




Final Research Presentation– XIONGYING



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WHO IS XIONGYING

“Chinese designers should
conquer the world with
more core Chinese cultural
works”

----XIONGYING

Part One





WHO IS XIONGYING

Xiong Ying is a famous designer whose English name is Xiur and was born in Hunan, China. In August 2013, she founded the overall shape design brand- Heaven Gaia. She also the first Chinese fashion designer to appear in the Italian international fashion magazine "show details".

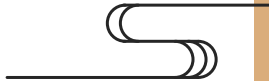
She has been interested in clothing since she was a child. According to her mother, Xiong Ying will modify her pants when she is three years old. Her keen sense of beauty and subconsciousness are innate.





Xiong Ying's experience

Since 2008, Xiong Ying has provided costume styling for large-scale events at home and abroad, including CCTV and BBC.



As a fashion designer, Xiong Ying has always emphasized that “Chinese designers should conquer the world with more core Chinese cultural works”. With this original intention, Xiong Ying pushed Chinese design to the world.



Contribution & Creation

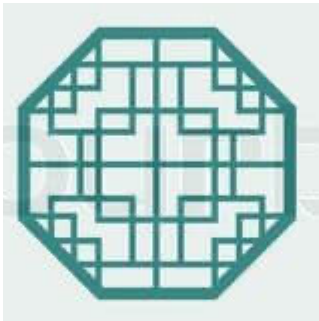
“Fashion is the foundation of culture and the expression of current lifestyle. This is the same thing in its constant reincarnation.”

----XIONGYING

Part two



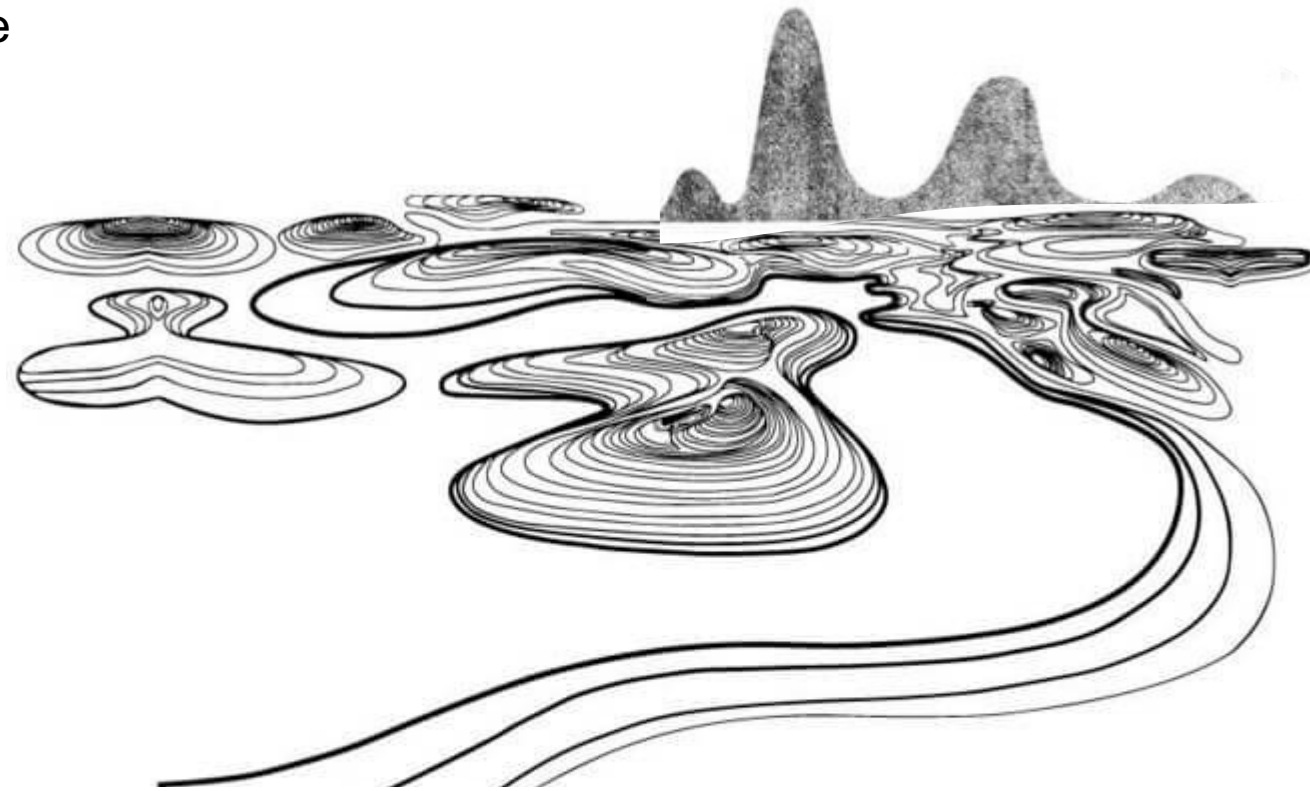
Contribution



In recent years, the Chinese style has taken the world by storm. Chinese style is also very popular in clothing design. However, many foreign designers have a certain understanding of Chinese style, and the clothes they design are shocking. So what is Chinese style? Xiong Ying believes that the true Chinese style is reflected in the form but also in the heart. The true Chinese style is not a simple Chinese element, but another harmonious harmony. I think Xiong Ying's contribution to fashion is very simple, that is, to promote Chinese style to the world. In her words, this is "to tell the story of China's millennium civilization using clothing as a carrier."

