

文化 CULTURE

面料 FABRIC

图形 GRAPHICS

# 海派时尚

## STYLE SHANGHAI

### 2015 春夏海派时尚流行趋势

2015 SPRING/SUMMER STYLE SHANGHAI FASHION TREND

### 灵感篇

### INSPIRATION



海派时尚流行趋势研究中心 著

东华大学出版社





# 海派时尚

Hi 上海设计之都  
公共服务平台  
认定专业平台

海派时尚  
STYLE SHANGHAI

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# 序

流行趋势植根于时代，时尚潮流溯源于文化，自“海派时尚”创刊号成功发布后，创作团队就海派时尚的文化与时代的交汇进行了追根溯源和深入探讨。透过海派电影、海派文学、海派音乐、海派戏剧……发现海派时尚的文化之源。

电影，是时尚文化重要的组成部分，是塑造精神之梦的艺术体裁，更是时尚设计师们热衷的灵感源泉。海派电影，在中国电影发展历程中有着不可替代的重要地位。自1897年于上海天华茶园电影首次传入中国，20世纪30年代风华绝伦的电影明星胡蝶、阮玲玉等的出现，到今天海纳百川的电影新纪元，都成为设计师们枝繁叶茂的灵感花园。2015年春夏海派时尚流行趋势以海派电影为主线，分别从海派经典风格、海派自然风格、海派未来风格、海派都市风格等方面进行演绎。

为了方便时尚业者按图索骥，分类检索，2015年春夏海派时尚流行趋势分为三大篇章，分别为灵感篇、服装篇和配饰篇。其中，灵感篇包括海派文化、面料、图形章节，提供海派时尚趋势设计的灵感和素材；服装篇包括海派男装和女装章节；配饰篇包括海派鞋履、箱包、帽饰、首饰等章节。

作为上海市文化创意产业扶植项目、环东华时尚创意产业服务平台的重要内容，本书的出版得到了上海市经信委、长宁区政府、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，共同迸发出创意火花，循序渐进，数易其稿，历时半年完成。

时尚，是当代人所崇尚的一种态度、一种文化、一种精神，更是一种生活方式。时尚中国梦，是中国人拥有自己的原创风格、流行趋势、创意设计，在世界时尚界有属于自己的时尚话语权。坚持原创驱动，打造海派时尚，建设美丽中国！

海派时尚流行趋势研究中心



# Preface

While changing with times, fashion trends have always been strongly influenced by social and cultural movements. Since successfully launching the first issue of “Style Shanghai”, our team have continued to trace and further study the origins of Shanghai style from different aspects including movies, literature, music, drama and etc.

Film, an important part of fashion culture, is not only what we use to make dream come true in virtual world, but also a popular resource of design inspiration. Shanghai Style movies hold an irreplaceable position in the Chinese film history. Since movie was first publicly introduced to Chinese people in Shanghai Tianhua Tea House in 1897, this industry has developed a lot from unforgettable 1930s movie stars, such as Die Hu and Lingyu Ruan, famous for their incredible beauty and talent to thousands of films of different genres, which have inspired our designers. This book will tell you many design stories behind our work with Shanghai Style movie as a main theme and other 4 subthemes, classical style, natural style, futuristic style and urban style.

For your convenience, we have tailored this book with 3 chapters, Inspiration, Apparel and Accessories. Inspiration includes articles on Shanghai style culture, fabric and graphics; Apparel is divided into men's and women's; Accessories covers footwear, bag, hat, jewelry and etc.

As a project to foster Shanghai culture and innovation industries and a main product of Greater Donghua service platform for innovation industry development, this book's publication has received a lot of support from Shanghai Municipal Commission of Economy and Information, Bureau of Changning District, Donghua University and other sectors of society. Our design team is mainly composed of experts from Donghua University, bringing together artists, designers, entrepreneurs and international friends. With almost 100 contributors' 6-month collaboration and continuous efforts, we represent you this second issue of Style Shanghai Fashion Trend.

Fashion tells about attitude, culture, spirit and way of living. Chinese fashion dreams are about having our own styles, trends, creative designs and fashion identity on world stage. In order to realize those dreams, we will persist in originality, inherit the essence from the tradition, popularize Style Shanghai fashion and build a more beautiful China!

