

• 崔荣琰 著

服装模特 展示与比赛

*Fashion Model
Showing and Competition*

上海教育出版社



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序 言

让“模特奥运”推向世界

服装穿着与体育运动同样是全人类行为，国际性服装模特比赛年年都有。怎么把地区性、国际性比赛上升到有统一规程的世界大赛？——这就是举办“模特奥运会”。想当初，上海模特美学会的崔荣琰先生在方方面面的支持下，率先大胆探索，于1990年2月推出了“服装模特比赛法”，直到现在，国外还没有。十年来，经上海、华东、国际模特服装艺术展示大赛等国内外七届次大赛实践验证，得到了海内外模特界广泛的确认，使比赛公开、公平、公正、有法可依，使结果从初级阶段的偶然性向高级阶段的必然性上升，杜绝了舞弊、无端争议以及水份掺入。

尤其是1994年9月20日至26日在中国上海举办的国际名模全项目（有团体赛、个人赛等）专业性比赛——首届国际模特服装艺术展示大赛，取得了巨大成功，被广誉为“模特奥运”。各参赛国名模、编导、领队和国际评委一致认定，由中国首创的比赛法规与服装展示理论是“科学的、合理的、完整的、成熟的”；在闭幕式上著名国际评委康·斯的可还当众宣布各参赛国的一致决议：“大赛要一届一届办下去，大赛办公室为常设机构。”作为一个有爱国心的中国人，能不为此激动、自豪吗？！仅有十几年时装模特史的中国首创的“比赛法规与展示理论”已冲出亚洲，开始同有百余年时装模特史的世界先进国家双向接轨。这是“奇迹”，只有改革开放才会有的奇迹！



Preface

Let the “Model Olympic ” Go Out to the World

Just like sports wearing garment is the behaviors of all the mankind. Every year there are international and regional Fashion Model Competitions. How to upgrade them to the world game with unified regulations? ——This is “Model Olympic Game”. In February 1990, with the supports of all circles Cui Rongyan, coming from Shanghai Model Beauty Association, initially present “Methods of Fashion Model Competition”to the public, which is considered to be very unique and blank abroad up to now. From then on, these methods have been confirmed by most of the model circles home and abroad through many practices of Shanghai, East China, and International competitions, ensuring the competition to be open, fair, and having rules to obey, with the consequences rising from contingency of primary stage to necessity of high-level stage and embezzlement and disputation being dropped away.

Especially the first International Model & Garment Art Showing Competition, a professional Whole-Item Competition of famous international models (including Team Competition, Individual Competition, etc) held in Shanghai, China from Sept.20 to 26, 1994, achieved such great success that the Competition was quickly and widely known as “Model Olympic”. Appraised and confirmed by all the famous models, directors, team-leaders and international referees from all the participating countries, the competing rules and garment showing theory initially created by China are considered unanimously “scientific, rational, complete and mature”. In the closing ceremony, famous international referee, Kang Stick denounced the common decision by all the participants, “The competition should be held session by session, with the competition office being standing institute.” ——As patriotic Chinese, aren’t we excited and proud of it? “The competition rules and showing theory” initially created by China with only a more than ten years’ history of fashion model have been rushing out of Asia and been linking with the developed countries with centuries’ history of fashion model. It is a miracle, which can only be achieved through reforming and opening outside to

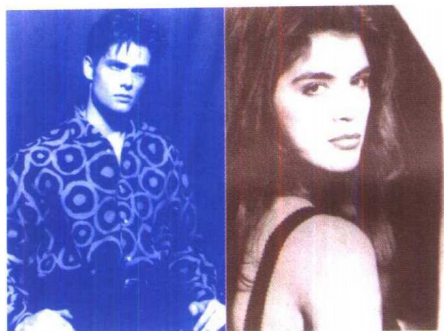


经我国时装模特表演比赛归口管理部门——中国服装协会（由纺织、轻工、外经贸、国内贸易、农业、新兴集团等国家部委联合组建）审核，同意按国际惯例执行各参赛国决议：“将大赛一届一届举办下去，成熟一届，举办一届。确认大赛办公室为常设机构”。大赛办公室1997年5月已在上海市注册备案，并主办了第二届国际模特服装艺术展示大赛，在北京、大连举办了新闻发布会和国内选拔赛，均取得圆满成功，再次享誉海内外。在北京的新闻发布会上，大赛组委会已正式提出：各行各业团结一致，抓住机遇，让中国首创的“模特奥运会”推向世界，得到与会的40家国家级新闻单位及海内外模特界的广泛认同和强烈反响。全国人大、纺织总会等领导多次指示大赛办公室负责人，要把大赛一届一届规范地办好，争取两个效益双丰收。要办出中国特色，推出中国品牌，不能误了大赛。

