

上海时装精选

SHANGHAI CHINA

THE SELECTIONS FROM SHANGHAI GARMENT



新

美

优

The Selections From Shanghai Garment

上海市服装行业协会主编



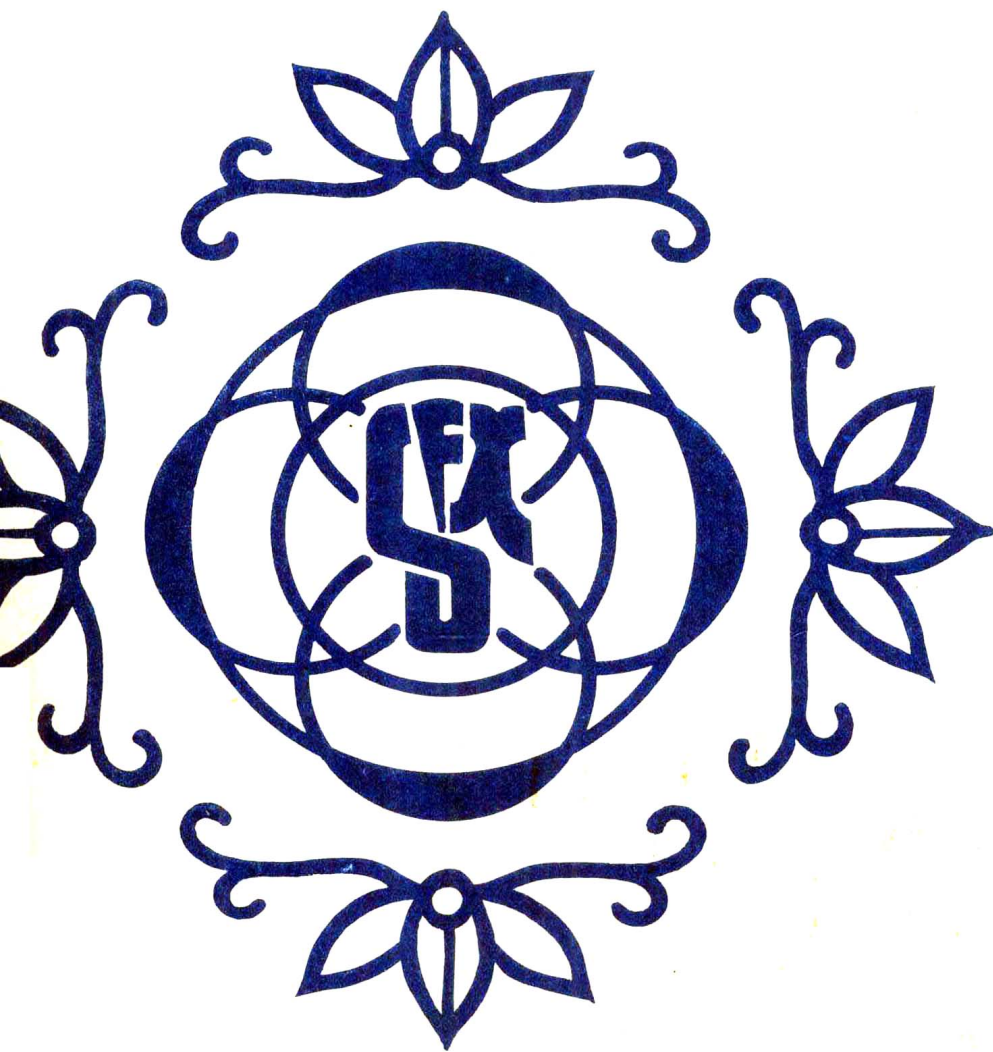
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上海时装精选

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前 言

穿在上海——这既是对上海服装的赞誉，又是对上海服装的期待。上海服装行业的广大设计人员，正在为美化上海人民穿着而努力！

上海市服装行业协会接受上海市经委、市财办、市外经贸委和市集体办的委托，组织纺织、二轻、商业、外贸、地区工业和郊县工业等六个系统所属的工厂、商店，每年举办一次服装展评会，至今已办过三届了。每届展评会都是盛况空前，仅以第三届展评会而论，参观者多达四十余万人次。展出水平一届胜过一届，服装设计年年面目一新，销售额逐年上升。展评会在引导服装新潮流、美化人民生活、满足不同层次消费者需要等方面，起到了有力的推动作用。