Style Shanghai Fashion Trend Research Center



# 2015春夏海派时尚流行趋势主题

2015 SPRING/SUMMER STYLE SHANGHAI FASHION TREND THEMES

## 梦 DREAMS

电影是造梦的艺术，在国产电影走向世界的进程中，梦想的轮廓也愈加圆满。作为海派时尚独特表达的海派电影，是海派时尚设计的重要资源。在海派电影摇曳的光影中，海派时尚的脉络也愈发清晰。

Film is the art of dreaming, in the process of Chinese films stepping to the world, the outline of dream is becoming even more complete. As a unique fashion expression, Shanghai movie is an important resource for Style Shanghai fashion design. Shanghai movie swaying in light and shadow, the context of Style Shanghai is also increasingly clear.

### 海上星梦 [海派经典风格] STAR DREAMS OVER THE SEA [SHANGHAI CLASSICAL STYLE]

近代海派电影的繁荣造就了摩登生活方式的汇集，创新设计与怀旧经典相互交融。光影流动的时尚教科书蛊惑着沪上各阶层女性，她们很快成为电影所传诉的风尚追逐者和推波助澜者。

Modern Shanghai Movies created a modern lifestyle collection, innovative design and retro classics mingled. Light flowing fashion textbook charms the Shanghai women, and they soon became the movie fashion chaser.

### 优活之梦 [海派自然风格] LIVING THE DREAM [SHANGHAI NATURAL STYLE]

弄堂生活是水泥森林中的桃花源。在申城日渐国际化的今天，反映海派市井日常生活的影视剧持续风靡，也反映了当代人对慢活、乐活、优活理念的秉持。来自家庭手工式、生态环保的弄堂作品是现代都市人心中最温暖的记忆。

Alley life is paradise in concrete jungle. While Shanghai is becoming increasingly international, the movies of Shanghai daily life continues to be popular, reflecting contemporary people's persistence for slow living, lohas, and quality of life. Alley inspired handmade style from family, eco-friendly design work is the warmest memories of the modern city.

### 时空筑梦 [海派未来风格] REALISING DREAMS THROUGH SPACE [SHANGHAI FUTURISTIC STYLE]

高科技从思维、行为到审美的各个方面对人们的衣食住行产生影响。炫目的科幻大片以强烈的视觉冲击力牢牢吸引着城市年轻群体的目光。强规则几何图形、固化的符号、机械生物等是人们对未来生活的深思与肆意畅想。

High-tech is having impact on people's daily life, from thinking, behavior to the aesthetic aspects. Stunning sci-fi blockbuster with strong visual impact firmly attracted the attention of young urbanites. Strong geometry, curing symbols, mechanical and biological life are composing thinkings about the future.

### 多彩享梦 [海派都市风格] ENJOY COLORFUL DREAMS [SHANGHAI URBAN STYLE]

坚持个人理想、追求幸福与欢乐的个人价值的都市人，用个性打破思维的界限，在叛逆和玩乐中创意。多彩的感官享受，幽默、趣味和诙谐都让我们的“快乐崇拜”不停歇。

Adhere to personal dream, with pursuit of happiness and joy, individual thinkings to break the boundaries of creativity and play in the rebellion. Colorful sensuality, humor, fun and witty, makes our "Happy worship" never stop.



经典  
CLASSICAL



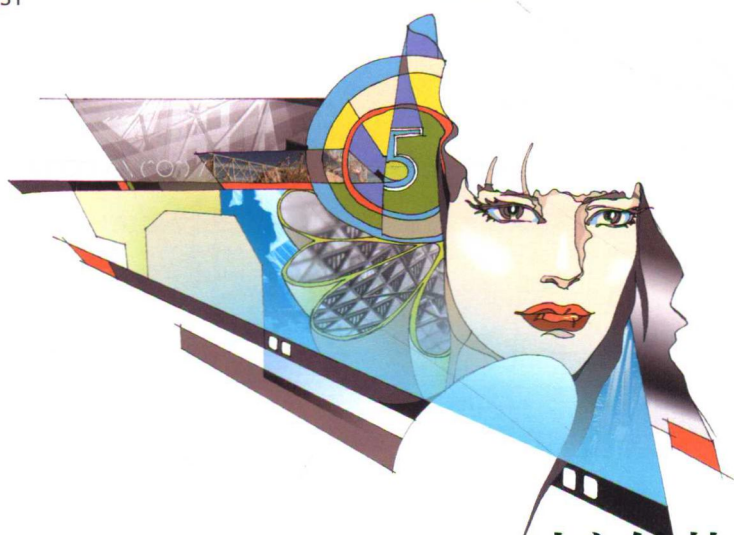
海上星梦  
STAR DREAMS OVER THE SEA  
海派经典风格  
SHANGHAI CLASSICAL STYLE

