

# 不秋草杂货铺

2022第六届“James Fabric”杯纺织服装大赛

2022 The 6th "James Fabric" Cup Textile and Apparel Competition

2023第七届“James Fabric”杯休闲装创意设计大赛（范例）

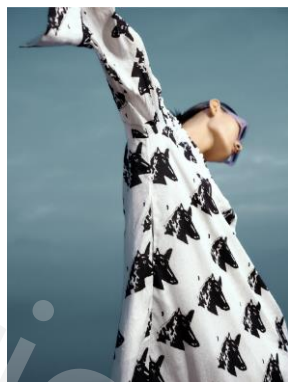
# | 对标品牌分析

BRAND ANALYSIS

## Marisfrolg

品牌介绍\INTRODUCTION

走向山水，是“寻幽探胜”，是带着一点小心翼翼的欣赏，是中国人“天人合一”的修行。从家门口的公园到城市尽头的海滩，都承载着对远方更多的想象。万物共生，天地万物同根同源，呼吁传承与创新，万物和谐共生。SUMMER 2022自由度假系列，从海边出发，打开闭塞的感官，先去海风里喘一口气。

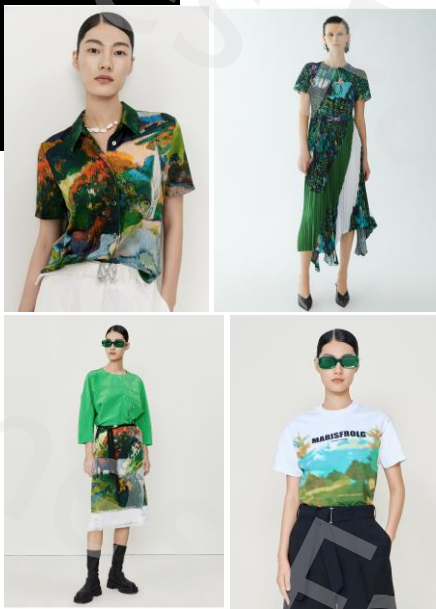


Marisfrolg夏季大片:自由度假系列

# Marisfrolg

## 设计分析/Design

自然印花



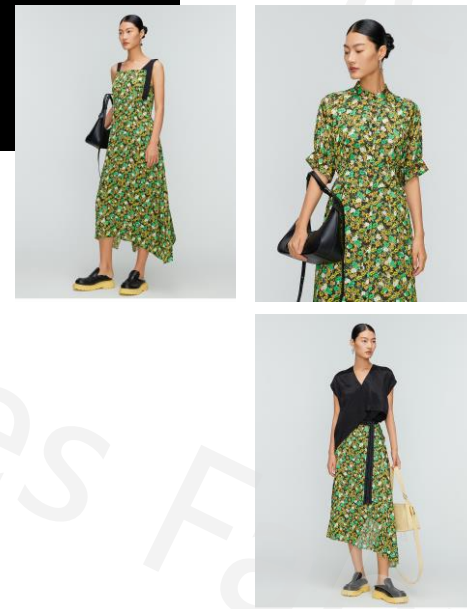
- 高更艺术作品《不列塔尼的牧人》
- 插画家JUDECHAN的艺术作品

植物花草风景



- 浪漫鸢尾
- 生机色彩

三江源印花



- 醋酸面料与天然木浆为原材料的半合纤维

# 不秋草杂货铺

(主题版)

2022第六届“James Fabric”杯纺织服装大赛

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色彩提取:

C:34 M:43 Y:59 K:0

C:39 M:57 Y:79 K:0

C:50 M:73 Y:93 K:15

C:59 M:66 Y:81 K:22

C:51 M:66 Y:83 K:18

## 主题说明:

《赋丹霞下寺竹》诗：“人天解种不秋草，欲界独为无色花。”“不秋草”即“竹”。万物皆有灵，在中国古文献记录中，有关竹子灵性较为有名的便是北魏郦道元的《水经注》里“竹王”的故事，以及广为流传的“湘妃竹”。本系列作品整体以“万物有灵”为出发点，以中国传统文化竹编技艺为中心，展开系列服装设计。“杂货铺”寓意竹编文化在人们日常生活中的普遍性。表达“万物共生”的概念。整体传达出人与天地万物同根同源，利用竹编技艺可持续发展的特性理念，呼吁传承与创新、和谐共生。让千年的竹编文化，在新世纪现代生活中也依然散发着惊叹的魅力。