第三届上海市服装展评会于1988年3月在上海展览中心举办，参展单位共208家，展销产品共4,000余种，其中新款式、新面料、新花色有2,000余种。在展评期间，开展了新优美设计奖的三级评选工作，协会汇集了各参展单位选拔出来的540只作品，在评委初选基础上，评出128只，结合群众反映及展评会销售情况，进行补充调整，最后评选出1988年度十佳服装设计奖10只，一等奖10只，二等奖35只，三等奖73只。这些得奖作品，体现了设计者不同的风格，融合了国内外流行时装的精华，非但富有时代气息，而且显示着民族特色；不仅外型美观，而且穿着舒适，是艺术性和实用性的结合，成为上海服装的最大特点。

这本书是上海市第三届服装展评会所展评的时装选集。书中所选的时装112件(套)，大多是得奖的作品，不仅显示了上海时装设计的雄厚力量，而且也代表了上海服装设计的最新水平，因此，此书可以说是上海服装设计者的佳作荟萃。为了帮助读者掌握时装裁制的方法，特附裁剪图55件(套)，以供参考。

本书是在上海纺织工业专科学校、上海外语教育出版社、解放日报社以及服装行业的六个系统的支持和配合下，在较短的时间内完稿付印，协会特向上述各单位表示衷心的感谢。

上海市服装行业协会

1988年8月

Preface

It is said that “good clothing is to be found in Shanghai” — this shows praise as well as high expectations of Shanghai fashions. Designers of fashionable Shanghai clothing ever exert themselves so that the Shanghai people will become better dressed!

The Association of the Shanghai Clothing Industry, acting upon the directions of the Shanghai Municipal Economic Commission, the Shanghai Municipal Finance Office, the Shanghai Municipal Commission of International Economic Relations and Trade, and the Shanghai Municipal Collective-ownership Enterprises Office, organizes producers and distributors of the six departments of textile, second light industry, commerce, foreign trade, district industry, and industry in suburban counties to put on an annual fashion show for appraisal. To date, three such shows have been organized. Every yearly exhibition for show and appraisal is unprecedentedly splendid. Just to mention the third exhibition, viewers reached over 400,000. Standards of display reach greater heights each year, fashion designers put on a new front annually and consumption shows a definite yearly rise. The exhibition for show and appraisal is of great impetus in the trend of fashion designing, increasing beauty in the life of the people, satisfying the needs of consumers of various social strata, etc.

The Third Annual Shanghai Fashion Show and Appraisal Exhibition took place March, 1988, at the Shanghai Exhibition Centre, with 208 producers taking part, displaying 4,000 products, of which 2,000 were brand-new in style, material and design. During the period for show and appraisal, the work of choosing winners for the “new, good and beautiful” designing prizes (of three grades) was undertaken. Out of 540 products chosen from the various exhibits of attending units, 128 were selected by the Association, on the basis of initial judgment. Taking into consideration popular opinion and sales results during the period of exhibition, after supplements and adjustments, the judges finally decided on 10 winners for the year 1988 for the award of “Ten meritorious Designing”, 10 for First Prize, 35 for Second Prize, and 73 for Third Prize. These award-winners display the spirit of the fashion world at home and abroad and not only express the spirit of the times, but also display national character: they are not only beautiful to look at, but also comfortable to wear, a combination of the artistic and the practical, the greatest characteristic feature of Shanghai clothing.

This book is a collection of the fashions displayed at the Third Annual Shanghai Fashion Show and Appraisal Exhibition. Most of the 112 items in this book are award-winners, displaying not only potential in Shanghai fashion designing, but also representing new standards. Therefore, this book can be said to have collected the best of Shanghai fashion designers. Readers can refer to the drawings attached for 55 items (suits) for help in cutting and sewing.

This book was completed and printed within a rather short time with the support and collaboration of Shanghai Textile Industry School, Shanghai Foreign Language Education Press, Jiefang Daily and six departments in fashion and clothing industry, to whom the Association wishes to express its great thanks.

