

中国文员装经典全书

*A Complete Collection of Classic Uniform
for the Administrative Staff of China*



武汉出版社

A CONNECTION OF CLASSIC UNIFORMS FOR THE ADMINISTRATIVE STAFF OF CHINA

中国文员装经典全书



武汉世城职业服饰有限公司
Wuhan Shicheng Uniform Co., Ltd

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Zhaojun major editor

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勇于探索大胆创新
创中国制服名牌

陈慕华
一九九九年七月

塑造企业形象 弘扬制服文化

为《中国职业装系列经典丛书》题

吴文英

一九九九年七月十二日

中国 原纺织部部长 吴文英 题词

神形兼备

祝贺中国职业装
系列经典丛书出版

王曾敬

岁在己卯

中国 原纺织部副部长 王曾敬 题词



编者的话

Word from the editor

Recently I heard from a friend in America. It said, 'I remember that we passed a book named *Scientists Talk about the 21.th Century* in our childhood .At that time, We had had a wonderful longing for the 21 th century, In a trice, we have been standing at the door of the 21 th century.....'

This friend's words reveal his sad feeling about flying time. Today we can see that it is difficult to foresee the future of the world and human beings very correctly, even for any scientist, philosopher or great man. For example, the Renaissance in Middle Ages had a great effect on human lives in the followed several centuries. It was unexpected happening. Another example, information times which takes computers as a representative makes the future novel and unexpected. It shakes the whole world.

So culture and science and technology have changed the world and human lives strongly.

Wuhan ShiCheng Uniform Co., Ltd. is a company which makes products. Facing to the colorful fashion, it doesn't change its direction. We still devote our minds to research and develop uniforms. We have produced thousands of styles of uniforms for many companies and institutions, Now we collect our all into book form by the way of science and technology and the form of culture ,We shall offer it to numerous customers and friends in the same trade. It is the fruit of painstaking labor and intelligence of ShiCheng persons in several years. We hope that its publishing will contribute to the young uniform trade of China and promote its development.

At the last Middle Autumn in this century, when our books were sent to the press, I received a poem from a friend, a teacher in Taiwan. It says,

'hundred flowers there in screens of dawn,
happen to meet the time of blossoming season ,
would like to present my humble beings add some spring flavor
to stretch a branch to the east wind with a smile.'

After reading it, I feel that it is just like my state of mind after the books' edition. It is only our beginning that we publish these three books. ShiCheng company is not seven years enough. It is also just sets off. But I think, can't we create something only because we are not mature? Yes! Won't we create better uniforms and richer culture? Yes too!

Zhao Jun
Autumn, 1999

不久前，读到一位住在美国的友人来信这样写道：记得孩提时代，我们大家传看着这样一本书《科学家谈二十一世纪》，那时，我们如此般地憧憬着美妙的二十一世纪的到来，转眼间，我们已经站在二十一世纪的大门口了……

朋友的话，当然是流露出对人生飞逝的感慨，而现在看来，任何科学家、哲人、伟人也很难对百年后的人类和世界作出确切的预见和推断，犹如中世纪文艺复兴时代对人类多个世纪所造成的翻天覆地的影响，让人类始料不及；再如以计算机为代表的科技时代给未来世界所带来的震撼，让人类社会充满着创造和变幻。原来，文化与科技是如此强有力地改变着人类和世界，改变着我们的生活。

世城是个做产品的企业，这些年来，面对欢腾而又色彩斑斓的时装苑地不动心仪，情有独钟地悄然耕耘在制服文化的土壤上，开发了数千款制服，服务于数万家企事业单位，这里我们把她瑰集成册，用科技的手段，文化的形式，呈献给广大的用户和业内同道。她是广大世城人多年的心血，亦是世城人智慧的共同结晶，我们祈望她的出版能推动或带动整个中国制服业的发展，能对年轻的中国制服业的发展有所助益或贡献。

世纪末的最后一个中秋，正值本丛书将付印之时，得身在台湾执教的朋友赠诗：

晓日曛晚百卉滋，
喜逢姹紫嫣红时。
愿将陋质添春色，
笑向东风放一枝。

读罢，甚感与编后的心境趋同，应该说这套丛书的前三册，仅仅是世城人呀呀学语的开始，如同未满七岁的世城公司一模一样。不过，我这样想，难道因为我们幼稚，还未成熟就不能创造？否！难道世城人未来创造的制服产品和文化产品不会更加美丽而又美好？我想会的。

一九九九年秋月

赵军

COMPANY BRIEF INTRODUCTION

Wuhan Shicheng Uniform Co. Ltd is under the jurisdiction of Donghu Development of New Technology Area in Wuhan, Hubei Province. It is a company of high-grade and new technology that is engaged in uniform researching, designing and production. It is the first uniform company that gets a title, Chinese Famous Brand, in China.

