

LEI LIUSHU & JIANG YUTONG  
Fashion Designers, SHUSHU/TONG



“For us, a major focus is now to establish cooperation with domestic suppliers. Major Chinese companies such as Yangguang and Ruyi are quite supportive of independent designers. In our 2018 spring/summer collection, we have used a Yangguang double-faced wool fabric, and we hope to cooperate with more domestic fabric suppliers in the future.”

“所以对于我们而言，很大的一个痛点就是该如何与国内的供应商建立合作”。由于国内企业的起订量要求高，目前他们基本都是与欧洲和日本的供应商合作。“国内像阳光、如意这些大型的企业对独立设计师还是比较支持的，我们2018春夏季的作品就使用了阳光的双层复合羊毛面料，未来希望能与更多的国内面料合作”。

Lei Liushu and Jiang Yutong have similar academic backgrounds in both graduating from Donghua University and the London College of Fashion. In 2015, Liushu and Yutong returned home to China to create their brand SHUSHU/TONG, which focuses on creating garments for young, urban women. Currently, the brand enjoys collaborations with showrooms in China and around the world.

SHUSHU/TONG was shortlisted for this year's regional finals of the International Woolmark Prize, and the design duo travelled to South Korea to take part. It was a fresh experience to connect with competitors from other Asian centres and visit the designers' studios in Korea. “We stitched together pieces of fleece material to form a garment. Even though we had tried something like that before in a previous collection, it was not yet a fully matured idea at the time.” Because the brand positioning is focused on young people, the designers tend to cater to this with crisp, flexible wool materials that are easier to shape.

“I like to wear woollen clothes myself; I wear woollen shorts in summer as they are breathable and very textured,” said Lei Liushu. “The brand's use of wool is not limited by seasons, however, our design restrictions are often attributable to the size and scale of being an independent brand. Through a previous recommendation from The Woolmark Company, SHUSHU/TONG obtained connections with high-end Italian wool fabric suppliers. The designers fell in love with the ultra-light fabrics and developed several styles.

有着共同求学经历的两人均毕业于东华大学和伦敦时装学院，2015年回国后携手创立独立设计师品牌SHUSHU/TONG，定位在18-35岁的都市年轻女性。目前品牌与国内外的showroom均有合作。

谈到入围今年的国际羊毛标志大奖，去韩国参加决赛的过程让他们感到兴奋和有趣，可以和亚洲其他赛区的选手交流，参观韩国设计师的工作室，都是一次新鲜的尝试。“我们把羊毛材质的花瓣形状缝合套穿起来，这在以前的系列中有过小小的尝试，但是没有完全成熟”。因为品牌定位年轻的人群，所以他们在材质上会倾向于选择更挺括、有弹性的羊毛面料，可以更好地塑形。

“我自己就很喜欢穿羊毛的衣服，夏天也会穿羊毛短裤，因为它透气，又很有质感”，雷留树表示：“品牌对羊毛材质的应用并不会受季节的限制，非常自由。但是对设计的限制往往是由于独立设计师品牌的体量和规模。”之前经过The Woolmark Company的推荐而获得意大利高端羊毛面料的支持，超轻薄的彩格羊毛面料让他们爱不释手，开发的几个款式也获得了很好的市场反馈，但是500元/米的面料成本和单件连衣裙5000元的销售价格使很多买手和合作店铺望而却步，最终也只有10件的销售订单，非常遗憾。

