

VICTOR ZHU
Fashion Designer, VMAJOR

Victor Zhu graduated from London College of Fashion in 2007, and established the VMAJOR brand in Shenzhen in 2012. In 2014, VMAJOR won the International Woolmark Prize regional finals in Asia, and its range is currently sold at retailers and boutiques across China's major cities. In January 2018, VMAJOR opened its first flagship store in Shenzhen.

2007年毕业于英国伦敦时装学院,2012年在深圳创立品牌VMAJOR,2014年赢得国际羊毛标志大奖(IWP)亚洲区冠军;VMAJOR是定位高端的原创设计师成衣品牌,目前在中国各大主要城市的买手店和精品店有售,2018年1月第一家独立品牌店在深圳开业。





"I like to express myself, but I have never really liked talking. I have found that design is a good means of self-expression for me." Victor's mother is a Hunan embroidery artist, while his father is a graphic designer. These family influences naturally informed Victor's choice to become a fashion designer. "The years I spent studying in London gave me a completely different perspective. I was able to come into contact with and try a greater range of things."

"我很愿意表达,又不太喜欢说话,后来发现设计是特别好的表达方式。"母亲从事湘绣技艺、父亲主攻平面设计,自小耳濡目染的家庭氛围使朱威特自然而然地选择了设计的道路,"伦敦学习的几年帮我打开了完全不同的视角,我可以去尝试和接触更多有趣的东西。"



"Prior to competing in the International Woolmark Prize, I specialised in woven wool garments. In order to show off wool's various possibilities in the competition, I tried to produce a woven wool effect using knitting techniques. In the end I was pleasantly surprised with the result and felt a sense of accomplishment in creating this fabric." Victor Zhu's work also met the approval of the judges and the market, and since winning the regional award, this wool knitwear technique has become a part of VMAJOR's permanent product range, accounting for roughly 20% of all designs. New patterns and knitting techniques are also being created every season.

"在参加IWP之前我所擅长的是梭织羊毛的设计,为了在大赛中表现羊毛的各种可能性,我尝试了具有梭织效果的针织羊毛工艺,结果让我自己都很惊喜,有一种面料创作的成就感。"

"I never thought that knitting factories were so capable in creating for a designer's needs. The factories have a very open attitude and are willing to accept and try out new designs. Since the competition, we have maintained a collaborative relationship with the same suppliers. Wool's thickness, weight, and feeling of quality make it extremely suited to our position as a brand."

"我没想到针织工厂的配合度这么高,对于设计师的订单,他们都是很开放的态度,愿意接纳和尝试新的设计,参赛之后我们和这些供应商一直保持着合作关系"朱威特还表示:"中国女性在价值观和审美标准方面甚至走在欧美国家前面,羊毛材质的厚重和品质感非常符合我的品牌定位。"