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**DESIGNER HISTORY  
5 YEARS**

2005



## 马克张东方系列 (2001-2005) MAKEZHANG DONGFANG XILIE

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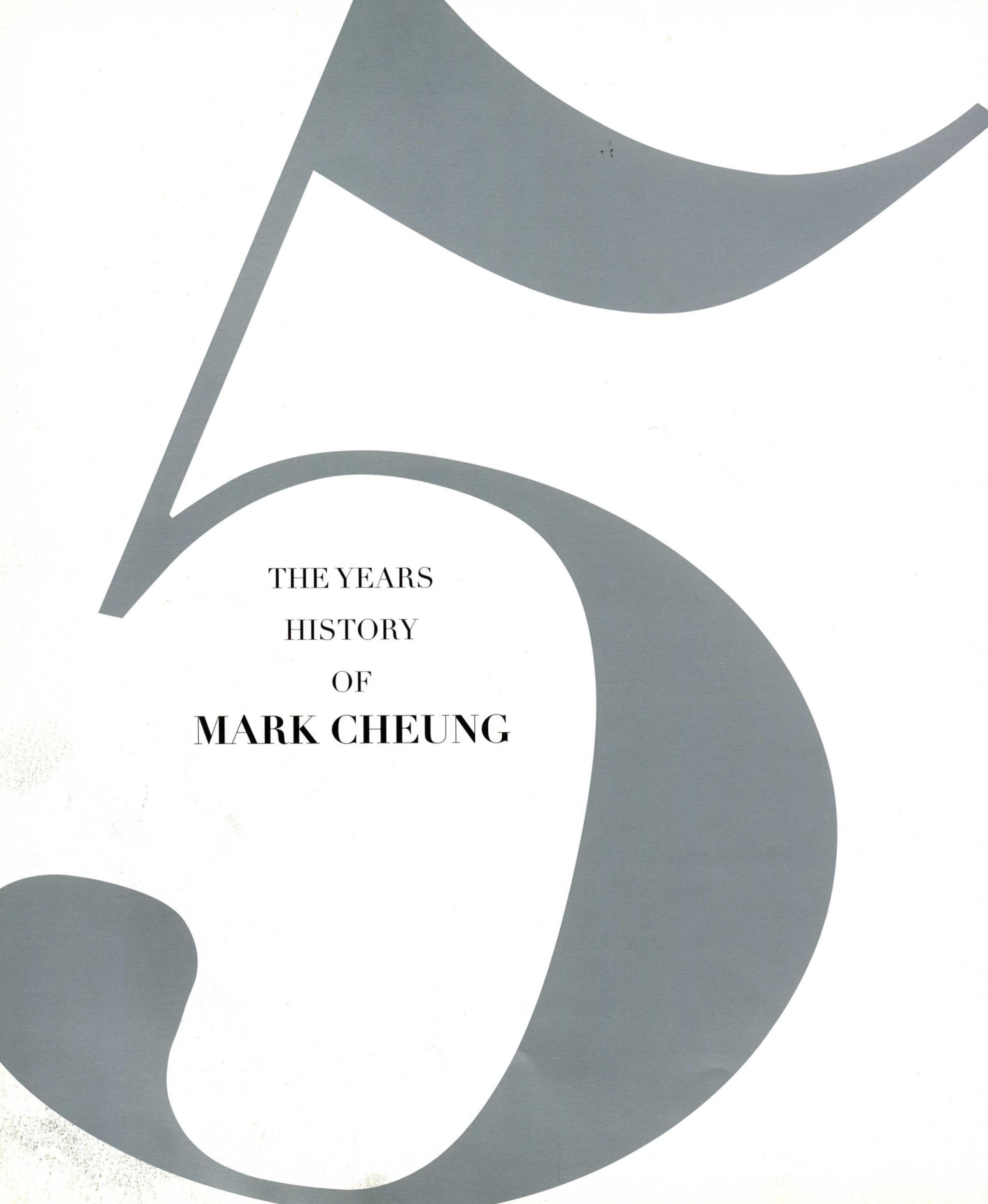
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**MARK CHEUNG**



