you will find its costumes that are the most active and vivid displays among city's fashions, or say it the thing leading the trend, also it is the most personalized and individualistic culture in the city, although it is a kind of popular culture. Popularization is just the display of publicization, hence, popular city culture is often the most sprightly expression of city spirit.

We care about city's clothing trend, concern its urbanized cultural meaning, for it is a very interesting thing. And as for NingBo, its costume industry occupied one quarter weight in its industrial structure, such a city, it derived clothing culture into city's festival, and the public festival which people widely concern and participate in. You can't say it's not a kind of city's behaviour with deep cultural implication.

Shifeng Zhou



再塑服装名城的文化品格

陈民宽

服饰是一种无声语言,诉说着一座城市的时尚变迁,传递出一座城市的文化品格。1998年,全国首家服装博物馆在宁波诞生,宁波人似乎有资格来谈论服装文化这一话题了。

19世纪末,被誉为“光明使者”的美国人爱迪生继电灯发明后,又成功地进行了许多电气方面的发明,使欧洲等国迅速完成了第二次科技革命,人们的生产和生活方式由此发生了巨大的改变。

时尚,也在这时步入新的纪元。

本世纪初,欧洲上层贵妇将紧身胸衣,撑架裙和维多利亚风格的残余彻底脱去的时候,远方的亚洲东岸几乎同时爆发一场革命,推翻了封建王朝的民国政府立即宣布以西式礼服为民国礼服。“西风东渐”的结果使政治革命迅捷漫衍成一场“文化革命”。就在这历史的转折口,一群被后人称为“红帮裁缝”的宁波人敏锐地触摸到时尚的脉动,他们用祖传的功夫活成功地缝制出中国第一套西装。不久,旧上海出现了中国第一家西装店,其时是1821年,小老板是宁波人。再不久,一本有关西装裁剪理论的专著,又由宁波人捷足先登撰写面世了。

还必须提到中山装。这款以中国革命先驱孙中山先生姓名命名的服装,创造性地演绎了华夏民族历来崇赏的谦谦君子的儒雅风范,让数以亿计的人口拥穿了半个多世纪。而它竟然也出自宁波人之手。

我们有理由自豪。尽管“红帮裁缝”以后纵横施展才情的天地大多在京、津、沪等大城市乃至海外,但家乡毕竟是他们创业的出发码头。

历史也许会暂时中断一项技艺的接力,但它终究难以割裂文化血脉的贯通、传承。当中国真正扬起改革开放的风帆,我们这座城市便迅速、毫不迟疑地选择了服装作为主导性的产业。以大量接受海内外来料加工为肇始,宁波在短短几年就形成了庞大的服装加工群。而宁波进一步的对外开放和社会经济发展,其服装业也改变了“为他人作嫁衣”的生产经营模式,开始全面走向市场,有了自己的品牌。服装生产企业星

罗棋布,产品门类广泛,企业规模不断扩大,宁波服装业当仁不让地成为本地的强势产业。

“红帮裁缝”的故乡由沉寂重新奏响辉煌。

然而,衣饰从本质上说是人们意识、观念、审美趣味的物化标志,任何技艺性的东西追逐的终极目标是文化之魂。——当你仔细打量一种漂亮时装时,你会感到你在欣赏一种文化。古人曰:腹有诗书气自华。于是,如何塑造服装名城文化品格的话题,便实实在在地摆在了我们面前。

“以服装的文化推动服装的经济”——宁波人试图通过举办国际服装节这个载体,寻找构建“服装名城”的切入口。上两届服装节一以贯之地挖掘我们生活的这块土地渊源流长的服装文化深厚积淀,以文化的包容性和开放性,寻求服装节强劲的支撑力。“杉杉”、雅戈尔、“一休”等一批已享有较大知名度的服装企业,通过这一展示舞台,进一步名播远方。名品与名模、明星、名设计师在这里携手共进,文化与经济在这里互动繁荣。随着新世纪的来临,每年一届的国际服装节必将呈现出更加斑斓的色彩;东方与西方交融、柔美与刚毅结合、简单与周密对比、人工与天然变通、新生与陈旧衔接、古典与现代并存,还有城市与农村、男人与女人……这些都将相互碰撞、交相辉映,呈现在T型舞台上,散发出迷人的魅力。

期待着,宁波能早日成为东方的米兰、中国的巴黎,这是我们构筑服装名城的霓裳之梦。

Reportray cultceral quality of famous clothing city

Costume is a kind of voiceless language, relating vicissitudes of a city's fashions, transmitting a city's culture quality. The first costumes museum in the nation was born in Ningbo in 1998, Ningbonese seem to have qualification to talk about the topic – clothing culture. At the end of 19th century, succeeding the invention of electricity light, the American, Edison honored "Bright messenger", again successfully invented many things in electric, which made European countries rapidly finished the second science and technology revolution, thus, people's style of production and life changed greatly.

