

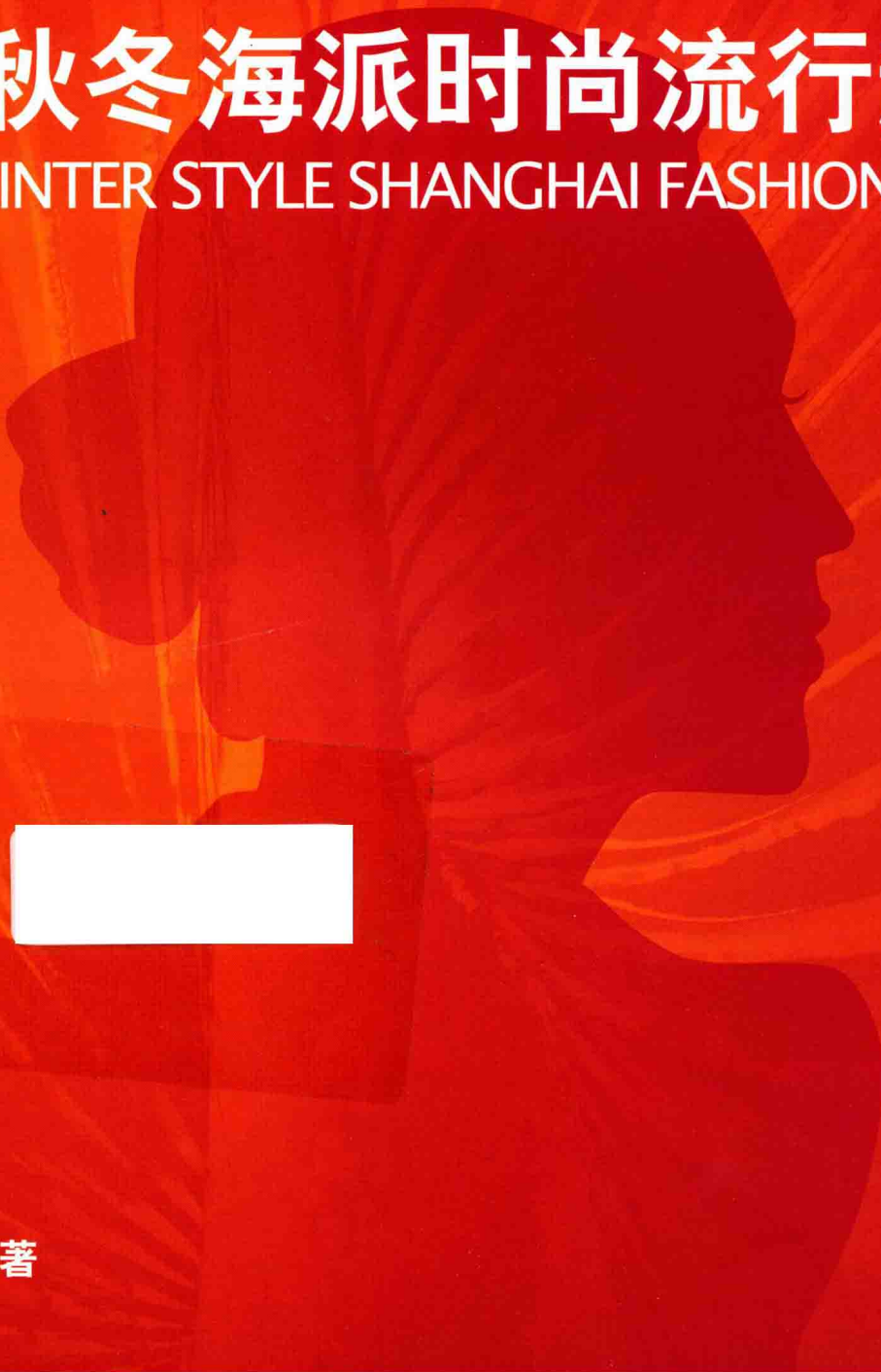
革新·生机
RENOVATION·VITALITY

海派时尚

STYLE SHANGHAI

2015/2016 秋冬海派时尚流行趋势

2015/2016 AUTUMN/WINTER STYLE SHANGHAI FASHION TREND



海派时尚流行趋势研究中心 著

东华大学出版社



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序

2015/2016秋冬海派时尚流行趋势以“革新·生机”为主题，从经典、自然、都市、未来四大艺术风格阐述了具有本土特色的流行趋势。其中，海派经典风格演绎了对传统文化的重新演绎设计与革新，海派自然风格描述了尊重自然的可持续设计的革新，海派都市风格反映了散发都市年轻正能量的创造革新，海派未来风格带来了提升生活便捷的时尚高科技革新。

《海派时尚》出版一年来，得到了国内外社会各界的广泛关注，这不仅是对研究的鼓励和支持，更是对发扬和推广本土海派时尚文化的支持。上海是联合国教科文组织创意城市网络“设计之都”，秉承“海纳百川、追求卓越、开明睿智、大气谦和”的上海城市精神，本书期待带给作者精彩的海派时尚故事与设计灵感，让海派文化成为时尚创意设计之源头。

为了生动地展现设计流行趋势，本书汇集了几十名海派时尚艺术家、设计师和品牌的作品和观点，以跨界的形式共同构成流行趋势的灵感故事。以此为基础，2015/2016秋冬海派时尚色彩、面料、男装、女装、鞋履、箱包、首饰、陈列等流行趋势将在上海设计之都公共服务平台“海派时尚”（www.style.sh.cn）中陆续刊登。

本书得到了上海市、长宁区、东华大学各级领导和社会各界的广泛支持。团队以东华大学设计学科专家为主体，汇集了艺术家、设计师、企业家、国际友人，团队成员近百名，共同迸发创意火花，数易其稿，历时半年完成。2014年初，针对本期流行趋势，特别举办了“海派时尚—创意发声”海派时尚创意大师跨界沙龙，多名嘉宾的精彩观点成为本书的创意来源。

时尚设计产业的发展动力在于时尚文化，而时尚文化的根源在于流行趋势。衷心希望《海派时尚》对打造具有海派特色的时尚产业有所贡献。

海派时尚流行趋势研究中心



海派时尚官方网站
www.style.sh.cn



海派时尚官方微信

PREFACE

The Shanghai Style Fashion Trends of 2015/2016 Autumn and Winter interpreted the fashion trend with local characteristics from the four artistic styles, i.e., classic, nature, city, future, based on the theme of "Revolution · Vitality". Among them, the classic Shanghai Style demonstrated the re-interpretation of design and innovation for the traditional culture; the natural Shanghai Style described the sustainable design innovation of the respect for the nature; the urban Shanghai Style reflected the creation and innovation expressed with the urban young positive energy; the future Shanghai Style brought the stylish high-tech innovation enhancing the convenience of the life.

It has been widely concerned by the people from different social walks at home and abroad since STYLE SHANGHAI was founded a year ago, which is not only the encouragement and support for this book but also the support for the development and promotion of the local Shanghai Style Fashion culture. Shanghai is "the city of design" of the UNESCO Creative Cities Network and it adheres to the Shanghai spirit of "be tolerant to diversity; in pursuit of excellence; be enlightened and sagacious; be humble and powerful". This book looks forward to bringing the readers with wonderful Shanghai Style Fashion stories and design inspiration to make the Shanghai Style Culture become the source of creative fashion design.

To give a more vivid demonstration of the design trend, this book collects the works and opinions of dozens of Shanghai Style Fashion artists, designers and brands to form the inspired stories of the fashion trend in the form of cross-border. The Shanghai Style Fashion colors, fabrics, men's wear, women's wear, shoes, bags, jewelry, and other fashion trend of the 2015/2016 autumn and winter will be gradually published on the public service platform of the design city of Shanghai, STYLE SHANGHAI (www.style.sh.cn).