THE YEARS  
HISTORY  
OF  
**MARK CHEUNG**



# C O N T E N T S

2005 江南高级时装发布会

2004 紫禁城高级时装发布会

2003 大漠高级时装发布会

2002 贵魅惊艳高级时装发布会

2001 东方晨彩高级时装发布会

# 2 T N E T N O C

# S T N E T N O C

2005 The South Of Yangtze River Haute Couture Fashion Show

2004 The Forbidden City Haute Couture Fashion Show

2003 The Vast Desert Haute Couture Fashion Show

2002 Glamour & Grace Haute Couture Fashion Show

2001 The Radiant Oriental Dawn Haute Couture Fashion Show

# C O N T E N T S





2005 The South Of Yangtze River Haute Coiture Fashion Show  
by MAKE CHEUNG

# A Dream-Making Master Who Redefines Fashion

Mark Cheung, Dancing with Fashion

A wisp of smoke, a piece of cloud, a few shadows of clouds; a stream of water, a bridge, a sound of scull; a pine forest, a bamboo cluster, some flying red leaves... That's the image of the region south of the Yangtze River, which has been flowing vividly in Dai Wangshu's painting, reflected in Liu Haisu's ink and breathed in Xu Zhimo's poems.

This kind of cloud and water has been inspiring and nurturing the enviable genius of the design master Mark Cheung for several decades. "Region South of the Yangtze River", a splendid and sacred flower flowing from Cheung's genius is now coming towards us gracefully. Between what is trendy and classic, luxurious and insouciant, mundane and elegance, it takes us to the world of fashion in such harmony.

When Mark Cheung walks from behind of the curtain in black, the scene of the fashion show is rapturous once more. The long applause undoubtedly demonstrates that the charismatic design master has caught the imagination of the audience. All these are a myth in the world of fashion.

Bold imaginations are carried in lines, colors and style. This time, Cheung has tried to surpass his previous creations by using lines to capture the unique beauty of the architecture in the region south of the Yangtze River. It is as if one "wears" white walls and grey tiles, and continuous eaves as sleeves. One discovers the texture of time of the old yellow wooden door in braces; there is fishnet patterns woven on small mattress, and carved patterns of window frame printed on long skirt... Black, white, blue, black, there is no contrived dressing-up at all, just allowing the beauty of southern garden to flow freely. The paintings of Matisse overturn our perspectives; similarly, Cheung's works redefine the tradition of Chinese apparel.

The bursting of "Region South of the Yangtze River" to the scene once again incorporates Chinese traditional culture with international fashion perfectly. When models walk to us in gorgeous and beautiful clothes, through layers of pleated skirts, we almost see river rippled in the wind of spring. Against the ever changeable riot of colors, the traditional blue bricks and green tiles become the unchallenged protagonist of the season. The modest and unassuming colors

command the line of vision of the audience enchantingly at this moment. The so-called alluring sound cannot be compared to the music made by stringed and woodwind instrument of the region south of the Yangtze River, which transcends geography and culture. This is undoubtedly the ultimate dream of all women. Spring goes by and autumn comes, year after year, women can age, but their dream never changes. Cheung's art once again finds the perfect realization of the dream in reality. He commands skillfully the sensation of premium attire.

## The Lonely King

Elegant, luxurious, graceful, unique

Each of the adjective above is the fatal attraction Mark Cheung gives to fashion each year. His stories have been spread faraway. His love and achievements, look and power, allure and grandeur... whenever and wherever, his appearance is always accompanied with exclamations and respect.

Cheung respects history while overturning tradition; he is reticent as well as passionate; he strives for success but stays cool... In the constant clash between Chinese and western cultures, he has gradually created his own unique label. Nobody can ignore him in the fashion world. He comes out of ordinary and becomes a symbol of luxury. His works are rated perfect. Numerous legends, images and stories center around Mark Cheung the label. His works always enchant and allure, like riddles...

## A Dream-Making Master Who Has Achieved Perfect Balance Between Market and Art

Mark Cheung is not only a name in Chinese fashion community. He has woken up dreamlike rhythm of fashion; he symbolizes boundless courage and strength. He achieves the peak of

luxury, taking people to create their own legends.