-----SHICHENG UNIFORMS

Our products contains six kinds, such as work clothes, school clothes, the staff's clothes, western-style clothes, mark uniforms and service trade uniforms. There are thousands of styles and materials in our sample exhibition room in order that the customers can choose their favourite. The company is taken as a fixed unit that produces clothes for labor protection. We have been supplying various high-taste uniforms to the customers with good service presale and after sale.

-----SHICHENG INDUSTRIAL AREA

The area occupies fifteen mu, among which ten thousand square meters are used for production. There are three hundred general-purpose and special equipments, including western-style clothes, shirts and uniforms production lines. Advanced technique of costume CAD is adopted in costume designing and digitizing. We can produce five hundred thousand suits of uniforms per year.

-----TELEVISION FASHION TIMES

The program is set up by Wuhan Shicheng Uniform Co. Ltd. It is the first television costume "magazine" in China. It is on show in golden time of C.C.C. (the Consultation Channel of Wuhan Cable Television) every day which can be seen by the people in Hubei Province and around. The audience reach millions of people.

The program has substantial content, including costume, material, auxiliary materials, production equipments and talents information. Wonderful three-dimensional pictures are pleasing to the eye. It makes people find everything fresh and new. From it the audience can know the latest fashion and the recent trends in market, and learn many knowledge. The clothing factories can know market informations and seize the right time while introducing their companies and products through the program.

-----COMPUTER CENTER

There are international advanced costume CAD, drawing software system and hardware disposition in the computer center. There are professional talents of costume, advertisement and artistic designing from famous colleges all over the country. In recent years, they have won many prizes in uniform designing contests in China. Therefore, our company is named the Advanced Unit of Costume CAD Application by Wuhan Committee of Science. The center has a number of informations about international fashionable styles and materials. We can supply some external service, such as costume designing and digitizing, advertising and CI plan. We can also organize training about costume CAD application, drawing and office software operation. At the same time, computer hardwares and costume CAD are on sale here.

SOLICITING ACCEDING SHOPS

In order to develop our uniform business, the company is going to solicit business agents and acceding shops in whole country. Please contact with us if you will.

Tel: (027) 82410732

82426894

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公 司 简 介

武汉世城职业服饰有限公司隶属武汉东湖新技术开发区，专业从事职业制服研究、设计、生产的高新技术企业，是国内制服业最早拥有“中国名牌”称号的企业。

世城制服：

产品有工装、校服、文员服、西服、标志服、服务行业职业服六大类。样品间备有数千种款式及四季面料供客户选择。湖北省劳动厅将世城公司列为劳保服装定点生产企业。公司以优质的售后服务为客户提供高品质的各式职业制服。

世城工业园：

工业园占地15亩，生产建筑面积1万平方米，拥有各类通、专用设备300多台套，具备西服生产线、衬衫生产线和制服生产线。服装设计、打版全部采用国际先进的CAD技术，年产各式职业服装50万套。

电视杂志《服饰博览》：

《服饰博览》系世城公司在全国独家首创的电视服装杂志。每日在武汉有线电视资讯频道黄金时段播出，此电视频道辐射湖北及周边省份，收视达千万人次。

《服饰博览》汇集了服装、面料、辅料、生产设备和人才信息，以精彩的三维图像传送全新的视觉享受，其知识性、趣味性令人耳目一新，观众从中可以欣赏服饰流行时尚、了解市场动态，学习相关知识。广大服饰厂家在推荐自己企业、产品的同时，可以把握最新市场信息和商机。

电脑设计信息中心：

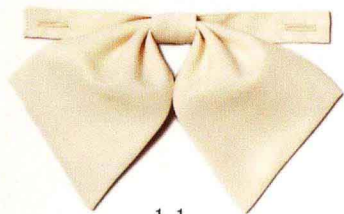
中心具备国际先进的服装CAD图形软件系统及硬件配置，拥有来自全国知名院校的服装设计、广告创意和美术专业人才。几年来，多次参加武汉、湖北及全国职业装、校服和行业制服大赛并获奖，武汉市科委授予服装CAD应用先进单位。中心精心收集储存了大量国际流行款式、流行色、服装面料等信息，可提供全社会服务并承接服装款式设计、打版、各类广告业务、CI策划、服装CAD、各类图形处理及办公软件培训，服装CAD软、硬件销售。

诚征加盟店：

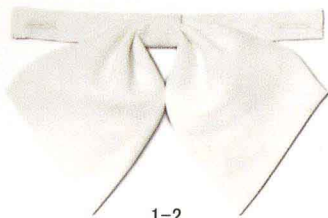
为扩大制服业务，世城公司在全国各地诚征制服业务代理及增设制服加盟店，有意者请与本公司联系。

联系电话：（027）82410732

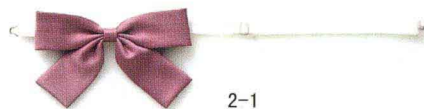
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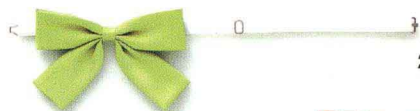
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中国文员装

