



QIU HAO Fashion Designer

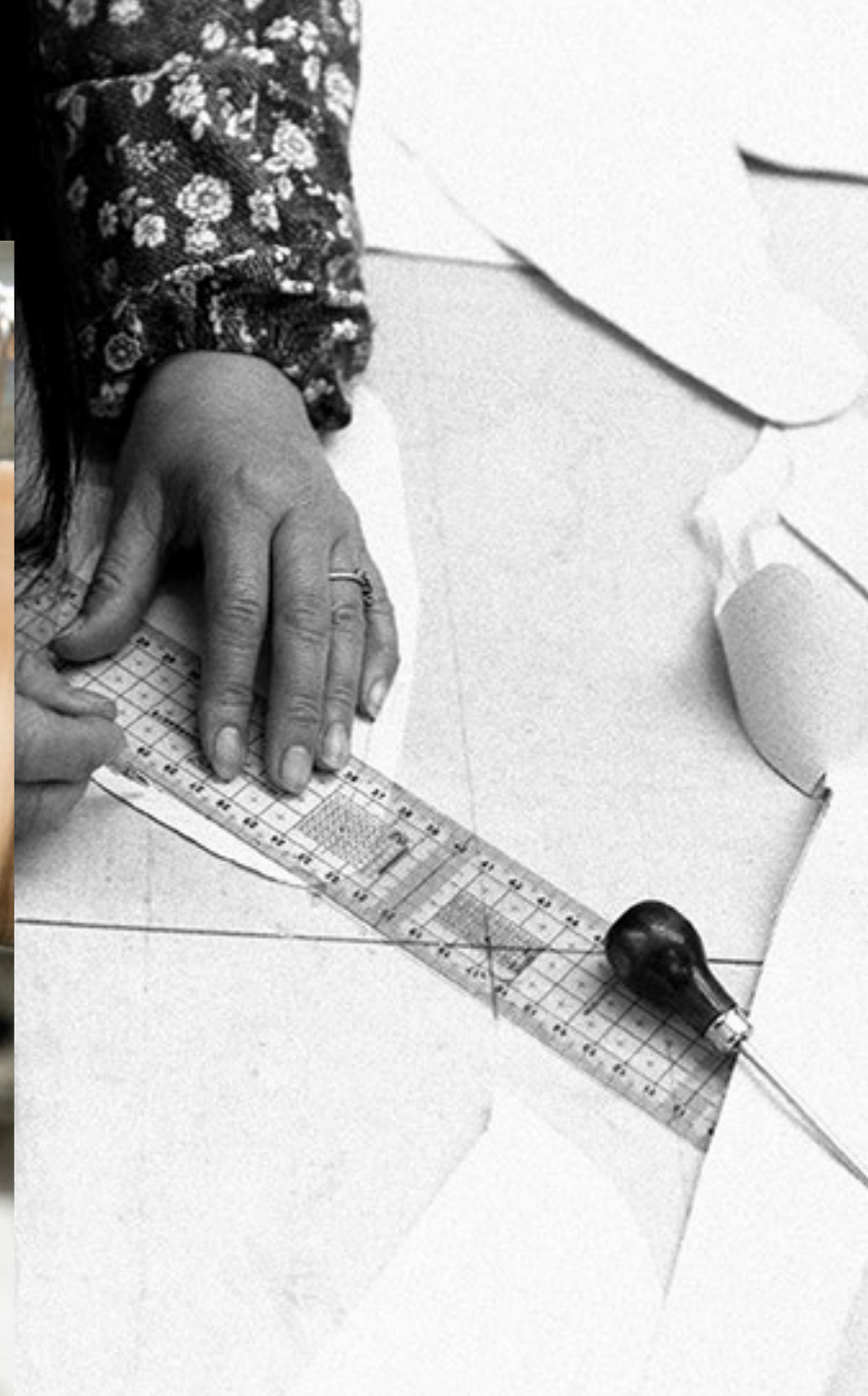
Qiu Hao is an avant-garde Chinese fashion designer. In 2007, Hao registered his namesake brand in London and opened a flagship shop in Shanghai. In 2008, he won the Woolmark Prize and became the first fashion Chinese designer to receive this honour.

华裔新锐服装设计师, 2007年在伦敦注册了设计时装品牌Qiu Hao, 并在上海开设“QiuHao”品牌店。2008年夺得“国际羊毛标志大奖”全球总冠军, 成为国内首个获此荣誉的服装设计师。

“Breathable and warm, natural fibres can provide coolness in summer and winter warmth with different weaves. 90% of my products are made with natural materials, and wool is a very important part.” As the winner of the Woolmark Prize in Asia, Qiu Hao has become known as one of more influential designers in the world, and particularly in China. Hao is quite experienced in his use of wool textiles, and his preoccupation with material and technology is well-known in the industry. Hao has experimented with shrinking wool, high-temperature boiling to achieve a desired effect, and using different yarns. He is truly a craftsman.

“天然、透气、保暖, 天然纤维能通过不同的织数织法实现夏天的凉爽和冬天的保暖。我的产品中90%都会选择天然材质, 而羊毛是非常重要的部分。”作为国际羊毛标志大奖首位来自亚洲的金奖获得者, 邱昊数次被评为全球最具影响力的新锐设计师之一。邱昊对羊毛材质的运用颇有心得, 但是他对材质和工艺的挑剔程度也在业内出名, 比如要求缩水的羊毛, 反复高温蒸煮达到理想效果, 或者在同一块面料上用不同的纱线和织法, 实现色彩和肌理的丰富变化, 为此没少与工厂和师傅们较劲。





Qiu Hao's dedication and perseverance with his craft can be seen in his product design for each season, which involves repetition and experimentation. "Outstanding fabrics require excellent design to demonstrate their value. Similarly, strong design requires quality fabrics for support." Qiu Hao also frequently travels to numerous fabric and yarn factories across the country to find the right materials. "In addition to innovation, we often forget to trace the original source. The old is completely abandoned. Yet the characteristics of the yarn are right there; the higher the wool quality, the easier it is to shrink and develop balls. What I want to do is to adopt a different way of thinking; I want to change an abandoned idea into a new one and in doing so, create an entirely new style."

邱昊身上有着手工艺人的执着和坚持,从他对工作室细节上的精致追求便可见一斑。对待每一季的产品设计通常也是反复斟酌,充分实验才能达到他所要求的效果。“出色的面料需要出色的设计来呈现其价值,同样,好设计需要好面料来支持。”邱昊坚持认为设计和面料是共同成长的。对于羊毛材质,邱昊在他的发布产品中要求很高,常常为了寻找到合适的纱线和面料而跑遍国内多家面料商。邱昊表示:“我们除了创新之外,往往忘记了追本溯源,把老的完全摒弃了。其实纱线的特征在那里,纯度越高的羊仔毛越容易缩水起球。我想做的,就是换种思路,把被摒弃的转换成新的,打造另一种全新的风格。”