In Mark Cheung's fashion kingdom, there are Mark Fairwhale, Mark Cheung and Mark Cheung's Creation lines. They are marching forward in the market rapidly, as if being pulled by the angel of inspiration; they express the profundity and perfection of Mark Cheung, creating a perfect balance between market and art.

The boundless Hexi Corridor, with its eternal desolation and grandeur inspires Mark Cheung deeply. With religious piety, answering the call of "Desert", Cheung pours out the sceneries embedded in his heart with his brush, reproducing the culture of Western Regions and their apparels, which have been created upon the integration of Xi Xia culture and Central Plains culture. In 2002, Mark Cheung had a successful fashion show titled "Desert" at Beijing Tianqiao Theatre, introducing the effects of drama in a fashion show. The media praised it as a perfect example of the combination of premium women wear and fashion, built upon the principle of structuralism.

"The past and the future will be recurrent in future. I breathe the air of history to explore fashion of future." Mark Cheung takes his inspiration from history and imaginations. The fashion show "The Forbidden City", released in 2003, incorporated a royal spirit condensed from cultures of different dynasties in the ancient east over the history, and represented the style of the nobility. Mark Cheung, with his brush, interprets the unique style of the Forbidden City in the ancient east through colors, structure and the language of apparel.

Talking about Mark Cheung's success, he comments, "I feel I'm lucky, being given so many opportunities by so many people. I am trying my best when each opportunity comes along. I do my best, and don't care about results."

Mark Cheung has always taken his work extremely seriously. "I am totally immersed in a different world when I am working. I shut myself in my studio alone, often not uttering a word for a whole week. I associate dresses and different settings in my thoughts and try to find the perfect match. If I am interrupted, all the associations will be broken, and I will have to reorganize those messy links."

Today, Mark Cheung and his team present exciting fashion shows all over the world. The atmosphere his models create is completely different from that of other fashion labels. It is all quietness and the eyes of the audience follow the models eagerly. Whenever each series is completed, the applause is thundering. Each time before formal performance, the designers, models and staff have to complete rehearsal six hours in advance. Models' steps, music and voice over

have to be simultaneous. Make-up, hairstyle and stage lighting need to be harmonious. Thirty-minute fashion show carries the hard work of the team over three months. When Mark Cheung throws himself completely into his work, the goddess of victory always favors him.

Indeed, he has been walking tirelessly for more than 20 days on the small paths and stone plates with moss in the water villages of the region south of the River, looking for inspirations. He marveled at the heavenly place, as if it were created by gods and goddesses. He overturned and reorganized the images of the regions south of the Yangtze River at the bottom of his heart repeatedly. Nothing intoxicates him more than surpassing himself. Each fashion show seems to be Mark Cheung's elaboration of the conversation between his soul and god. What Mark Cheung brings us is not just a visual and artistic banquet; it wakes something deep in our heart, making our dreams more powerful, beautiful and splendid. We marvel at the endless creativity inherent in human beings.

In the spotless world of ink and wash, the region south of the Yangtze River is like a reserved whiteness amidst the buzz of a prosperous world; or a pure song in a complicated and abrupt melody, standing proudly on its own. With his unique, intelligent eyes, Mark Cheung discovers for us an insistence behind the softness of the region south of the Yangtze River, a passion mixed in reticence. The enchanting character mixes perfectly well with Mark Cheung's creative principle.

From "Early Rays of the East" in 2000, "Luxurious Gorgeousness" of 2001, "Desert" in 2002, "The Forbidden City" of 2003, to "Region South of the Yangtze River" of 2004, the theme of each of Cheung's show clearly narrates his humanitarianism deeply in his heart, the affinity for his hometown and the deep respect for oriental civilization.

He gets rid of all pretentiousness and returns to the essence of one's true self; he communicates with the world with his eyes, converses with art with his soul. The endless creation is bound to make him a legend in Chinese fashion history.

He overturns tradition in ordinariness, and recreates a miracle in fashion. He climbs to the peak of fashion in a poetic dreamland; the goddess of achievements throws light on him.

At this moment, apart from overturning tradition, Mark Cheung also...

This time, only Mark Cheung is at the center stage.