The poem "Fostering Bamboo in the Temple of Danxia" reads, "The human and heavenly worlds unravel the planting of non-autumn grass, while the world of desire is the only colorless flower." "Buqiu grass" means "bamboo". In ancient Chinese literature, the most famous story about the spirituality of bamboo is the story of the "King of Bamboo" in the "Water Classic" by Daoyuan of the Northern Wei Dynasty, as well as the popular "Xiangfei Bamboo". The work as a whole takes "everything has a spirit" as the starting point, and the traditional Chinese culture of bamboo weaving as the center of the series of clothing design. The "grocery store" symbolizes the universality of bamboo weaving culture in people's daily life. It expresses the concept of "the coexistence of all things". The overall concept conveys that people and everything in the world have the same root and origin, and the sustainable characteristics of bamboo weaving skills are used to call for inheritance, innovation and harmonious coexistence. Let the thousand-year-old bamboo weaving culture still exudes amazing charm in the new century modern life.

# 不秋草杂货铺 (灵感版)

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苗族竹编



现代装置运用

编织花纹

独龙族藤编碗篋

## 灵感说明:

“木者，所以为天地之荣秀，乃其可以万变其类，不绝生机也。故其象春，合东方之灵，彼茁其青，则山河被绿。”竹子是东方文化不可或缺的元素之一，中国传统的竹编文化具有悠久历史，蕴含着中华民族劳动人民的辛勤劳作的结晶。它也作为日用品“活”在很多少数民族日常生活中。例如长江黎族的东坡笠、毛南族的花竹帽、壮族吊篮等。他们的祖先崇尚万物有灵，认为周围的一山一石、一草一木都是有灵的。

"Wood, so for the glory of heaven and earth, is that it can change its class, but also inexhaustible vitality. Therefore, its image of spring, together with the spirit of the East, he thrives on its green, the mountains and rivers are green." Bamboo is one of the indispensable elements of Eastern culture, and the traditional Chinese culture of bamboo weaving has a long history, rich in the crystallization of the hard work of the Chinese people. It also "lives" as a daily necessity in the daily lives of many ethnic minorities. For example, the Dongpo hats of the Changjiang Li people, the flower bamboo hats of the Maonan people, and the hanging baskets of the Zhuang people. Their ancestors revered the spirit of all things and believed that every mountain, rock, grass and tree around them had a spirit.

# 不秋草杂货铺 (工艺版)

2022 第六届 "James Fabric" 杯纺织服装大赛

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## ■ 竹编工序:

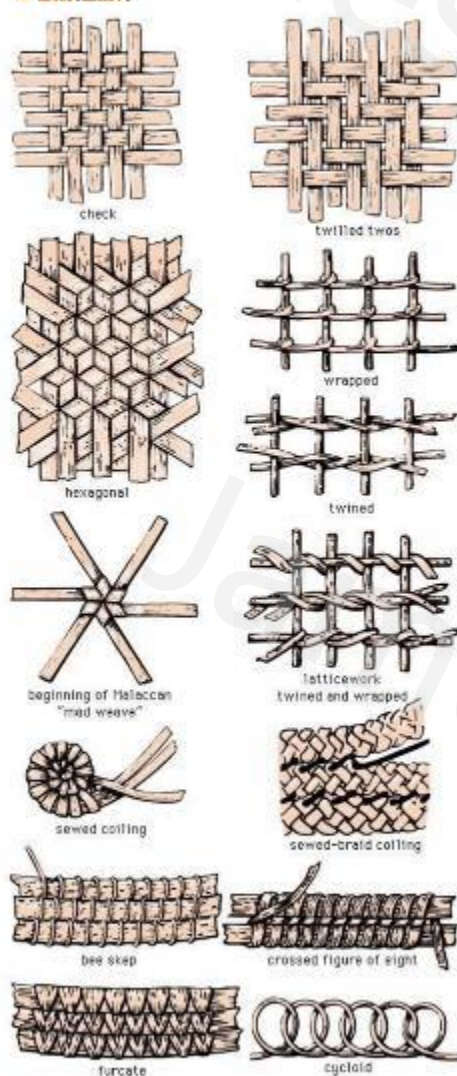


### 工艺说明:

“百指绕千丝，经纬造千画。”用来形容竹编技艺最为贴切，竹器早于陶器，传承五千年之久。它是一门技术，更是一门艺术。挑竹、片竹、编竹……竹编工艺有其柔韧之美，劲节之持，诠释竹风雅韵。水有其润，衣有其理，未必空向，而理则之相通，何尝不可相借以效用也。

"A hundred fingers wind a thousand threads, warp and weft create a thousand pictures." The most apt description of bamboo weaving techniques, bamboo ware predates ceramic ware and has been passed down for five thousand years. It is a skill, but also an art. Pick bamboo, piece of bamboo, weave bamboo ..... bamboo weaving process has its soft beauty, strong knot hold, interpretation of bamboo style and elegant charm. Wood has its own rules, clothing has its own reason, not necessarily the same, but the reason is the same. why can not borrow each other to utility.

## ■ 编织图解:



## ■ 竹编图案:



# 不秋草杂货铺

(廓形趋势)

2022第六届“James Fabric”杯纺织服装大赛

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## 流行趋势概括:

结合22/23年流行趋势来看,虽然面临着COVID-19导致的“居家办公”常态化情形,但现代都市类摩登都市装在市场上还是有很大需求,舒适耐穿且造型多变。本系列服装廓形力求符合多种场合需求,追求宽松舒适剪裁,在局部细节处以创意性竹编概念面料设计,打造简约、大气亦温暖不凡的女性气质。

本系列服装整体风格偏向于:当代休闲潮流通勤装。以功能性、创意性点缀优化都市单品。运用翻领大衣、披肩、宽肩设计、解构主义等突破常规单品刻板印象,取借涉猎者可展现精致面料,将休闲与古典融合,解构的大地色调与叠穿造型打造出利落、富有新意的系列化服装。

Combined with the 22/23 trend, although facing the normalization of 'home office' caused by COVID-19, there is still a great demand for modern urban wear of casual category in the market, and comfortable and durable is the first choice of consumers. The silhouette of this series of clothing strives to fit the needs of many occasions, the pursuit of relaxed and comfortable tailoring. In the beginning of the local details supplemented by creative bamboo concept fabric design. Create a simple, atmospheric and gentle and extraordinary femininity.

The overall style of this series of clothing is inclined to contemporary casual trendy commuter wear. With functional and creative embellishments to optimize the urban pieces. The use of lapel trench coat, shawl, wide shoulder design, deconstructionism, etc. break through the stereotype of suit. The waist-slimming hourglass shape also highlights the slender figure, blending casual and ancient charm, quiet earth tones and overlapping shapes to create a comfortable, innovative series of clothing.



# 不秋草杂货铺

(面料小样)

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## 面料创意结构图:

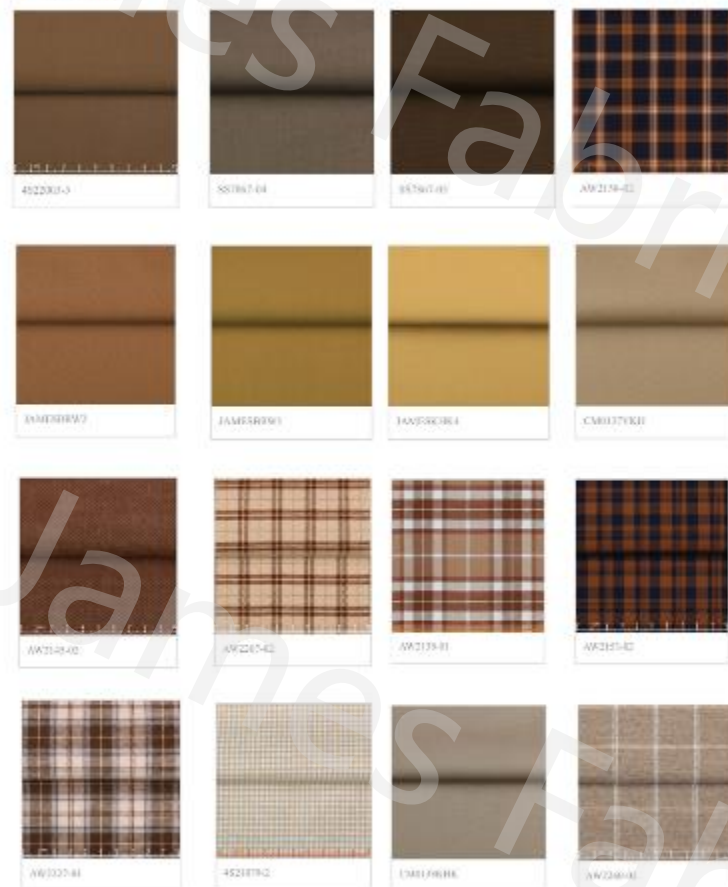


### 面料创意说明:

将传统单色面料进行切割及简单的编织，形成富有肌理的全新东风生命体面料。将面料切割并排列后，会产生不同的花纹以及镂空肌理。以此呼应竹编意象。也可以此手法对服装生产中多余的边角料进行环保再生利用，既呼应竹编设计概念也符合主题中的可持续理念。

The traditional monochromatic fabric is cut and simply woven to form a brand-new Dongfeng living fabric with rich texture. After the fabric is cut and arranged, different patterns and hollow textures will be produced. To echo the bamboo image. This method can also be used to recycle the surplus leftover materials in clothing production, which not only echoes the design concept of bamboo weaving, but also conforms to the sustainable concept in the theme.

## 面料选择:



### 面料选用:

在占姆士网站进行挑选，按计划面料编号：CMB37YKH以及编号：JAMESBRW2、编号：AW2145-02将进行大面积外套、裤、裙设计使用，面料具有立体感，适合修身版型设计。其余选择格纹面料：AW2138-01等进行内搭衣服面料设计使用，柔软亲肤，舒适合体。

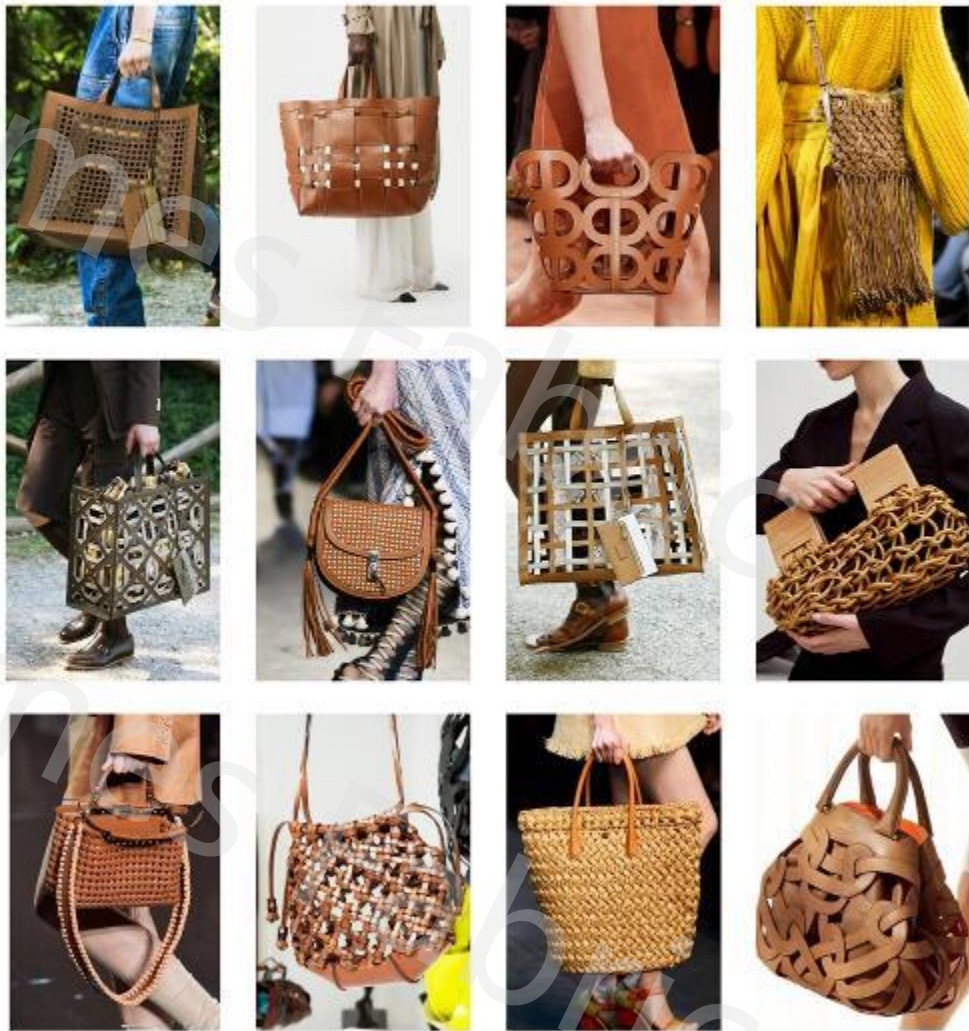
Choose from James' website. It is planned that the number of fabrics: CMB37YKH, JAMESBRW2 and AW2145-02 will be used in the design of large-area coats, skirts and pants. The fabrics have three-dimensional sense and are suitable for slim design. Other plaid fabrics: AW2138-01, etc. are selected for the design and use of inner-draped clothing fabrics, which are soft, skin-friendly and comfortable.



