

旭化成 中国大奖

ASAHI KASEI CHINESE FASHION
DESIGNER CREATIVITY AWARD



2007—2012

旭化成 中国时装设计师创意大奖

ASAHI KASEI CHINESE FASHION DESIGNER CREATIVITY AWARD

刘薇 邹游 顾怡 刘勇 刘洋 张义超 武学伟/武学凯 李小燕 施杰 计文波作品集
2007-2012 Fashion Collections of Liu Wei, Zou You, Gu Yi, Liu Yong, Liu Yang, Zhang Yichao,
Wu Xuwei/Wu Xuekai, Li Xiaoyan, Shi Jie and Ji Wenbo



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2007-2008-2009-2010-2011-2012

序 一

中国社会正在经历一次艰难的发展转型，从思想意识到生产、生活方式。面对国内生产成本的快速攀升和国际加工贸易的不断转移，保持时装业持续发展应当重视产业增长机理，即产业规模是数量和价格贡献的，产业增长是需求量和价值量决定的，而需求量和价值量提高始终依赖于产品创新和设计创新。

产品创新的驱动力是科技进步和生活方式的变化，因为科技进步一方面扩大了人们的生产和生活范围，导致对衣着的新需求，比如航空航天技术的发展催生了航天服的产生；另一方面技术进步带来了新的功能面料，催生了新的功能产品，比如防化、防辐射等功能服装。而生活方式的改变带来了新的生活内容和生活空间，也必然引发产品创新和新市场崛起，运动休闲带动了运动、休闲系列产品的开发。

产品创新是在既有产品之外不断开发新产品、创造新的市场需求，这是一个从无到有的设计过程；设计创新则是对既有产品的不断完善和提升，从而推动产业渐进式发展。设计创新就是不断满足日益提升的消费需求，是时装业最重要的创新维度，产业发展主要还是渐进式创新推动为主。设计创新主要体现在以下方面。

功能性创新 主要针对产品的可靠性和便利性，在一个全新产品出现后，首先是产品功能可靠性和使用便利性的改进。衣着产品主要依赖面料辅料功能的不断改进和技术提高，需要上游供应商的参与和技术突破，比如保暖性、透气性和清洁整理技术等。

服务性创新 是基于审美和流行文化的消费者社会需求，融入文化传承并能紧随时代潮流，以满足消费者的社会归属需求。衣着产品服务性创新的关键在于对文化传统和时尚潮流的理解与表现。

独特性创新 是基于消费者自我实现的个性化需求，目的是彰显消费者与众不同。在功能性和可靠性变得足够好之后，一件产品如何与个体消费者的特殊性联系起来（定制）？衣着多元化需求为产品个性化创新带来了广阔的市场空间。

作为一名职业设计师应当具备两方面素质：一是技术层面，包括审美基础、工艺基础、产业基础、生活基础；二是思想层面，包括设计哲学、创作理念、风格表现。作品的评价也应兼顾思想和技术两个层面，思想层面传达设计师的境界，就是我们常说的理念、主题、风格；技术层面体现设计师的技巧，包括色彩、款式、质感、工艺等。

值此“旭化成·中国大奖”五周年和《旭化成 中国大奖》出版之际，与时装业界才俊共勉。

中国服装设计师协会 名誉主席
王 庆

Preface I

Chinese society is undergoing an arduous transition for development in terms of ideology and ways of production and life. Faced with rapidly rising domestic production costs and international transfer of processing trade, with a view to the constant sustained development of fashion industry, it is necessary to pay attention to the industrial growth mechanism, i.e., volume and price contribute to industry scale, industry growth is determined by magnitude of demand and magnitude of value, and increase in magnitude of demand and magnitude of value always depends on product innovation and design innovation.

The driving force of product innovation includes scientific and technological progress and changes in lifestyle for the following reasons: On one hand, the scientific and technological progress expands people's production and life scope, and triggers new demand for clothes. For example, development of aerospace technology gives birth to space suits. On the other hand, technological progress brings about new functional fabrics and gives birth to new functional products such as anti-chemical functional suits, and anti-radiation functional suits. Moreover, changes in lifestyle bring about new life contents and living space, which inevitably lead to product innovation and the rise of new markets. Sport and leisure push forward the development of sports and leisure series.