The book has been widely supported by the leaders of Shanghai City, Changning District, Donghua University and people from all walks of the society. The main bodies of the team are the experts in the design disciplines of Donghua University with a collection of artists, designers, entrepreneurs and international friends, amounting to near 100 team members. It takes them six months to complete this book with the common burst of creative sparks and repeated revisions of the draft.

The development power of the fashion design industry is in the fashion culture and the origin of the fashion culture is rooted in the fashion trend. We sincerely hope that the STYLE SHANGHAI will make some contribution to building the creative fashion design industry with characteristics of Shanghai city.

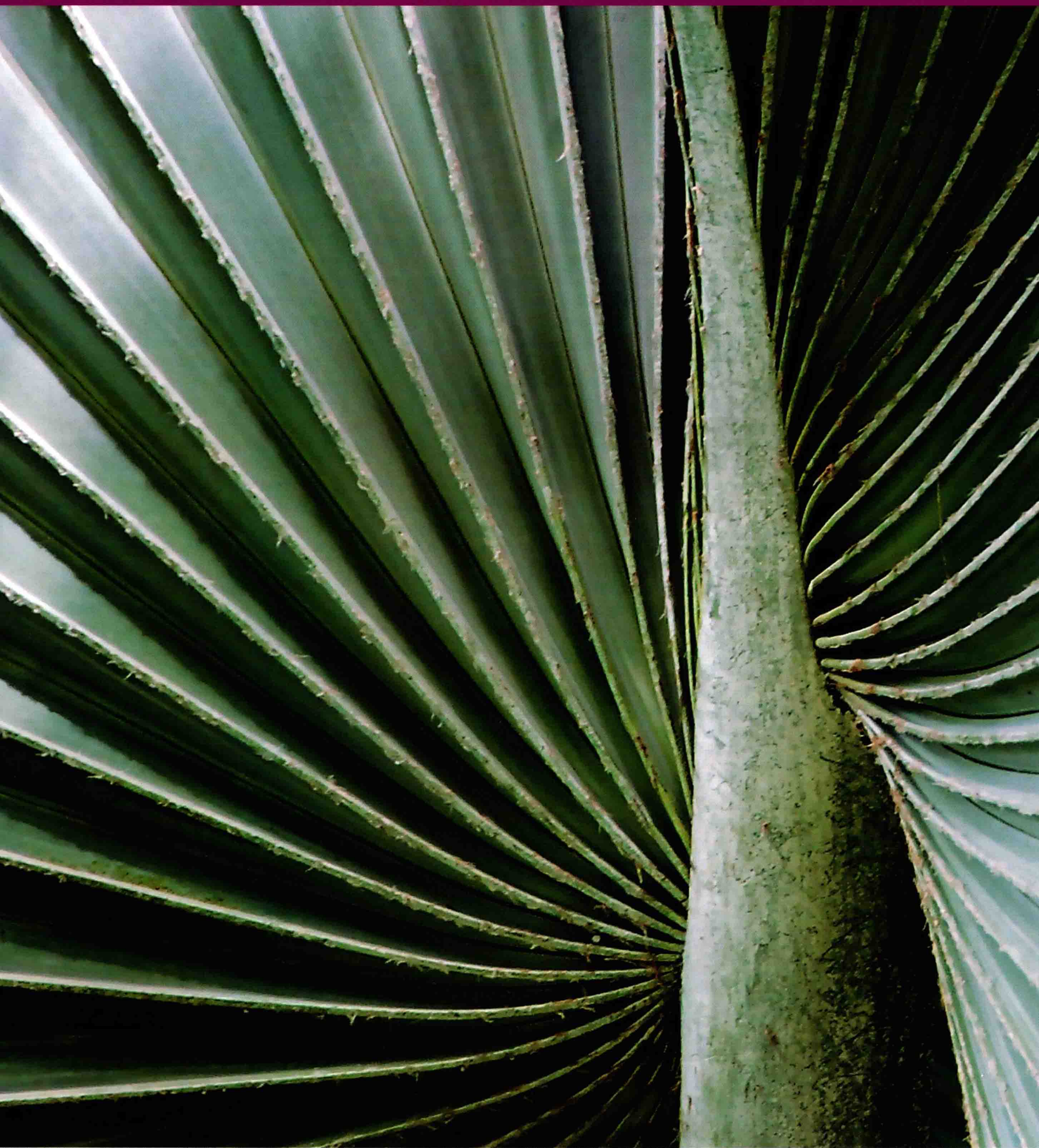
Style Shanghai Fashion Trend Research Center