Fashion, also at this time stepped into the new era.

At the beginning of this century, when European women of high rank thoroughly took off close-fitting bra, struffed skirts and Victorian remains, Asian east coast far away almost simultaneously broke out a revolution and the government of the Republic of China overthrew the feudal dynasty and at once declared western ceremonial attire as the Republic's formal attire.

The result of "West Wind Cross East" was the political revolution rapidly spread into a "cultural revolution". Just at the turn of history, a group of Ningbonese who are later called "Red Group Tailors" sensitively touched the pulse of fashion then, they successfully sewed the first Western-style clothes by using skill handed down from ancestors. Soon, the first Western-style clothes shop in the nation appeared in Shanghai, it was in 1821. The boss was Ningbonese. Again soon a book on the theory of suit cutting was written by a Ningbonese.

The early bird catching the worm.

Zhongshan Cui must be mentioned here. This pattern of clothes, named after China's revolution pioneer Sun Zhongshan, creatively elaborated the style of self-disciplined gentlemen which was appreciated by Huaxia Nationality from generation to generation, and were owned and by hundreds of millions of population for over half a century. And it unexpectedly was made by Ningbonese.

We have sound reason to be proud of. Although later "Red Group Tailors" gave full play to their talent mostly in Beijing, Tianjing, Shanghai and so on big cities, even overseas, however, hometown is the set-out port of their career.

Probably, History may temporarily cut the relay of an artistry, but after all it's hard to cut apart the link, transmission of culture pulse. When China really set the sail of reform and opening, Ningbo rapidly chose clothing as its dominant industry with no hesitation. With accepting large quantity of processing of investors' raw materials from home and abroad as beginning, in short several years,

Ningbo formed a gigantic clothes processing group. And with its further opening toward outside and the development of social economy, Ningbo's clothing industry also changed its previous production and management pattern – make wedding dress for others – and began to comprehensively go to markets and have its own brands. Clothing manufacture enterprises are starred and their productions are various, enterprises' sizes are increasingly enlarging, Ningbo clothing industry taking it as its own duty, becomes the local advantageous industry.

The hometown of "Red Group Tailors" achieved glory, again from silence.

Whereas, dress and decoration is the materialized marks of people's consciousness, concept, aesthetic tastes, from its essence. And the final goal sought by any kind of artistry is the soul of culture. When you carefully appreciate a type of pretty fashionable dress, you will feel you are appreciating a kind of culture. As the old saying goes: with books and poems in your heart, a guy's disposition is naturally splendid. Therefore, the how lion to reportray famous clothing city's quality confronts us actually.

"Push clothing economy with clothing culture" – Ningbonese try to find the entrance of constructing "famous clothing city" by holding International Costumes Festival as a carrier.

The previous two festivals, we excavated deep accumulation of clothing, culture with long history on the land we have been living. We sought powerful supporting force of clothing festival with culture's embracement and openness through this exhibit stage, "Fur" "younger" "Yishou" and so on clothing enterprises enjoy great popularity further spread their fame to far away. Here, famous brands models, stars, designers hold hand in hand, culture and economy are mutually pushing prosperity here. With the advent of new century the annual international costumes Festival is sure to present more gorgeous color; East and west mix; gentleness and resolution combine; simplicity thorough contrast; Artificial and natural flexible; new and old link up; classic and modern exist together; also city and countryside, men and women……all these will mutually colored reflect, present on T-stage and diffuse attractive charm.

Hopefully, Ningbo will become East's Milan, China's Paris in the short future, this is our dream to construct famous to clothing city.

mingxian Cheng

东方霓裳

EASTERN BEAUTIFUL CLOTHES

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千 年 的 海 风 曾 经 送 你 远 航 ， 千 年 的 丝 路 回 首 你 的 风 光 。

回
眸
锦
绣

LOOK BACK AT BROCADE



撩拨着千年月光

在寂静的湖面

盛唐之风吹起霓裳

隐约闻胡笳和美笛

Hearing the sound of teed instrument and
melodious flute vaguely
the wind of prosperous Tang Dynasty
blow the beautiful clothes
on the silent lake the moon light shining for
thousand years tease









清朝的丽影

划过紫金城的肃穆

那一抹浅笑和稚嫩

描摹出夕阳中的诗意

Beautiful figure under the clear sky
Crossed the solemnity of the forbidden city And
The smile and innocence
Depict the poetic sense in the sunset





剪云裁月

遽显云裳霓影

画眉修月

谁见玉树临风姿