# 不秋草杂货铺 (配饰趋势)

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## ■ 包袋趋势:



## ■ 配饰趋势:



### 主题配饰趋势:

在配饰的设计上主要配饰在系列服装设计中起到“画龙点睛”的作用。所以在配饰的设计上主要讲手提/斜挎包、配饰、腰带等配饰的流行趋势进行分析和创新运用。在饰品搭配上也选用了呼应竹编元素的“形感”和“质感”，整体颜色采用饱和度稍低的墨绿色偏棕色系主色调搭配，运用绕线、镂空、循环等手法，配饰整体也与系列服装产生呼应效果。打造一系列符合当今流行趋势的饰品组合，以简洁有力的设计形式来诠释整体系列女装之美。

It plays a 'finishing touch' role in the design of accessories series. Therefore, the design of accessories mainly focuses on the analysis and innovative application of the fashion trends of portable/slung bags, hats, belts and other accessories. The "image" and "image" that echoes the elements of bamboo weaving are also used in the matching of accessories. The overall color is a high-grade brown color with slightly lower saturation. By means of winding, hollowing out and recycling, the accessories as a whole also have an echo effect with the series of clothing. Create a series of jewelry combinations in line with today's fashion trends. Explain the beauty of the whole series of women's clothing in a concise and powerful design form.



# 不秋草杂货铺

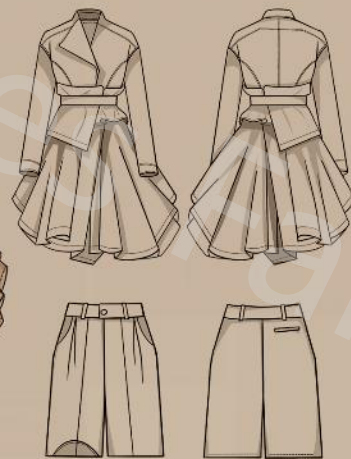
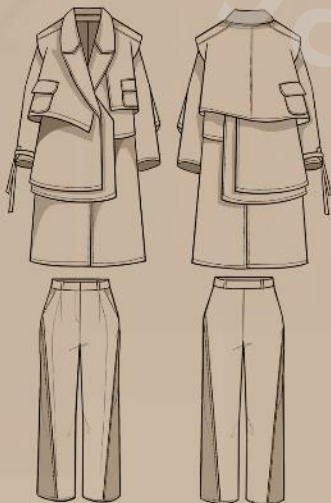
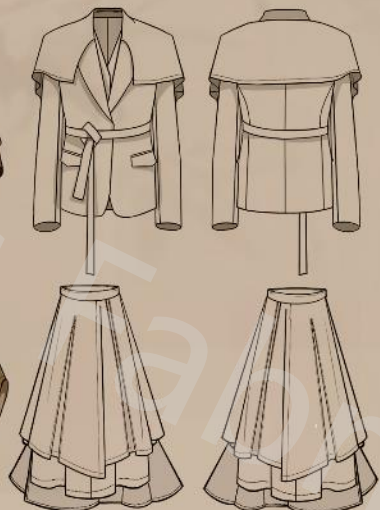
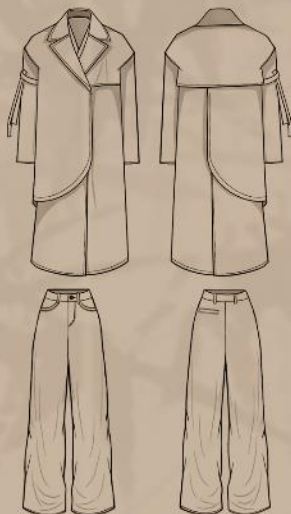
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# 不秋草杂货铺 (款式图)