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wechat code



2015/2016秋冬海派时尚流行趋势主题

2015/2016 AUTUMN/WINTER STYLE SHANGHAI FASHION TREND THEMES

革新·生机

RENOVATION·VITALITY

EXPERTS' VIEWPOINTS 专家观点



邵隆图

Shao Longtu

九木传盛品牌推进机构董事长
上海市品牌建设工作联席会议专家委员会委员
上海国际时尚联合会副会长
上海创意设计中心首席策划大师
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东华大学服装·艺术设计学院兼职教授

今天的世界，是个创意、技术、专利无限创造的时代，也是文化迅速发展更新的时代。世上本无东南西北之分，亦无一到无穷大之区别，一切皆是人为设定的标准，是不同的文化将其界定并区分。这就是创新！

上海，古属吴越，曾是远东第一时尚与金融中心，拥有深厚的近代城市文化底蕴和众多历史古迹，江南的吴越传统文化与各地移民带入的多样文化相融合，形成了特有的海派文化。上海具备海派时尚的都市基因，在建设“设计之都”的热潮下，需要充分探究海派时尚的文化基因，在发挥新时代优势的同时，更需要传承经典文化。

“上善若水，海纳百川”是上海的城市精神，海派时尚的创意源泉就是“水文化”的创新。如同没有固定形态的水，时而波澜壮阔；时而微波荡漾；亦可涓涓细流；亦可灵动清秀。海派时尚需要凭借创造力与想象力，将时尚创意包融一切。她既是东方也是西方；既是本土也是国际；既是经典也是时尚；每天都以新鲜的形态出现。

在富裕而浮躁的当下，时尚不仅意味着表面的鲜活，我们更需要传承与革新，赋予本土文化以新的内涵，也就是有我们自己文化特色的软实力。

如同海派文学的代表人物刘半农在留洋期间发明的中文文字中的“她”，海派时尚充满了女性化的阴柔，有如同母亲般开阔的胸怀、关爱与包容。

上海，不仅仅要有力度，更要有风度；

上海，不仅仅要有速度，更要有精度；

上海，不仅仅要有高度，更要有气度；

上海，不仅仅要有广度，更要有深度。

具备又嗲又彪(jia)气质的海派时尚，正成为上海城市的表情和内涵。

她的胸怀，她的教养，她的典雅，她的智慧，她的微笑。

2015/2016秋冬海派时尚流行趋势是对经典的传承，传统的再造，自然的呵护，个性的主张。这里充满了革新，充满了生机！

The world today is an infinitely creative era of ideas, technologies and patents and it is also a rapid development era of culture regeneration. There wouldn't be any differences for four cardinal points or one to the infinity in the world. Everything is artificially set to be a standard and it is defined and distinguished by the different cultures. This is innovation!

In the old times, as a part of the Wuyue Kingdom, Shanghai was the first fashion and finance center in the far east, as it has the profound modern urban culture and numerous historical monuments, integrating the traditional culture of Wuyue in the South of the Yangtze River with the diverse cultures brought by the immigrants from different places to form the unique Shanghai Style Culture. Shanghai has the urban genes for the Shanghai Style Fashion and under the booming of constructing "the city of design", and the culture genes of its fashion needs to be fully explored. Furthermore, it is more required to inherit the classic cultures while giving full play to the superiority to the new era.

"The good is like to be tolerant to diversity" is Shanghai's city spirit and the creative source of the Shanghai Style Fashion is the innovation of the "water culture". As there is no fixed form of water, sometimes it is magnificent; sometimes it is rippling; it may also be trickling, agile or delicate. The Shanghai Style Fashion needs to incorporate the fashionable originality into everything by way of the creativity and imagination. She is both in the western and eastern style; she is both in the domestic and overseas fashion; she is both in classic and stylish; she is presented with new forms and shapes every day.

