

Uma Wang

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Biography:

- **Uma wang, her Chinese name is Zhi Wang (王汁).**
- **She born in a family of traditional Chinese medicine.**
- **Uma studied at Shanghai donghua university, also known as China textile university. After ten year, Uma left China to study in Uk.**
- **Uma studied at central saint martins college of art and design in London.**



Brand/Techniques 1:

- Her brand was founded in 2009.
- Some of her garments are flat and long, hanging like a mass of fabric. This is characteristic of some of her garments.
- "The clothes are designed to feel like the wrapping paper of traditional Chinese medicine."
- Her design unconsciously has to have some Oriental mark.



Brand/Techniques 2:

- She knows the fabric of clothing, especially the knitted fabric.
- Some inspirations often come from her travels.

Uma Wang's spring/summer 2017 collection.

- Printing element, large city picture black and white modern, lime-like earth color with light, different concentrations of gray black alternately.



Market:

- It is not necessary to make her garments so extensive.
- She turned down offers from some shops. She wants to open a direct-sale store, and China has been Uma Wang's focus. It took her three years to open a direct-sale store in Beijing.
- "Mass-market" online e-commerce is off the table, because she wants most is to open direct-sale stores in Chengdu and Shanghai.
- Ordinary women will always be her target group.



How did the work of this person stand out in history:

- Uma Wang is not as well known as Vera Wang and Alexander Wang, but she stands out internationally with her designs.
- With the world's common modern style design language to elaborate the local conditions and customs of different regions, different cultural backgrounds, and their own emotions and reasonable into every inch of fabric.
- She focused on developing the fabric for each season, telling the story with the fabric and bringing out the new feeling with the texture.
(spring and summer 2016 series)



Sources:

- <https://fashion.ifeng.com/c/7l3iP57hIO9>
- <https://www.jianshu.com/p/bdc7d85f489b>
- Her Weibo: **UMAWANG** 中国
- https://www.sohu.com/a/155019577_552335
- <https://zhuanlan.zhihu.com/p/77969297>

Thank You!

