



LI YUSHAN & ZHOU JUN  
Fashion Designers & Co-Founders, PRONOUNCE

Li Yushan and Zhou Jun created menswear brand PRONOUNCE in 2016. In October of that year, the brand was featured in the LABELHOOD GQ China Men's Day at Shanghai Fashion Week and was nominated for the 2017 International Woolmark Prize for menswear. Currently, the brand collaborates with Lane Crawford, Dong/Liang, IT and 15 other retailers and shopping centres in China.

这对设计师组合于2016年创立男装设计师品牌PRONOUNCE, 同年10月登陆上海时装周LABELHOOD“GQ中国男装日”, 并入选“2017国际羊毛标志大奖(IWP)亚洲赛区男装组提名”。目前品牌在中国已经与连卡佛、栋梁、IT等15家买手店与商场集合店合作。



“In every fall/winter collection, 50 – 70% of our products are wool. We think wool is a fundamental material; it’s friendly, comfortable and functional. It is the choice for every man.” And at PRONOUNCE, wool is the first choice of the designers; even the brand’s small accessories and peripheral products are mostly made of wool.

“每个秋冬季我们会有50 – 70%的羊毛单品,我觉得羊毛是一个非常基础的材质,友好、舒适、又有功能性,是每个男生都会选择的。”对于男装品牌PRONOUNCE而言,羊毛是他们的第一选择,甚至品牌的小配饰和周边产品都使用了羊毛材质。

Before the establishment of the brand, Li Yushan and Zhou Jun were already good friends. The pair are fashion design graduates of Central Saint Martins and the London College of Fashion. Before their brand was established, Yushan and Jun collaborated on a design project for two seasons and once the market validated their talent, they formally created their brand. “Our design doesn’t undergo any subversive changes from season to season. Good design is subject to continuous adjustment and amendment and this process continues for two or three seasons. Fabric alteration can create many differences.” Jun, who focuses on innovative detail, says: “We have always wanted to create a pair of comfortable, anti-wrinkle, thin and light wool trousers and The Wool Lab helped recommend to us some fabric options. We didn’t expect so many Chinese factories were able to do this.”

“We love to experiment and challenge the different effects of materials,” says Yushan, who is dedicated to material research. In their studio, you can see a jacquard wool jacket, a water-resistant woven wool jacket, as well as hand-brushed, rustic-textured knitted wool cap. “In the future, we will devote more energy to adjusting our product structure and progressing one step at a time.”

早在成立品牌之前,李雨山与周俊就已经是很好的朋友,两人分别在圣马丁和伦敦时装学院学习男装设计。且先于品牌建立两人就一起合作了两季的设计,在获得了市场的肯定之后才正式创立品牌。“男装很多都是从工装演化过来的,所以在设计上每季不会有特别颠覆性的变化,会把一个好的版型不断调整、修正,延续做两季,那面料的变化就可以制造出很多不同。”侧重在细节创新方面的周俊表示:“我们一直想要做舒适又抗皱、轻薄有型的羊毛裤装,THE WOOL LAB帮我们推荐了一些面料选择,没想到很多中国工厂都可以做到”。

“我们喜欢尝试和挑战,去发掘材质的不同效果,”擅长材质研究的李雨山表示。在他们的工作室里,可以看到缩绒提花羊毛夹克、防水性能的梭织羊毛外套,还有针织羊毛帽经过手工绒后呈现出的质朴肌理。“未来会花更多的精力去调整产品结构,一步步成长吧!”

