

中国服装设计师

吕越

人民美术出版社



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序

在我众多的学生中，吕越是很令我感到自豪的一位高才生；

在我众多的同事中，吕越也曾是我十分信赖的一位好教师；

在我众多的设计师朋友中，吕越是我一直关注和赞赏的一位优秀设计师。

我可以说是看着吕越成长、出道、成功的。今天看到她的个人作品集问世，我抑制不住内心的激动，衷心地为她高兴。我知道这个集子里不仅仅凝聚了她十几载的心血，更是一位时装设计师对事业的执着和追求；这个集子里不仅仅表现的是她深厚的技术功底和艺术才华，更可贵的是她作为年轻的中国时装设计师的神圣使命感。

吕越自幼生长于艺术世家，少女时代她就只身来到北京的中央美术学院附中求学，四年严格的基本功训练，为她后来在时装设计领域的发展打下良好的基础。1984年，她以优异的成绩考入中国艺术设计领域的最高学府——中央工艺美术学院（现清华大学美术学院）。四年后，她以优秀毕业生的资格获得留校任教。她聪颖和勤奋好学，她为人谦虚、治学严谨，是一位难得的好教师。

真正展现吕越才华的机会，是她作为一名职业时装设计师步入企业的时候。她曾先后出任“爱德康”、“富威格”等品牌的首席设计师，她注重东西方文化的交流与研究，多次走出国门，到时装业最发达的国家——法国、意大利、英国、美国考察学习，更有机会让她与欧美时装设计的同行合作，学到了西方先进的服装企业管理和品牌运作的经验，同时也使她更深刻地理解了中国文化的价值。她以一件件作品、一场场发布会向世人展现了自己的艺术才华。当然，在激烈的市场竞争中她也学到了许多知识和经验，她成熟了，她成功了，鲜花簇拥着她——

中国“十佳”时装设计师有她；

第一届中国服装设计博览会推出的“金榜设计师”有她；

1996、1997、1998，连续三年她从中国国际服装服饰博览会上捧回了“产品质量金奖”、“最佳设计奖”、“最佳展示奖”；

她当选为中国服装设计师协会艺术委员会主任委员。

吕越的作品充分体现了她的艺术追求，天才的创意，成熟的技法。

她将西方时尚与东方中国文化相结合，很好地体现了文化、艺术、时装之间的关系。她的《吉日佳期》不仅是她个人的代表作，也是中国现代服装设计作品的代表，曾先后在巴黎、纽约受到热烈欢迎。

吕越成功了，她仍是那么谦虚、恬静。她把每一次成功都当作一个新的开始，在时装艺术的道路上孜孜不倦地追求着。她说这个集子是她世纪之交的一个总结。我也希望这只是她时装设计之路的一个台阶，我衷心祝福她坚实地走向更加辉煌的颠峰。

清华大学美术学院

李当岐

2000年10月26日于北京

Introduction

Among all my students Aluna Lu Yue is the most outstanding, and she makes me proud.

Among all my colleagues, Aluna Lu Yue is the teacher I trust most.

Among my designer friends, Aluna Lu Yue is someone I have always trusted, cared about and admired.

I have virtually watched Aluna Lu Yue grow up, I have seen her begin her career and I have seen her succeed. I find it difficult to control my emotions on the publication of this album of her works - I am really happy for her. This album expresses more than the blood of her heart. It epitomizes a designer's persistence and sense of purpose. This album does more than express her profound technical skills and her artistic talent. More importantly, it displays the holy sense of mission of a young Chinese fashion designer.

Aluna Lu Yue grew up in an artistic family. As a young girl she came to Beijing, alone, to study at the affiliated secondary school of the Central Academy of Art. Four years of stringent basic training laid an excellent foundation for her future in fashion design. With outstanding marks, she passed the exam to enter the highest institution for artistic design in China, the Central School of Arts and Crafts (now Tsinghua University School of Arts) in 1984. Four years later she graduated with flying colours and was asked to stay on to teach at her alma mater.

She got her first chance to display her talent when she joined a fashion company as a professional fashion designer. She has been chief designer for *Ideal*, *Fuviger* and several other leading brands. She stresses the mixing of Eastern and Western cultures, having traveled outside China many times to study fashion in the most advanced countries in the field, such as France and Italy. She has had the opportunity to work together with colleagues in Europe and the United States and she has studied the management of advanced Western garment companies and their experience in running brand names. This has also made her appreciate the value of Chinese culture even more deeply. In her

actual work as a designer during the past few years she has boldly and organically combined creativity and practicality. East and West, contemporary and classical, international and local, realism and romanticism, simplicity and complexity, while stressing wearer comfort and satisfaction, the properties and texture of the material and paying attention to how colours are harmonized with and set off against each other. With collection after collection, fashion show after fashion show, she has demonstrated her artistic talents to the world. In the fierce competition of the market place she has gained a lot of knowledge and experience. She has matured, she has succeeded, bouquets of fresh flowers surround her.....

She is one of China's "Top Ten" fashion designers;

She was among those chosen as a "First Class Designer" at the first Chinese Designer Fair;

For three years in a row - in 1996, 1997 and 1998 - she carried home the "Gold Award for Product Quality", "Best Design Award" and "Best Show Award" at the China International Clothing and Accessories Fair;

In 1997 she was elected member of the Art Committee of The China Fashion Designers Association;

Aluna Lu Yue's collections fully display her pursuit of artistic excellence, the creativity of her talent and mature technique. She integrates Western fashion with China's Oriental culture and excellently displays the connection between culture, art and fashion design. As a work of modern Chinese fashion design, her representative collection "Festival Day" was part of "La Semaine Culturelle de la China-Paris 99". It was warmly received and a press review stated that "the red lantern from China hangs forever in French hearts".

Participating in "2000 Experience Chinese Culture in the United States—A Close Look at china", "Festival Day" was placed at the beginning of the opening ceremony and at a key moment of the closing ceremony. The press reported how her "China Red" jolted the audience and gave her thunderous applause.

Although Aluna Lu Yue has achieved success she is still as modest and

soft-spoken as ever. She takes every success as a new beginning. Diligently and never tiring she continues to pursue excellence. She says this album is a summing up at the turn of the century. I hope that it is only a stage on her road in fashion design. I sincerely hope that she will achieve even more success.

Beijing October 26, 2000

Li Dangqi

Academy of Arts & Design, Tsinghua University







7^e Arr.
RUE
DES
BOURGEOIS

BOURGEOIS

GLACES
SORBETS

BOURGEOIS



Le Salon Chapeau
à la mode de Paris
Les salons de
nosseur, de nosseur, de nosseur
MOZART
VIVALDI
TCHAIKOVSKI

11^e d'Orléans
à la mode de Paris
VIVA
LES OUS
SAGA
GLUCK
RAGHUNATH
MANET
SACRÉ
MEILLEUR DANCEUR
DE L'UNIVERS