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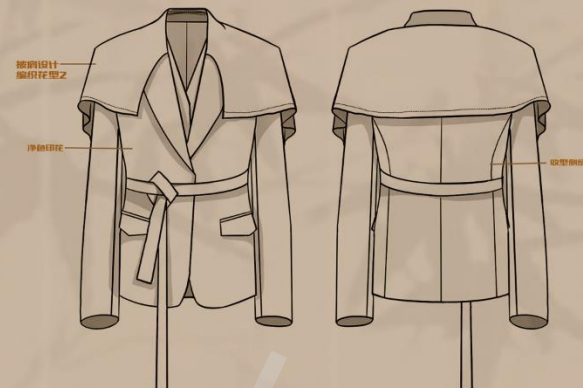




# 不秋草杂货铺 (款式图)

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设计感风衣搭配开叉直筒裤，休闲时尚。梯型外轮廓搭配创意工艺，使服装整体丰富、有趣。

Design trench coat with slit straight pants, casual and fashionable. The ladder-shaped outline is matched with creative craft, which makes the whole clothing rich and interesting.

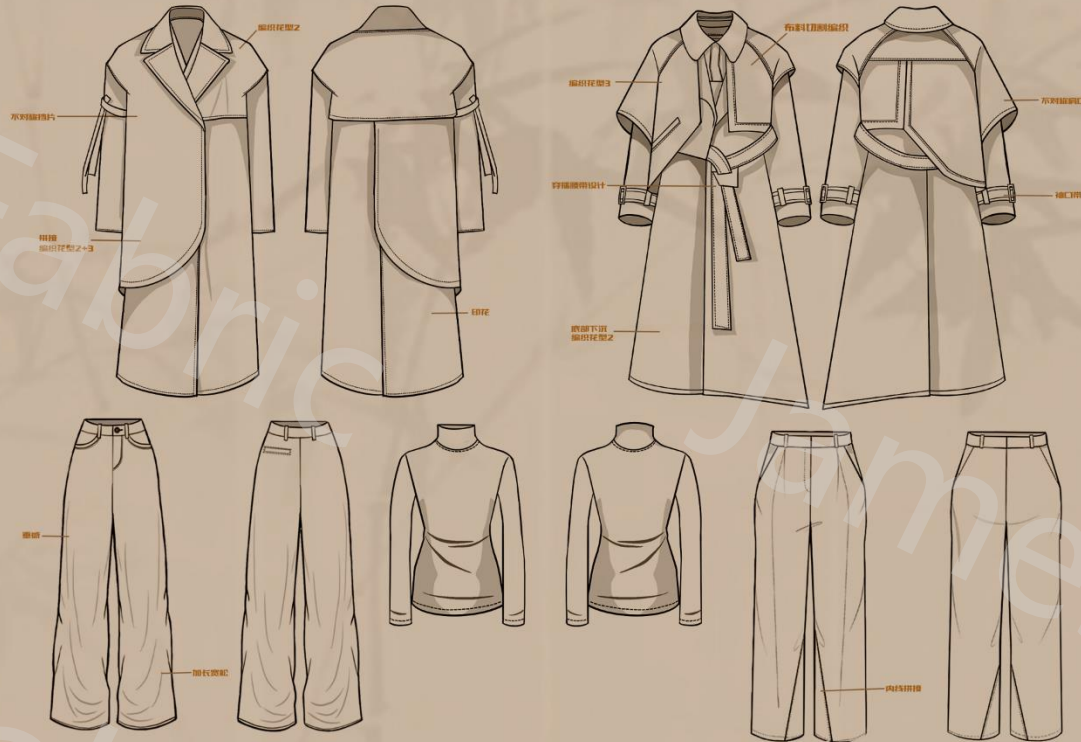
创意披肩搭配竹编元素腰带，传统与现代元素结合，使之在整系列作品中更加有灵动感。Creative shawl with bamboo belt, the combination of traditional and modern elements, makes it more dynamic in the whole series of works.