第三届国际模特展示大赛，美国、加拿大、我国台湾省等模特界早就提出过要申办的意见。

而人类历史上，有完备比赛规程的第一届“模特奥运会”也将在中国辉煌诞生。

这是多么令人振奋的大好局面啊！时代呼唤出的“模特奥运”主办权已被确认在中国手中，这是展示我国两个文明建设的发光点、两个效益的增长点，也是让世界了解中国的窗口，增进各国友好关系的纽带，连接世界商务市场的又一座金桥。



the world.

Examined and verified by the management department of China Fashion Model Showing Competition and China Fashion Association (organized by the State Ministries and Commissions of Textile, Light Industry, Foreign Economy and Trade, Domestic Trade, Agriculture, Xinxin Group), it has been agreed to carry out the resolutions of all the participating countries according to the common international practices that the competition should be held session by session with the competition office being standing institute (registered in Shanghai, May 1997). China has hosted successfully the Second International Model Garment Art Showing Competition, achieved great success in News-Released Conference and domestic selective trials held in Beijing, Dalian, and enjoyed high reputation home and abroad once again. At the Beijing News-released Conference, the Competition Organization Committee (COC) proposed formally that all industries and professions should unite as one and seize the opportunity to push the "Model Olympic" initially created by China to the outside world, which gained universal consensus and intense responses from 40 present state-level press units and model circles home and abroad. The leaders of National People Representative Conference and General Textile Association instruct the persons in charge of competition office that the competition should be held session by session conforming to the standards and they should make efforts to get harvest in both beneficial results. The competition should be held with Chinese own features, and Chinese brand should be pushed out in the competition and the competition should not be delayed.

The model circles of U.S, Canada and Taiwan of China had shown their intentions much earlier that they want to host the Third International Model Showing Competition.

In the history of mankind, the first "Model Olympic Game" with complete rules of competition will be born in China brilliantly.



让我们以“信誉为本、事业为重、国家利益高于一切”，团结一致，珍惜并抓住来之不易的大好机遇，尽快把“模特奥运”——国际模特服装艺术展示大赛，更好、更新、更美地推向世界，让“模特奥运”圣旗飘扬在五大洲的上空，为中华民族再铸辉煌！

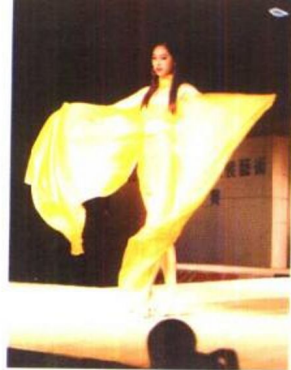
中国国际模特服装艺术展示大赛组委会
2000年12月



What a wonderful situation! The sponsoring right of “Model Olympic Game” born to the needs of the time has been confirmed in the hand of China, which is a shining point showing the “two civilization construction” in China, and a increasing point of two beneficial results. And it is also a window through which the world understands China, a tie increasing friendly relationship between countries, and another golden bridge connecting world business market.

Acting in accordance with the principle of “reputation as a foundation, cause being important, national benefits being beyond everything”, we should unit as one and cherish and seize this good opportunity to push “Model Olympic Game”——international model garment art showing competition to the world better, newer and more beautifully; We should make the holy flag of “Model Olympic Game” fly in the sky of five Continents and create glory for China once more.

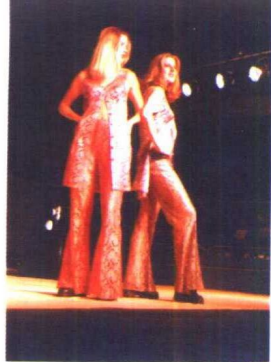
The Organization Committee of the China
International Model Garment Art Showing Competition