Product innovation refers to constantly developing new products in addition to existing products and creating new market demands, which is a design process from scratch. Design innovation implies continuous improvement and upgrading of existing products so as to further the progressive development of fashion industry. Design innovation aims to continually satisfy the ever-increasing consumer demands, which is the most important innovation dimension in the fashion industry. Industry development is mainly progressively innovation-driven. Design innovation is mainly reflected at the following aspects:

Functional Innovation mainly targets at product reliability and convenience. Upon emergence of a new product, reliability of product features and ease of use must be improved. Clothing products mainly rely on continuous improvement and technology upgrading for the functions of fabrics and materials, which requires the participation and technological breakthroughs made by upstream suppliers, such as heat retention, air permeability and cleaning and finishing technology.

Service-oriented Innovation is based on consumers' social demands for aesthetics and popular culture, which integrates with cultural heritage and can keep pace with the trends of the times so as to meet consumer demand for social belonging. The key to service innovation of clothing products lies in the understanding and expression of cultural traditions and fashion trends.

Uniqueness Innovation is based on personalized consumer demand for self-realization, which aims to highlight consumers' differentiation. After functionality and reliability are good enough, how can a product link with the individual consumers' particularity (customization)? Diversified demand affords a broad market space for personalized innovation of products.

A professional designer should have the quality at two aspects: 1) Technology aspect, including aesthetic basis, craftwork base, industrial base and life basis; 2) Ideology aspect, including design philosophy, creative ideas and style expression. Evaluation of the works should also pay equal attention to ideology aspect and technology aspect. Ideology aspect conveys the designers' realm, that is, so-called concept, theme and style. Technology aspect reflects the designers' skills, including color, model, texture, crafts, etc.

At the Fifth Anniversary of ASAHI KASEI Chinese Fashion Designer Award and publication of *ASAHI KASEI Chinese Fashion Designer Award*, mutual encouragement is hereby made for all talents of fashion industry.

Wang Qing

Honorary President of China Fashion Association

序 二

以“旭化成”全程冠名赞助的“旭化成 中国时装设计师创意大奖”，从2007年10月至今经历五年时间，并成功举办十届，这是个值得纪念的日子，同时又恰逢《旭化成·中国大奖》五周年纪念刊出版，为此我们倍感高兴。这一切得益于中国国际时装周组委会、中国服装设计师协会以及东方宾利文化发展中心的大力支持和相关各位的悉心相助，借此机会，谨表谢意。

旭化成集团以“为世界人民的生命与生活做贡献”为集团理念，业务涉及“纺织·化学”“住宅·建材”“医药·医疗”和“电子”四大领域，是日本屈指可数的多元化企业。我们在全球市场积极推广业务的同时，从“健康舒适的生活”和“与环境和谐共存”的视角出发拓展业务，力争在“环保·能源”“居住·生活”和“医疗”三个领域，通过“创造全新社会价值”扩大业务规模。

据此战略，“旭化成”在中国也积极拓展各项业务。例如，为协助中国大众实现“健康舒适的生活”，我们在很多领域提供丰富的产品，包括高性能纤维、医疗器械以及食品保鲜膜“旭包鲜”。在“与环境和谐共存”方面，我们提供运用了“旭化成”独家技术的水处理膜和节能型电池材料等产品。虽然很多是大家日常看不见的，但我们的业务与中国大众的生命和生活息息相关。

“旭化成·中国大奖”旨在推动时装的高档化，同时也以培养顶级时装设计师为目标，是中国时装界与以提供高档面料为己任的“旭化成”理念的完美结合，是中国时装设计师大赛的峰会。在以往的五年中，“旭化成·中国大奖”的每一次举办都受到了中国时装界的高度关注，而且，引领中国时装业发展的十一位获奖设计师不仅在中国国内，在海外市场也获得了更为广阔的发展空间。这对于旭化成集团具有非常重大的意义。

