

BAN XIAO XUE

Designer & Founder, BANXIAOXUE

Between 2007 and 2012, Ban Xiao Xue worked at EXCEPTION, a well-known Chinese womenswear brand. The designer left to establish his own namesake label, BANXIAOXUE, in Guangzhou, and in 2012 took part in the International Woolmark Prize, subsequently winning the regional event in Asia. Today, BANXIAOXUE's products are sold at more than 50 independent fashion boutiques around the world with sales exceeding AU\$20million, a remarkable feat for such a young designer.

“My relationship with wool began as part of my Woolmark Prize journey. After thoroughly analysing the special characteristics, strengths and weaknesses of my designs, I had given up trying to express myself through commercialised products, and instead put all my effort into showing off the more creative and artistic side of wool. One of the judges thought my work should be put on display in a museum, and that represented an approval of my design direction. The handmade is something to be revered. It is creation that has a warmth, and wool is the medium that fits this best.

“I feel that wool is the most fun material to work with. We used some Cool Wool fabric in our recent spring/summer collection because it is highly breathable, moisture absorbing, and can be stiff in texture. This is not a consumer's traditional understanding of wool, and we further altered wool's special qualities and external appearance to create a lace or silk effect. Current technology is already quite advanced. This in fact enhances wool in the same way as the experimentation I created for the International Woolmark Prize; it's my approach to wool.”

2007 – 2012年任职国内知名女装品牌“例外”; 2012年参加IWP国际羊毛标志大奖, 赢得亚洲赛区冠军; 2012年在广州创立个人品牌BANXIAOXUE, 目前该品牌在国内有50多家自营店和买手合作店, 2017年销售额上亿元, 其中有3家单店销售突破千万元。

“与羊毛的缘分始于2012年IWP羊毛标志大奖, 在综合分析了自己的设计特点和优劣势之后, 我放弃了作品的商业化表达, 而是尽力表现羊毛的创新和艺术感, 用当下更能表达自己态度的设计语言进行创作, 当时是一种完全放松的状态。”班晓雪最终从10位选手中脱颖而出, 以一套全手工创作的针织羊毛套装最终打动了评委, 获得了亚洲赛区的冠军。“当时有评委认为我的作品应该放到博物馆展示, 我想这也是从另一方面的肯定吧。手工感是值得被推崇的, 是一种有温度的艺术创作, 而羊毛恰好是最佳的载体。”

“我觉得羊毛是很好玩的材质, 我们尝试在春夏季用到一些酷羊毛(Cool Wool)面料, 因为它的透气性和排汗性很强, 质感偏硬挺, 它已经不是原来人们对羊毛的传统认知, 改变了羊毛的特性和外在的视觉感受, 可以做成蕾丝或者丝的效果, 而且目前的技术已经很成熟了, 这刚好与我当年参加大奖赛, 尝试实验性的创作是一个方向, 也是我对羊毛的理解”。班晓雪表示。

“In winter, all our products are basically wool or wool blends that, for example, combine the shaping qualities of breathable wool and nylon. Moreover, more than half the fabric we use has been researched and developed in partnership with Chinese factories. This approach also ensures that our fabrics are unique, and are ones that we will continue using.”

“我并不想把品牌的天然符号与纯天然材质等同,而是经常会用到许多材质的混纺,在冬季基本上都是羊毛或羊毛混纺的产品,比如用透气性的羊毛与尼龙这些塑形材质结合,而且我们会有50%以上的面料都是与国内的工厂合作开发,其实这也保证了面料的独特性,我们会一直坚持下去”。



