

箱包 BAG&SUITCASE

鞋履 FOOTWEAR

帽子、首饰及其他 HAT, JEWELRY&OTHERS

海派时尚

STYLE SHANGHAI

2015 春夏海派时尚流行趋势

2015 SPRING/SUMMER STYLE SHANGHAI FASHION TREND

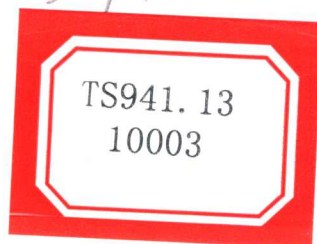
配饰篇 ACCESSORY



海派时尚流行趋势研究中心 著

东华大学出版社

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海派时尚



上海设计之都
公共服务平台
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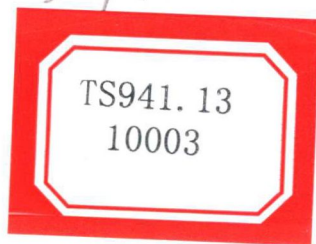
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海派时尚
STYLE SHANGHAI

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STYLE SHANGHAI

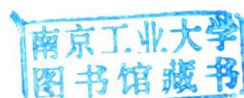
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序

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



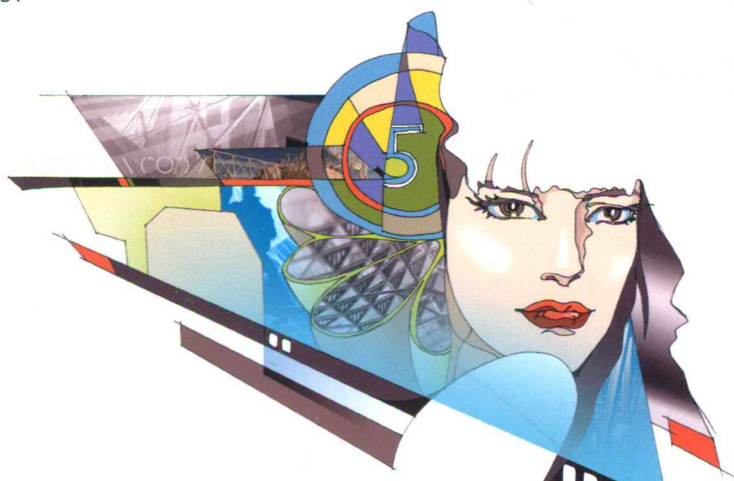
海上星梦
STAR DREAMS OVER THE SEA
海派经典风格
SHANGHAI CLASSICAL STYLE



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

西方
WEST

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

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 海派时尚
STYLE SHANGHAI

FOOTWEAR

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STAR DREAMS OVER THE SEA

优活之梦

LIVING THE DREAM

时空筑梦

REALISING DREAMS THROUGH SPACE

多彩享梦

ENJOY COLORFUL DREAMS



海上星梦

STAR DREAMS OVER THE SEA

夜上海的霓虹色彩散发着棕色的经典气息，细高跟鞋、牛津鞋、乐福鞋等的设计款式，结合各种经典花纹面料和牛皮材质，不停上演着对繁华老上海的热爱和怀旧。

Neon lights in Shanghai night exude classic feelings. Stiletto, Oxford shoes, Loafers and other design styles together with printed fabrics and leather arouse people's interests and nostalgia of old Shanghai.