# 不秋草杂货铺

(款式图)

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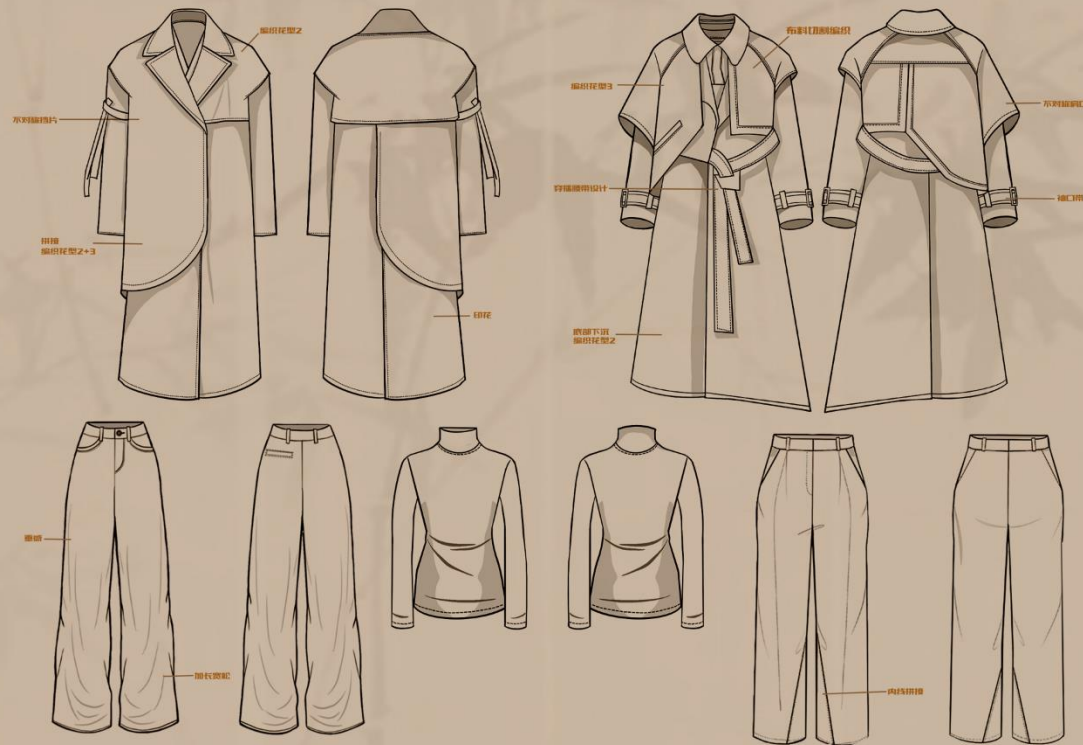
整体选择长款大衣以及加长版垂感宽松阔腿裤，简约中透露出温婉大气。  
Choose the overall long coat and the extended version of the saggy loose wide-leg pants, which reveals the gentle atmosphere in simplicity.

从下到上运用一个由深入浅的颜色渐变，局部上搭配创意编织花型，衣服层次丰富富有变化。  
From the bottom to the top, a color gradient from deep to shallow is used, and creative weaving patterns are matched locally, so that the layers of clothes are rich and varied.

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