



Broken Bridge Fashion Show – The Z Show

Overview

2019 marks the second year of the Broken Bridge Fashion Show at the Taobao Maker Festival. The Show will bring together both Chinese and international brands, as well as world-renowned independent designers, giving center stage to **Generation Z** fashion trends. For many internationally-renowned brands, this will be their first show to launch new products in China. Trendsetting Chinese designs and labels, as well as national treasure-inspired fashion products, will also make an appearance during the Show. It will consist of three main parts: Z Design, Z Lifestyle, and Z Culture.

During the Show, well-known domestic and global brands, as well as independent designers such as Li-Ning, Kappa, Chalayan, KOICHE, Chenpeng, Particle Fever and Banxiaoxue, will showcase their latest designs to Chinese consumers, particularly Generation Z. They will also launch new products, some of which will be Broken Bridge Fashion Show limited editions.

Chapter 1 - Z Design - Reviving the classics in the city of Hangzhou

1. **Chalayan**

- **Highlights:** World-renowned designer debuts special editions of its Neon Collection.
- **Description:** Avant-garde designer Hussein Chalayan, deemed the “godfather of minimalism”, is best known for his disruptive fashion shows and structuralist aesthetics.
- **Debut:** Global debut of two special editions from his Neon Collection. New designs from London Fashion Week will also be unveiled to Chinese audiences for the first time.

2. **KOICHE**

- **Highlights:** French brand planning its China entry. It will customize two sets of limited editions for the Show.
- **Description:** Established in Paris in 2015 by former LVMH designer Christelle Kocher, its designs blur the lines between fashion expertise, street culture and contemporary arts. The brand has collaborated with multiple Chinese street culture icons, such as Hip-Hop artist Vava.
- **Debut:** Global launch of its new collection; Two sets of limited editions customized for the Show.

3. **BANXIAOXUE**

- **Highlights:** This [Tmall “China Cool” brand](#) will debut its “Woolmark” capsule collection.
- **Description:** This avant-garde Chinese designer is no stranger to Paris Fashion Week. In 2012, he won the International Woolmark Prize China Regional Award.
- **Debut:** World premiere of the Woolmark* BAN XIAOXUE capsule collection.

4. **FFIXED STUDIO**

- **Highlights:** The brand will launch special editions for the Show.
- **Description:** Founded in 2010 by designers Fiona Lau and Kain Picken, they work between Hong Kong and Shanghai and seek inspiration from the clash of cultures.
- **Debut:** Global debut of their special editions during the Show.

5. **CHEN PENG**

- **Highlights:** The “China Cool” brand which was featured during the New York Fashion Week and has collaborated with [Li-Ning](#).
- **Description:** The signature design of this avant-garde Chinese designer Chen Peng – the oversized and colourful puffer jacket – gained massive popularity among Hollywood celebrities, including Lady Gaga and Rihanna. Chenpeng is one of the “China Cool” brands chosen to take part in the [New York Fashion Week through Alibaba](#).
- **Debut:** The Himalayas collection, launched during the New York Fashion Week in February, will make its debut in China.

6. **Burberry**

- **Highlights:** Top global brand will launch special edition during the Show.
- **Description:** This luxury brand offers classic English styles. It converges tradition and modern elements into its designs. The brand opened its [Tmall flagship store](#) in 2014, as one of the first international luxury labels to operate on a third-party e-commerce platform.
- **Debut:** The brand’s collection, which debuted during London Fashion Week in February, will make its first appearance in China. It will also bring special editions made specifically for the Show.

Chapter 2 — Z Life - Creativity the West Lake way

1. **Particle Fever**

- **Highlights:** Sportswear label; Chinese brand; Tmall merchant; participated in New York Fashion Week through Tmall.
- **Description:** An emerging sports brand that is starting to grab global attention. It combines technology, fashion and art in its design, transforming creative ideas into fun lifestyles. The three founders all have interesting backgrounds: One is a Harvard Law School and Peking University graduate with a passion for cross-disciplinary art and sports; another graduated from New York Parson School of Design, and whose works were worn by Lady Gaga multiple times; the third is a Simon Fraser University MBA graduate who used to work as the Director of Operations at GlossyBox China.
- **Debut:** Debuted its New York Fashion Week Collection in February and a global debut of its exclusive products for the Show.