The Association of Shanghai Clothing Industry

1988, 8



◀ 鸳鸯套裙 十佳奖

朋街女子服装商店

设计者：宋长福

▶ 立领偏叠门茄克衫

上海时装厂

设计者：郑莉

▼ 印花富春纺衬衫

三等奖

上海第四衬衫厂

设计者：集体

▼ 毛腩横条一字叠领衫

二等奖

针织十九厂

设计者：庄雅芳



▶ 丽丽女时装 十佳奖

上海时装厂

设计者：郑莉

▼ 长驳领镶色裙套

三等奖

上海第一服装厂

设计者：蒋银妹

◀ 黑黄镶色直身裙

上海第三衬衫厂

设计者：沈秀华





◀ 男飞鹰衫 十佳奖

人立服装商店

设计者：陈宏

▼ 插肩袖系列茄克衫

十佳奖

上海第十九服装厂

设计者：陈祥彪

▶ 羊仔毛青果领男套衫

二等奖

羊毛衫一厂

设计者：沈亚明



► V式连衫裙短袖外套

勤工服装厂

设计者：任新成

◀ 花涤纶丝系列装

三等奖

鸿翔时装公司（东）

设计者：陆梅坤，李金祥，
周吉祥

▼ 珍珍衫

十佳奖

上海第五衬衫厂

设计者：黄秀凤



真丝什色三件套流行装

二等奖

第一丝绸印染厂

设计者：徐雪涛





◀ 女呢卡曲 二等奖

上海第五服装厂 设计者: 陈丁元

▶ 花横贡缎女衬衫 三等奖

海达衬衫店

设计者: 谭其康, 黄静静

▼ 八八流行大衣 二等奖

美又新时装公司 设计者: 张建越

◀ 影星衫 三等奖

时风时装公司 设计者: 郑扣荣





◀ **男轻骑茄克** 虹艺服装厂

三等奖 设计者：集体

◀ **FL 88—4**

全棉水洗布茄克衫

上海枫林服装厂 设计者：集体

▶ **PU革男茄克衫** 三等奖

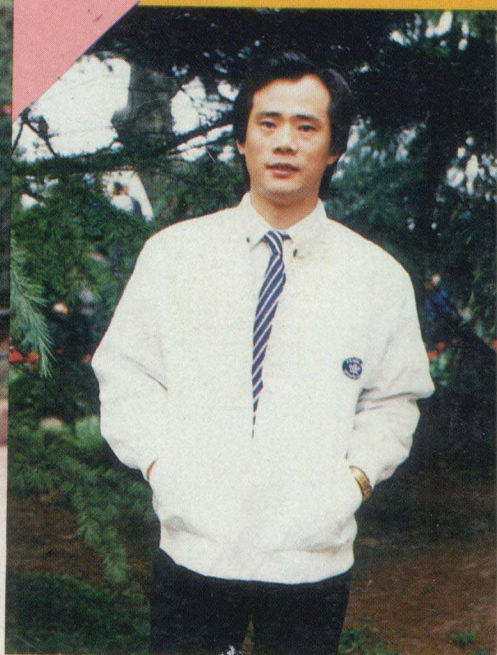
唐山服装厂

设计者：熊菊芳 严长泉

▼ **男茄克** 三等奖

上海第二十四服装厂

设计者：集体



▶ 如意嵌花中大衣 三等奖

鸿翔时装公司 (西)

设计者: 顾荣伯

▼ 缙塔克雪莲衫 二等奖

新世界时装公司

设计者: 戴祖达





▼真丝印花提花缎
二件套

三等奖

第一丝绸印染厂

设计者：阮尔光

▲缎子珠片衬衫

二等奖

上海绣衣研究所

设计者：王建平，马玉宝

▲优美衫 一等奖

万里服装商店

设计者：万里设计组

◀贡缎新潮裙

三等奖

贯一时装公司

设计者：梁翠云

▼丝光烧毛绣花裙套

一等奖

针织十一厂

设计者：技术科





宽松型呢茄克衫 佳利时装厂

设计者：杨惠崇 詹研 虞翠菊



紫红礼服

上海第十五服装厂

设计者：王映滋