FOOTWEAR

2015 SPRING/SUMMER STYLE SHANGHAI FASHION TREND

海派鞋履流行趋势

关键要素 | KEY POINTS



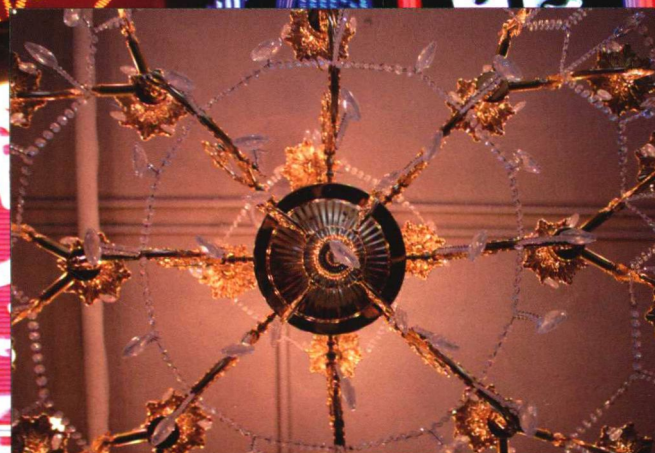
繁华时代
FLOURISHING ERA



精细品质
EXQUISITE QUALITY



新贵气质
NOBLE TEMPERAMENT



创新传统
INNOVATING TRADITIONS

青釉灰

青砖灰

杏仁黄

皮革黄

琥珀橙

酸枝红

紫檀棕

瓷瓦黑

铁艺灰

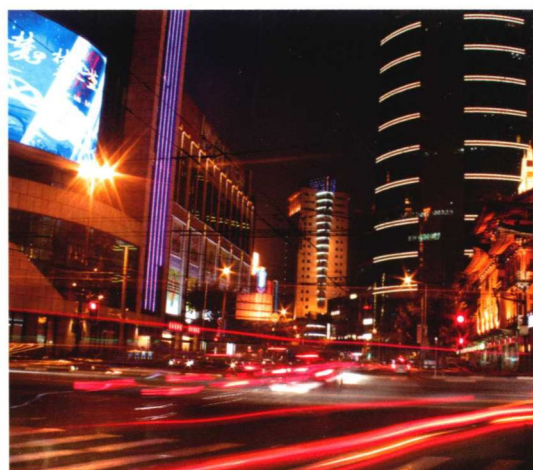
青瓷灰

海上星梦

STAR DREAMS OVER THE SEA



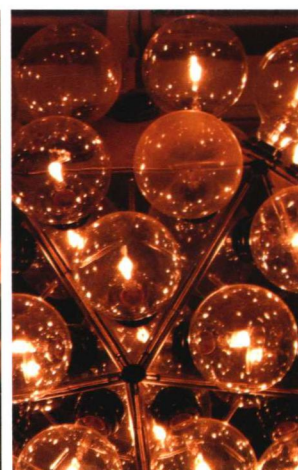
花样年华海报



静安寺夜景



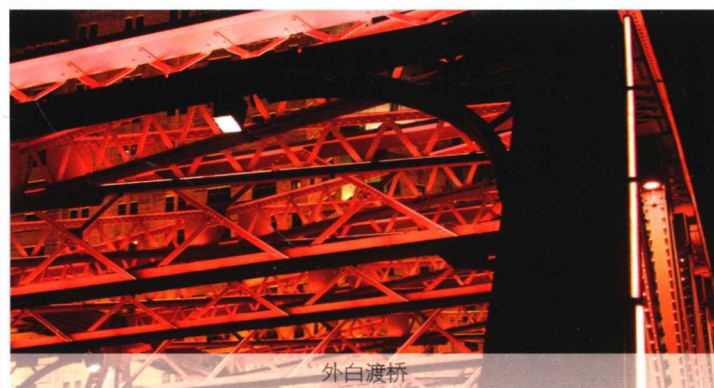
墙面装饰



气球等



老上海海报



外白渡桥



豫园老街的灯

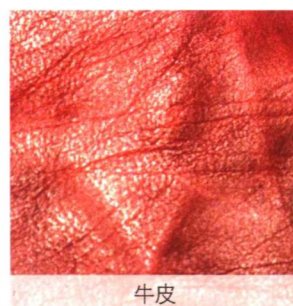
设计灵感

经典的乐福鞋和牛津鞋，在鞋面上运用了花纹面料，打破了一般传统鞋面沉闷的感觉，颜色上符合春夏比较大胆靓丽的习惯，营造出繁华经典的感觉。

We use patterned fabrics on the surface of these Classic Loafers and Oxford, breaking dullness of traditional ones. We also use bold colors for Spring/Summer collection, creating a bustling but classic feeling.



印花面料



牛皮



编织牛皮

关键要素 KEY POINTS

繁华时代 FLOURISHING ERA

铁艺灰

雷雨灰

胭脂红

麦糖黄

杏仁黄

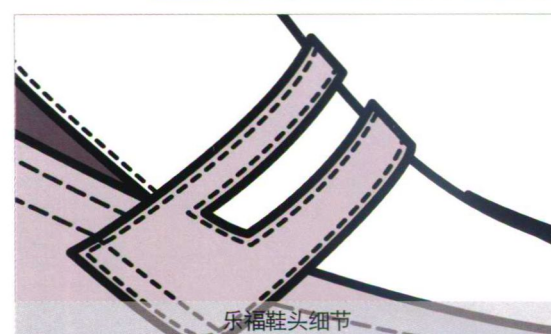


细高跟配上雾面金葱或印花鞋面，整体上体现繁华之感。

Flower printed vamp together with a foggy glitter printed stiletto makes this pair of shoes a luxury.



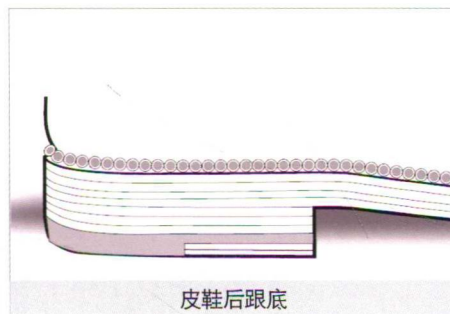
扁型打蜡鞋带



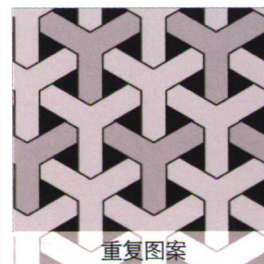
乐福鞋头细节



皮鞋绣花细节



皮鞋后跟底



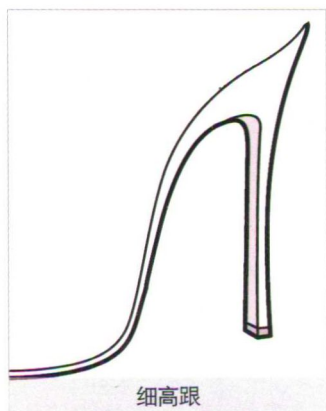
重复图案



植绒面料



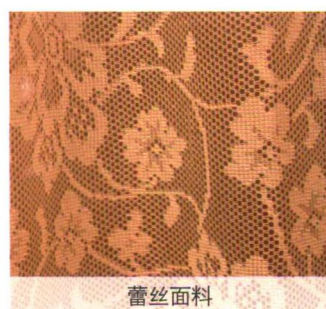
蕾丝花纹



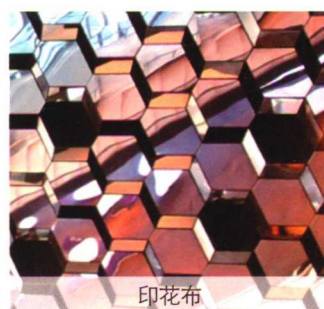
细高跟

在经典鞋型的基础上，咖啡色配合白色底的印花面料。

Sand and white brogue details dance across a classic style in the same hue.



蕾丝面料



印花布



金沙布



雾面金葱



印花面料