西方  
WEST



优活之梦  
LIVING THE DREAM  
海派自然风格  
SHANGHAI NATURAL STYLE

东方  
EAST



时空筑梦  
REALISING DREAMS THROUGH SPACE  
海派未来风格  
SHANGHAI FUTURISTIC STYLE

未来  
FUTURE



多彩享梦  
ENJOY COLORFUL DREAMS  
海派都市风格  
SHANGHAI URBAN STYLE





# 社会潮流背景

## SOCIAL BACKGROUND

政治 | POLITICS



时尚中国梦筑就美丽中国，反腐倡廉营造气正风清的正能量；

民生改善持续发力，活力和谐社会不断深化；

建设健康、文明、和谐的网络世界；

国际格局处于大发展与大变革时期；

各种思想文化交流、交融、交锋愈加频繁，国际环境复杂多变。

Fashion Chinese dream for beautiful China, anti-corruption brings positive energy;

Continuous efforts improve people's livelihood, vitality deepening harmonious society;

Building a healthy, civilized and harmonious online world;

The world is in a major period of great development and change;

A variety of ideas and culture, blend, clash more frequently, complex international environment.



## 经济 | ECONOMY



全球金融危机进入第 N 个年头，世界经济复苏已逐渐进入正轨；

青年失业率居高不下，贸易保护主义抬头，全球产业布局调整；

中国等新兴市场国家历经波折但持续复苏；

上海自由贸易试验区成为我国经济的“试金石”；

释放出金融改革信号，形成我国经济增长的原动力。

The global financial crisis entered the N-th year, the world economic recovery has gradually entered the track;

Youth unemployment, trade protectionism, global industrial layout adjustment;

China and other emerging market countries, with twists and turns but sustained recovery;

Shanghai Pilot Free Trade Zone becomes "litmus test" of China's economy ;

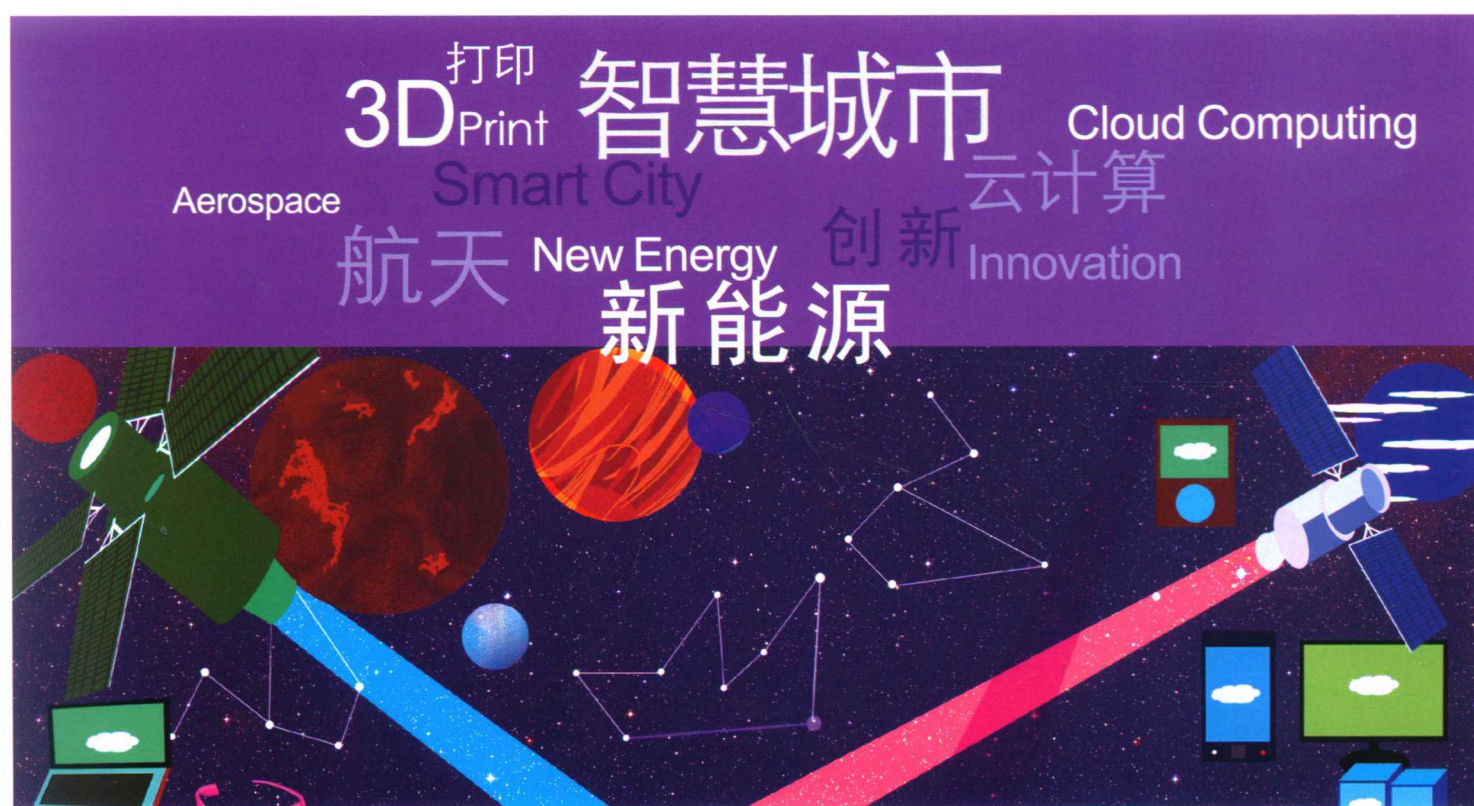
Release of financial reform signals to form the driving force behind China's economic growth.