“旭化成·中国大奖”时装发布会中所使用的“宾霸”（Bemberg）面料，是“旭化成”引以为傲的世界独家产品。“宾霸”已有80年的历史，是被欧美和日本等国的世界高级品牌认可的高级衣料。在中国，不仅作为时装的面料及里料，还作为内衣、运动衣以及睡衣的衣料而备受关注。这也得益于“旭化成·中国大奖”连续五年的举办，让更多的消费者借此知道了“宾霸”（Bemberg）。

为了今后能为中国时装业的发展做更大贡献，为社会提供全新价值，自2012年10月起，我们将赋予“旭化成·中国大奖”新的内容。期待“旭化成·中国大奖”作为中国最高级别的时装设计师峰会取得更大成绩，同时也由衷祝愿中日关系友好发展，中国的时装产业蒸蒸日上。

旭化成株式会社 董事总经理
藤原健嗣

Preface 2

"ASAHI KASEI Chinese Fashion Designer Creativity Award" with ASAHI KASEI as the title sponsor in the whole course has been successfully held for ten sessions in five years' time from October, 2007 till now. On this commemorative day, it coincides with the publication of the 5th anniversary issue of *ASAHI KASEI Chinese Fashion Designer Creativity Award*. We feel very happy about this. All of these are benefits from the great support of China Fashion Week Organizing Committee, China Fashion Association and China Bentley Culture Development Ltd. and the related helps from personnel concerned. On this occasion, we would like to show gratitude to all.

ASAHI KASEI Group always takes "Making substantial contributions to people's life and people's livelihood around the world" as the group philosophy. Its business involves four areas namely "textile chemical", "real estate & building material", "medicine & health care" and "electronics". It is one of the top diversified enterprises in Japan. We actively promote business in global market, and also expand business from the perspective of "healthy and comfortable life" and "harmonious coexistence with environment" to expand business scale through "Create brand new social value" in three areas including "environmental protection & energy source", "residence & life" and "medical care".

Based on the strategy, ASAHI KASEI also actively expands various businesses in China. For example, in order to help Chinese public live a "healthy and comfortable life", we provide rich products in many fields, including high-function fibres, medical devices and food preservative film "ASAHI Film". As far as "harmonious coexistence with environment" is concerned, we provide water treatment membrane and energy-saving battery materials and etc. in which "ASAHI KASEI" unique technology is applied. Although people can't see many of them in daily life, our businesses are closely related to the life and livelihood of Chinese public.

"ASAHI KASEI Chinese Fashion Designer Creativity Award" aims to promote the high-grade fashion, and to cultivate top fashion designers. It is the perfect combination between China fashion industry and the ideas of "ASAHI KASEI", who taking it as its responsibility to provide high-grade fabrics as well as the summit of China fashion designers' contest. Over the past five years, every session of "ASAHI KASEI Chinese Fashion Designer Creativity Award" drew high attention of China fashion industry. Besides, 11 award-winning designers who lead the development of China fashion industry enjoy more extensive space for development in both domestic and overseas market. It is of great significance for ASAHI KASEI Group as well.

The fabric "Bemberg" used in the fashion press conference of "ASAHI KASEI Chinese Fashion Designer Creativity Award" is the unique product that ASAHI KASEI regards as a pride in the world. "Bemberg" has a history of 80 years, and it is a high-grade clothing fabric recognized by the world top brands in Europe, the United States, Japan and etc. In China, it is not only used as fashion fabrics and lining, but also used as the material of underwear, sportswear and night gown, and draws much attention. Bemberg is known to more consumers through the promotion of "ASAHI KASEI Chinese Fashion Designer Creativity Award" held in five consecutive years.

In order to make greater contributions to the development of China fashion industry in the future and provide brand new value for the society, since October, 2012, we will add new elements to "ASAHI KASEI Chinese Fashion Designer Creativity Award". It is expected that "ASAHI KASEI Chinese Fashion Designer Creativity Award" will make greater achievements as the top level fashion designers' summit in China. Meanwhile, we sincerely wish that Sino-Japanese relations could enjoy friendly development, and China fashion industry could become more and more prosperous.

Fujiwara Taketsugu
Chairman of Asahi Kasei Corporation

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An Introduction to ASAHI KASEI Chinese Fashion Designer Creativity Award



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