2. **AT-ONE-MENT (Wanbing Huang)**

- **Highlights:** Another “China Cool” brand will present special editions for the Show.
- **Description:** Emerging Chinese designer who graduated from Central Saint Martins, London and Bunka Fashion College, Tokyo. Her work has been covered by well-known domestic and foreign media, such as Vogue, BoF, W Magazine, Harper’s Bazaar and i-D. She has also worked with Nike to launch a global collection and exhibited her fashion and art installation at both the LVMH headquarters and The Times art museum in Beijing.
- **Debut:** Global debut of two exclusive designs for the Show.

3. **KAPPA**

- **Highlights: A representative of the return of millennium fashion, its signature monogram sweatpants are a highly sought-after item among Generation Z consumers.**
- **Description:** Sportswear brand founded in Italy. The “OMINI” logo, launched in 1969 (the image of two people leaning back-to-back against each other), has been well-known globally for the past five decades. It not only demonstrates the brand’s characteristic passion and wildness, but has also become a unique symbol of street culture. KAPPA joined Tmall in 2008.
- **Debut:** Global launch of collaboration collections with several independent designers.

4. **Life’s A Beach (LAB)**

- **Highlights: Features Generation Z skateboard culture. It will debut new products for the Show.**
- **Description:** This is the second line of the famous skateboard label PALACE, and is one of the most recognized brands among the surfing, skating and motorcycling community. Its design embodies spontaneous and liberating DIY creativities, as well as in-your-face colour graphics.
- **Debut:** Three exclusive editions.

5. **Li-Ning**

- **Highlights: Another “China Cool” brand works closely with Tmall. It put on a runway show during New York Fashion Week and collaborated with Chen Peng.**
- **Description:** An ambitious Chinese sportswear brand with a new brand image. The Li-Ning Tmall flagship focuses on sportswear, while the Li-Ning China Tmall flagship sells the brand’s latest streetwear items, which has helped the brand expand into mid-to high-end consumer markets. Li-Ning collaborated with Chen Peng to bring crossover designs for Li-Ning’s COUNTERFLOW collection is a product line which was jointly designed with during [New York Fashion Week](#). A close partner of Tmall, Li-Ning has captured the hearts of the younger generation as a stylish fashion icon.

Chapter 3 — Z Culture - A stunning glimpse of national treasures

1. **West Lake: Designed by Mary Ma Yanli**

The works of famous model and designer Mary Yanli Ma were inspired by the scenery of the West Lake. They include elements such as clouds, bamboo, Longjing tea and sunrays after snowfalls. She also applies the architectural features of West Lake’s bridges and the Leifeng Pagoda, thereby embodying the elegant landscape of the lake in her modern classical-style designs.

2. **The Great Wall: Co-designed by HAART and Qilin Guo**

This brand embodies the Great Wall in functional apparel named after various of its parts. The Great Wall is presented as being rebuilt through various combinations of garments.

3. **Terracotta Warriors: Co-designed by QZ Shen and Qilin Guo**

This collaboration was inspired by an image of the Terracotta Army and ancient Chinese soldiers. It integrates armour elements into modern fashion design and uses the primary colours of the Qin Emperor’s imperial robe: black, red and gold.

4. **Dunhuang: Co-designed by Miss Curiosity and Rayza**

Dunhuang Apsara wall art portrays the life and aesthetic of ancient Chinese culture. It captures the passage of time, the essence of civilization and the exploration of the unknown. It reflects the collision between tradition and modernity, the encounter of the past and present, the linkage between the East and West and the harmony and clash of colour and materials.

5. **Rocket: Co-designed by BAIXIJU and Yuqi Zhang**

Inspired by sci-fi elements used in vintage movies from the 1960s and 70s, the brand presents a humorous depiction of space exploration. It has a contemporary aesthetic appeal and incorporates a fresh interpretation of “girl power”, which it illustrates in the BAIXIJU universe.

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