# 社会潮流背景

## SOCIAL BACKGROUND

科技 | TECHNOLOGY



大数据时代深刻影响着时尚业；

航天筑梦、移动互联、智慧城市、云计算、3D 打印、新能源……

时尚产业以前所未有的精准度从数据中提取判断依据；

时尚可穿戴设备革新人们的衣着观念；

跨界资源整合引发“化学反应”，时尚科技与艺术碰撞创意火花。

Big Data era makes great impact on fashion industry;

Space dream, mobile Internet, smart cities, cloud computing, 3D printing, new energy .....

Fashion industry is getting unprecedented precision data for judgement;

Innovative fashion wearable devices are renewing people's dress ideas;

Cross-border integration makes "chemistry reaction", the collision of technology and art sparks creation.



## 环境 | ENVIRONMENT



我们是否已经超过环境变化的临界点？

能源枯竭、水质恶化、雾霾日频、病毒肆虐、食品安全危机……

现代化发展带来污染阵痛，环境保护博弈经济发展；

上海超过千万人口喝上优质长江水，环境友好型城市建设扎实推进；

节能减排、垃圾处理、水源地保护……

Have we exceeded the critical point of environmental changes?

Energy depletion, water quality deterioration, frequent haze, virus outbreak, food safety crisis .....

Modernization brought pollution, economic development fights with environmental protection;

Shanghai people drink high-quality water from Yangtze River, environment-friendly urban construction progresses;

Energy conservation, waste disposal, water source protection .....





# 社会潮流背景

## SOCIAL BACKGROUND

生活 | LIFESTYLE



从上海制造到上海“智”造，智慧之城闪耀时尚光芒；  
电子购物成为都市新时尚，网络化消费趋势日益明显；  
老龄化程度不断加深，老龄消费品供给不足问题进一步突出；  
上海轨道交通总里程世界城市排名第一，城市综合服务功能进一步提升。

From Made in Shanghai to Innovation in Shanghai, the smart city is dazzling with fashion;  
Electronic shopping become new urban fashion, internet consuming trends increasingly evident;  
Aging of the city further highlight the problem of inadequate supply of consumer goods for aged people;  
Shanghai urban rail total mileage ranks world No.1, the city's comprehensive service capabilities further enhanced.



## 艺术 | ART



微电影、微文学、微设计、微生活、微艺术，个人化时代已到来；  
用中国人的方式讲述中国人的故事，国产小成本电影逆袭好莱坞大制作；  
文艺创作和文化活动亮点纷呈，公共文化服务体系逐步完善；  
艺术家们探寻都市人的迷惘，寻求温馨有爱的幸福生活；  
在飞速运转的现代世界中，找寻品味艺术的慢时光。

Micro-movie, micro-literature, micro-design, micro-life, micro-art, personalized era has come;  
With the Chinese people's way to tell the story of the Chinese people, domestic small budget films reverse Hollywood big production;  
Literary artistic creation and cultural activities bright scene, public cultural service system and gradually improve;  
Artists explore the city's confusion, seeking warmth and love of a happy life;  
In the modern world of fast running, looking for artistic taste of slow time.