服装模特与展示

由美国高级手工服装设计师查理·沃斯1869年开创的时装模特展示、表演，在欧美已有一百多年历史了。1900年以后，西欧一些著名时装店相继成立了时装表演队。1908年法国巴黎高级时装店协会创始人波阿莱还率领9名模特到欧洲各国首都巡回展示，当时的时装表演没有音乐、灯光的陪衬。1914年由芝加哥服装制造业协会主办的世界上第一个大型公开时装表演在美国芝加哥新麦地那寺举行，第一次出现了“T形”展示台，一百多位模特穿着展示250件新颖的时装进行了九场展示表演，并拍成了电影。到1917年增加了电影、灯光作背景，增加了动感，服装的主题氛围效果更好了。1930年以后，伴随时代艺术思潮和服装审美观念的更新、变革，时装表演展台上被高挑身材、具有运动员风度的模特所占领，这些当时被称为“女小伙子”的模特在表演中把大师们的设计展示得淋漓尽致，给观众带来了理想的美感。自1970年后又开始使用全套舞美、灯光、高级音响，在“T形”、“工字形”开台上展示服装，一改过去那种静谧、冥思联想的气氛，灯光、音乐和服装模特展示动作浑然一体，使服装艺术效果和穿着功能充分体现。

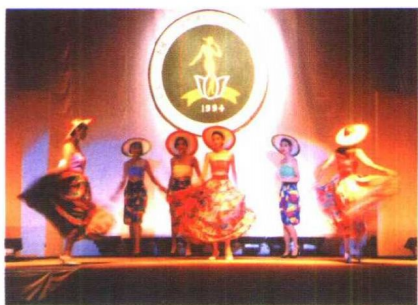
30年代的中国上海，也有过身材苗条的小姐作为服装模特出现在某些庆典活动中，但在新中国成立后的30年内，模特展示作为资本主义的典型而遭到彻底的禁止。80年代，伴随着改革开放的春风，中国向世界敞开了大门。随着纺织、服装业的



Fashion Model and Showing

Initiated by American senior hand-made fashion designer Richard Wolshe in 1869, fashion model showing and performing has a history of more than one hundred years. Since 1900, some famous European fashion stores began to form fashion-performing teams. In 1908, nine models lead by Po Alai, the founder of Senior Fashion Store Association in Paris, France, toured around the Europe to perform the fashion showing, in which there are no music and light decorating. In 1914, the first large-scale open fashion showing of the world hosted by Chicago Garment Manufacturing Association was held in New Madina Temple in Chicago, U.S., in which for the first time appears the “T shape” showing stage in the world. More than one hundred models gave nine shows in 250 novel garments and the film about it was made and played. It is until 1917 that the showing had films and lights as its background which increased moving sense and made the results of the theme’s atmosphere of garment better. Since 1930, with the renovation and changing of modern ideas about art and aesthetic sense, fashion model showing stages were occupied with tall models with athlete-like poise. These models called “guy-like girls” at that time showed the designing of masters thoroughly, which brought ideal beauty sense to the audience. Since 1970 the whole set of stagecraft, light and advanced stereo started to be put into use to show garments in “T and I shape” stage, which altered the quiet and speculative atmosphere in the past, integrated the light, music and fashion model showing and gave a full embodiment of the fashion art effect and wearing function.

In 1930s some slender girls also appeared as fashion models in some celebrations Shanghai, China. However, in the first thirty years after the establishment of new China, it was regarded as a typical case of capitalism and banned. In 1980s, with Spring breezes of reforming and opening to the world, China opened its door to the world. With the textile and garment industry developing and the people’s



发展，人民生活水平的提高，我国各地时装模特表演业相继破土萌芽，从无到有、从低水平到高水平、从国内发展到国外。自1980年11月，中国第一支“时装表演队”在上海纺织服装系统悄悄诞生后，没过几年，全国就有近百支职业时装模特队活跃在纺织、服装、商业界。各种名目的表演、比赛，此起彼伏，到处可见。因没有科学、合理、完备的比赛规程，比赛结果大起大落，经不起推敲，争吵是难免的，加之评委无据可依，不能自圆其说，水份的掺入是必然的。这些比赛无疑是初级阶段的探索，比赛结果具有相当的偶然性。1989年8月，中国第一家“模特表演艺术美学学会”在上海筹建、成立，并推出了一整套“服装模特展示与比赛规则”，被广泛应用于上海、华东、国际等服装模特大赛，均取得成功。促使服装模特表演、比赛、教育、培训纳入了科学化、理论化、专业化、规范化的轨道。1989年9月，大连率先在中国举办“国际服装节”。1990年9月，上海的中国纺织大学率先开设了全国第一个“时装模特专业”。1990年12月，中国第一版“时装模特表演艺术”像带在上海公开出版发行。1994年9月，中国第一次国际模特全项目（有团体赛、个人赛）专业性比赛——“首届国际模特服装艺术展示大赛”在上海举行，并取得巨大成功。第一次推出了适合于团体、个人、全方位、多种组合形式展示、比赛的“工字形开台”。