In the rich and blundering times, fashion does not only mean the fresh and vivid surface, but what we need to do is the inheritance and innovation, giving new meanings to the local culture, which means that we should have the soft power of our own cultural characteristics.

Just like the "she" in the word invented by Liu Bannong, the representative of Shanghai Style Culture, when he was studying abroad, the Shanghai Style Fashion is full of the feminization of the feminine, as if mother-like open-minded, caring and tolerant.

Shanghai shall not only have the strengths but also have the demeanor;

Shanghai shall not only have the speed but also have the precision;

Shanghai shall not only have the height but also have the grace;

Shanghai shall not only have the breadth but also have the depth.

The affectedly sweet Shanghai Style Fashion with temperament is gradually becoming the city's expression and connotation.

Her mind, her upbringing, her collections, her wisdom and her smile.

The 2015/2016 autumn and winter trends of Shanghai Style Fashion is a heritage to the classic, a recycling to the tradition, a care to the nature and an assertion to the personality. Here it is full of innovation and full of vitality!

EXPERTS' VIEWPOINTS 专家观点



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文化崛起、大国梦想、单独多育……向往幸福的百姓必定盼望幸福。

物价指数、就业环境、周边军情……不太轻松的民众极欲追寻轻松。

凡此种种，或潜移默化，或激情呈现，将不可避免地成为影响社会形态变化的新因素，并将挟裹人们生活方式发生与之呼应的改变。作为创导生活方式的时尚流行趋势，必须研究新的社会变化的风向标。当这些因素波及时尚流行趋势，又将成为众望所归的融经典、自然、都市、未来于一体的物化产品。因而，新一轮海派时尚流行将以此为基点展开。

社会文化的潮涌、经济转型的大势、海派文化的特征决定了本季海派时尚充满着变化，民众对幸福指数的企盼呼唤着时尚的“革新”。“革新”带来“生机”，两者交织在一起，成为本季流行趋势的核心关键词。

本季的“革新”是有度的“新”，有度则美，无度则乱。稳中谋变、适度求新，仍是本季海派时尚主流。预测、猜想、创意，所有的“革新”将在有度的前提下展开，本季趋势是所有时尚人对“度”的准确拿捏。

本季的“生机”是“革新”带来的衍生，体现为民众对“轻松”生活方式的追求，旨在缓解源自各个层面的压力。廓型、色彩、材料、功能，甚至价格，无不显现出人们对这一趋势的希冀。

The rise of culture, dream of being a big country, separate, prolific.....People aspiring to the happiness will surely hope for the happiness;

Price index, employment environment, surrounding military informationPeople who are less relaxed are eagerly in pursuant of the relaxation.

All these, or subtle or passionate presentation, will inevitably become the new factors affecting the social morphological changes and make people's lifestyle change with them. As the fashion trends leading people's lifestyles, the new barometer of social changes must be studied. When these factors affect fashion trends, they will be the populated materialized products integrated with the classic, nature, city and the future. Thus the new generation of the Shanghai Style Fashion trend will be carried out based on it.

The social culture tide, the economic restructuring trend and the characteristics of the Shanghai Style Culture decide that this seasonal fashion is full of changes and people's hopes for happiness index call for the "innovation" in fashion. The "innovation" is to bring the "vitality" and these two words are intertwined together to be the key words of this season's fashion trends.

This season's "innovation" is an "innovation" to some extent. It will be beautiful with the extent and out of order without it. The stability and change and proper innovation are still the mainstream fashion in this season. All of the "innovations" of prediction, guess and creation will be carried out under the premise of some extent and this seasonal trend is the accurate holding of the extent made by all the fashion people.

This season's "vitality" is the derivative brought by the "innovation", which is embodied in the way that people are in pursuant of a "easy" way to live their lives aiming at alleviating the pressure from all levels. Everything from the profile shape, color, material, function, or even the price reveals that people are hoping for this trend.