

ZHOU SHIMO & WEN YA Fashion Designers, STAFFONLY

Zhou Shimo graduated from the London College of Fashion, specialising in menswear, and Wen Ya graduated from the Royal College of Art in London, majoring in accessories. Together, they created their menswear brand STAFFONLY in 2015. In 2017, STAFFONLY was a regional menswear finalist at the International Woolmark Prize, and the brand now has established relationships with more than ten wholesalers including Lane Crawford, Dong/Liang, and 10 Corso Como.

周师墨毕业于伦敦时装学院男装设计专业，温雅毕业于伦敦皇家艺术学院配饰专业；两人2015年携手创立男装品牌STAFFONLY，2017年入围国际羊毛标志大奖(IWP)亚洲赛区男装组；目前品牌已经与国内10多家买手店如连卡佛、长作栋梁、10 Corso Como等建立了合作。

Wen Ya and Zhou Shimo were both a little surprised about being finalists in the competition. "We were nominated by Shanghai Fashion Week and had to start preparing for the competition right away. Because we went there in the hope of winning the prize, we fully considered the production of the sample garments we designed, and looked at creating a range of wool garments for all-weather occasions. There are plenty of down jackets made from wool, but we wanted to try to work from the outside to the inside, including the use of wool materials for insulating fillings. Wool fill does not lump together after washing and is able to maintain a fluffy state; a thin wool waterproof jacket. We also made a primer shirt using a whole garment-approach. In terms of machinery and technology, its requirements were much higher than those of ordinary garments."

“直接被上海时装周提名，然后就着手准备比赛了。”谈起2017年入围IWP亚洲赛区的过程，温雅和师墨也有点小小的意外。“因为我们就是奔着得奖去的，所以在做设计的时候充分考虑到量产化，我们希望一套羊毛服装可以适应全天候的场合。羊毛做羽绒服的很多，但我们想尝试做从外到内，包括填充都是羊毛材质的这样一个概念。填充羊毛经过水洗后不会粘结，能保持蓬松的状态，像轻薄的羊毛防水外套。还有采用whole garment工艺的打底衫，它对设备和技术的要求都比普通针织衫高很多”。

"We devote most of our energy on material development, so spend the longest amount of time on fabrics development and early-stage testing. In the competition, we tried our best to explore the possibilities of wool and discover other functional qualities beyond wool's thermal properties," said Wenya. "We especially wanted to use the platform to demonstrate the standard of Chinese suppliers. In the process of creating the brand, we have come into contact with many big-hearted institutions including The Woolmark Company, and the Wool Lab has given us guidance in trend direction and technical workmanship. There are many domestic suppliers who set a very high standard for quality. It's all very rigorous, which we really didn't expect."

“我们把最多的精力花在材料开发上，因此前期开发面料和测试的时间非常长，在比赛中尽力去探索羊毛的各种可能性，去发掘羊毛在保暖性能之外的其他功能性特质。”温雅表示。“我们特别想要借这个平台展示一下中国供应商的水平，虽然我们两人都有海外留学和工作的经历，但并没有非常迷信国外的面料，在做品牌的过程中会接触到很多有情怀的机构和工厂，比如The Woolmark Company、布料图书馆这些机构在趋势设计和技术工艺上都给了我们指导，还有很多国内的供应商，他们对产品品质会提到一个很高的标准，然后才会给我们用，真的挺严谨的，真是没想到。”





“Military uniforms made with wool are very traditional; this started in WWII and so we wanted to express a kind of inheritance and return. Product functionality has inspired our spring/summer development, and because the menswear is relatively fixed, we further increased our material development in order to diversify this expression. I think female aesthetics in China are way ahead of male aesthetics, but this approach, on the contrary, has opened up more design opportunities for us,” said Shimo.

学习男装设计的师墨谈到这次的设计灵感时表示：“用羊毛做军装是非常有传统的，从一战二战时期就开始了，所以我们想要表达一种传承和回归吧，这种机能性的产品启发了我们春夏季的开发，因为男装的品类比较固定，所以材质的开发会增加很多表达形式，我觉得中国女生的审美是大大走在男生前面的，这样反而给了男装设计很多机会。”