

YE SHOUZENG CEO & Founder, ICICLE



Founded in 1997, ICICLE is a brand founded using high-quality, natural materials and environmentally responsible manufacturing methods to create a design philosophy that is in “unity between humanity and nature,” said founder Ye Shouzeng. The brand has set up research and development centres in Shanghai and Paris respectively, and currently has 200 domestic stores, with sales valued at approximately AU\$322million in 2017. ICICLE has plans to open up to 50 experiential flagship stores throughout China in the future.

“Wool is a natural, eco-friendly and sustainable material that fits well with the comfortable, environmental and everyday garments that we create. So in every season we use plenty of wool, such as our original colour wool products that bypass any dyeing processes to retain the most untouched state of the yarn. In fact, our demand for the raw material is very high. Since the launch of our first original colour double-sided wool coat in our fall/winter collection in 2012, our original colour series has become a special symbol of ICICLE. Building on this foundation, we launched a series of original colour seamless knitwear pieces in 2016. From the 2009 fall/winter season to the 2017 spring/summer season, ICICLE has manufactured more than 13,000 jumpers and has used 4.6 tons of yarn.”

As the brand’s owner and founder, Ye Shouzeng always adheres to the founding philosophy of “unity between humanity and nature. We want to promote a slow-paced lifestyle and make garments into warm, heritage-worthy item. Wool is our best choice. At the same time, our commitment to being green and eco-friendly is not merely about the words. We have a special vegetable-dyed series; although its quantity is quite small, taking up only 10% of our total number of products, all the materials selected are cotton, wool, silk and several other natural materials. Because the colour fastness of natural dye is very difficult to meet the national standard, we had to persist in experimenting and adjusting. We persisted for many years and finally launched our own vegetable-dyed series in 2014.”

“ICICLE was established in 1997, and so 2017 was our 20th anniversary. We partnered with The Woolmark Company on a special collection – a functional outdoor wool garment series made in waterproof wool fabric, with which we hope to bring consumers a different kind of wool experience. As part of this activity, we have also invited ICICLE clients to visit a farm in Australia to experience the comfort and superior texture of Merino wool in the original nurturing environment of the sheep.” On to the future plans of the brand product, Ye Shouzeng said, “Wool has a superior breathability and is comfortable to wear, so in the future we shall expand our product category, and increase our spring/summer product development. However, in recent years, the price of wool has continued to rise, and as the price difference of cashmere gradually reduces, I worry that the rising costs are not conducive to the promotion of wool products and will shut out some young consumers.”

ICICLE之禾创立于1997年,品牌坚持选择用高品质的天然材料,对环境负责的制造方式,打造“天人合一”的设计理念,品牌分别在上海和巴黎设立了研发中心,目前国内有200家店铺,2017年销售额16亿元,未来计划在國內布局20-50家强调体验式消费的品牌旗舰店。

“羊毛是一种天然、环保、可持续的材质,与我们品牌打造的舒适、环保、通勤的着装方式非常契合,所以每一季都会用到大量的羊毛。像我们主推的原色羊毛产品,未经染色的过程保留了纱线最原始的状态,其实对原料的要求非常高,从2012年秋冬第一件原色羊毛双面呢大衣开始,原色系列就成为ICICLE之禾的一个特殊标志,在这个基础上2016年又推出了原色无缝针织衫系列,仅毛衫ICICLE之禾从2009秋冬-2017春夏就制作了13000多件,使用了4.6吨纱线。”

作为品牌的主理人,叶寿增始终坚持“天人合一”的初心。“我们希望推崇一种慢节奏的生活方式,使服装成为一件有温度的、可传承的事物,羊毛是最佳选择;同时,绿色、环保真的不是说那么简单,我们有一个特殊的植物染色系列,虽然数量不多,仅占总产品数的10%,材质上也选择棉、毛、丝几类天然材料,因为天然染料的色牢度很难达到国家标准,我们只有不断地尝试、调整,一直坚持了很多年,直到2014年才推出了自己的植物染色系列”。

“ICICLE之禾在1997年成立,2017年是我们成立二十周年,期间的自然之旅活动我们与The Woolmark Company合作了一个特别系列——户外功能性羊毛服装,全部采用防水性能的羊毛面料,希望能带给消费者一种不同的羊毛体验。并且作为该活动的一部分,我们还邀请ICICLE之禾的客户一起探访澳洲的牧场,从产地和绵羊生长的环境中去体验美丽诺羊毛的舒适性和优越质感。”在谈到未来对品牌的产品规划,叶寿增表示:“羊毛有非常好的透气性,穿着舒适,所以未来会扩大产品类别,增加春夏季产品的开发;但是最近几年羊毛价格持续走高,与羊绒的价差逐渐减小,我担心成本的升高会屏蔽一部分年轻消费者,不利于羊毛产品的推广”。