Creation

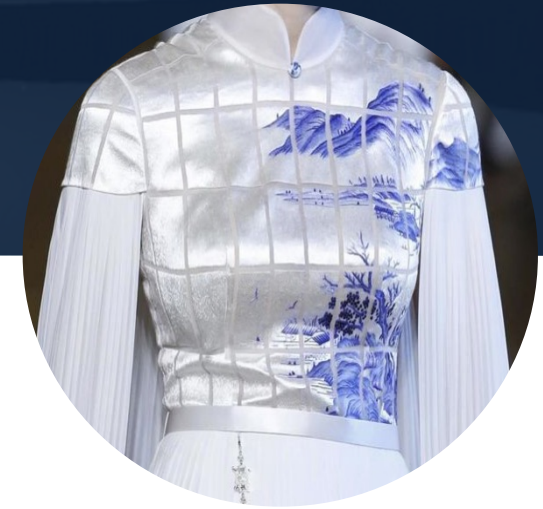
Since the establishment of "HEAVEN GAIA", the brand has been committed to transforming Chinese traditional culture into a unique clothing aesthetics, focusing on research and development, each clothing divided into different materials. Her design combining Chinese classical art culture and Western-style three-dimensional cutting technology, so every gorgeous garment seems to be in a sense. With thousands of story years. Xiong Ying's inspiration comes from Chinese pavilions, handicrafts, traditional Chinese paintings, and Chinese philosophy.



「玉」风

流莺悄飞近船侧 伴桨声低语浅说

Truth is the lifeblood of life, is the foundation of all values



Many aspects of traditional Chinese culture have been incorporated into XIONGYING's design: at the crossroads between tradition and modernity, a harmony of vision and sound mixing culture, art and innovation.

Brand & Marketing

“Chinese designers should use the right to speak in their hands to let the world listen to our voices.”

----XIONGYING

Part Three





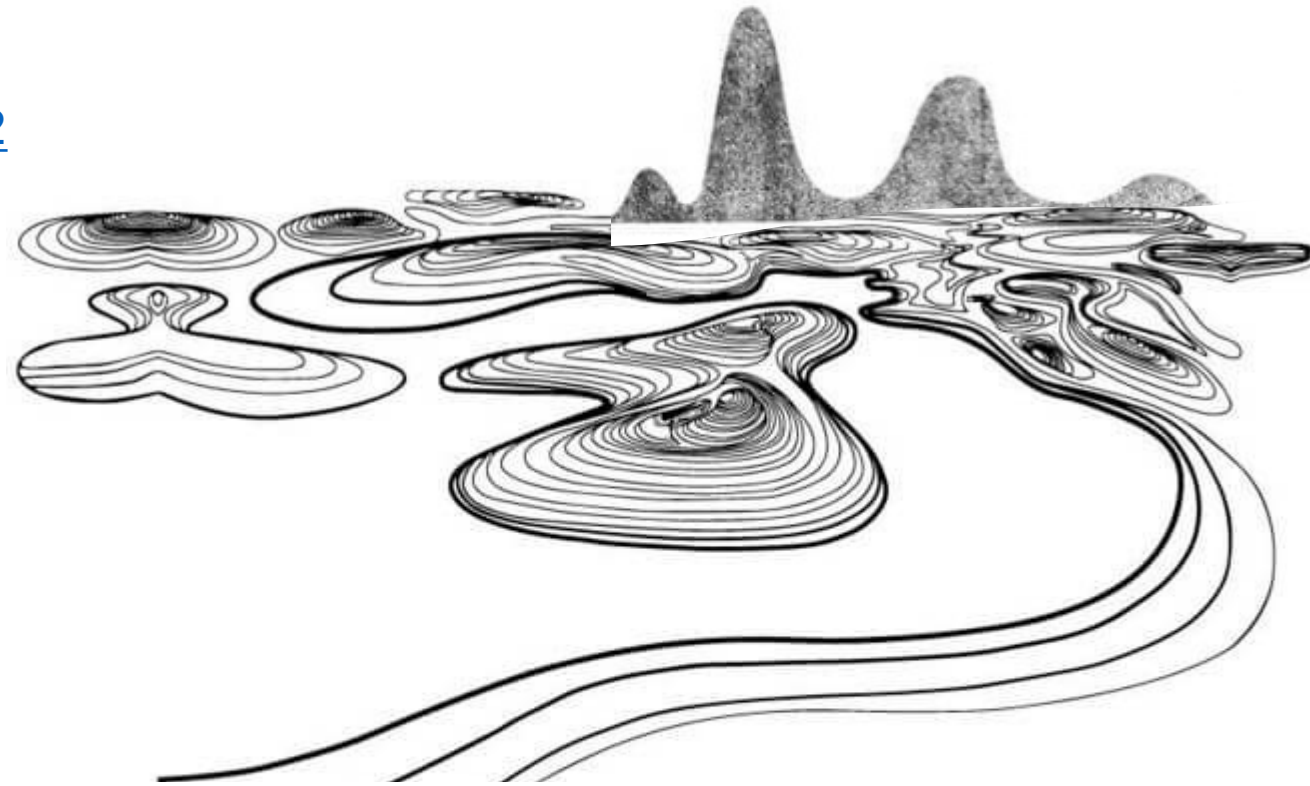
Brand & Marketing

Each brand's expression is different, and the brand image Xiong Ying wants to create is to interpret Chinese culture more and transform it into life. She hopes to lead a unity of heaven and man and hopes to combine ancient, present, and future things. There is also a natural, sustainable, and even technological attitude.

In an interview, Xiong Ying was asked about the high price range for the brand. And her answer is: "The brand's ready-to-wear series is divided into 3 lines. Eight thousand to ten thousand is the central segment, a little lower is three to five thousand, more than ten thousand is more advanced, and the high price is usually two Wanqi." Her target consumer market is generally set to stars, celebrities, people who often attend receptions and banquets.

References

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Thank you for watching

and listening