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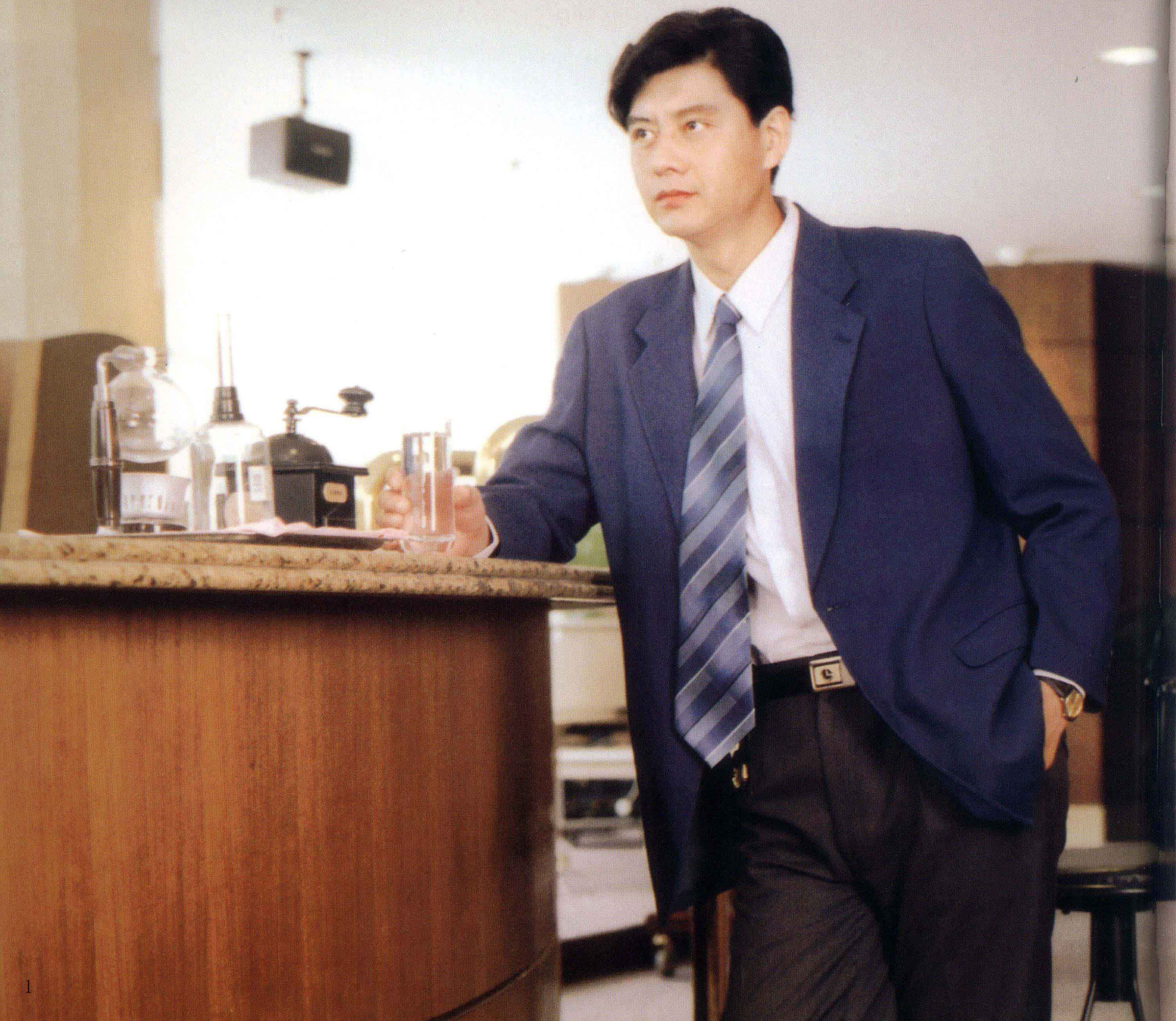
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SHI CHENG SHI CHENG



Western-style clothes 西服





Western-style clothes 西服

Western-style clothes

Succinctness and seriousness are historic extending
Refinement and boldness are eternal glamour
Changeable styles and a variety of material are seeking for modern fashion
From western culture
Having become wonderful view in the east
Western-style clothes make men handsome and noble
Make women stunning and elegant

西服

简洁 沉着 凝重是历史的演绎
雅致 稳重 刚劲是幽深的魅力
款式细部的变形 面料的多样化是营造时代新潮的追求

源自西方的文化
却是东方的奇葩
严谨与尊贵 令男士在浪漫潇洒中迸发出豁达与智慧
典雅与庄重 令女士在秀美娇柔中闪耀出自强与坚毅



Western-style clothes 西服

*Outstanding western-style clothes show
graceful bearing of devising strategies
within a command tent*

卓尔不凡的气派
展现运筹帷幄的风范