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服装秀中的扎染

Tie-dye in a fashion show

这一传统技艺如今作为重要的设计元素在时尚潮流中焕发新生，延续其独特的艺术魅力。注入扎染效果的服饰有着强烈而丰富的视觉感，这给予了新一年的服装界极大的创作灵感。

This traditional craft is now revived in fashion as an important design element, continuing its unique artistic charm. Tie-dyed costumes have a strong and rich sense of vision, which gives great inspiration to the clothing industry in the new year.



Comme des Garçons Homme Plus SS19



Christian Dada SS19



Off-White Spring 2019 Menswear



例如，今年年初，Louis Vuttion 就在巴黎举办了新一任男装艺术总监 Virgil Abloh 的首秀，以“光的色散”为系列主题。大体分为白色和彩色服饰类型，在这两个部分中混合各种色纹理的应用相比往年更为丰富，自然少不了用扎染的形式来延伸这一服装艺术。

Earlier this year, for example, Louis Vuttion made his debut in Paris with Virgil Abloh, the new Director of Men's Art, on the theme of "Dispersion of Light". There are generally two types of clothing: white and colored. In these two parts, the application of various mixed colors and textures is more abundant than in previous years, so it is natural to extend this clothing art in the form of tie-dye.







Louis Vuitton Menswear SS19



扎染是中国古老的织染手工工艺之一。大概始于公元前二世纪的汉代，发源地据说是在中原，随着人口的流动，扎染技艺向全国各地传播。现存最早的扎染制品，是出于新疆地区。但是，有些人会误以为扎染技术来源于日本，这是非常无奈又气愤的。不过，讲日本扎染技术做的有声有色，名扬四海是不可否认的。

Tie-dye is one of the ancient handicrafts of weaving and dyeing in China, probably originating from the Han Dynasty in the second century BC. It is said that the birthplace of tie-dye is in the Central Plains. With the flow of population, the tie-dye technique has spread to all parts of the country. The earliest tie-dye products in existence are from Xinjiang. However, some people may mistake the tie-dye technology for Japan, which is very helpless and angry, but it is undeniable that Japan is famous for its tie-dye technology.



现代的扎染区别于传统的“三染”，运用了防染科学技术和各种特殊的工艺手法，更具有现代的审美意义。在传承历史文脉的同时，也在本质上体现出不同文化背景和不同时尚定义。

Different from the traditional "three dyeing", modern tie-dyeing uses anti-dyeing science and technology and various special craftsmanship, which has more modern aesthetic significance. While inheriting the historical context, it also essentially reflects different cultural backgrounds and different fashion definitions.



通过扎结和染色的扎染，可呈现出的花纹图案样式种类繁多，可以是自由挥洒的色彩混搭，也可以是规律性的色彩纹理分布，奇妙无比。

Through tie-dyeing and dying, various patterns can be presented. They can be free-swinging colors or regular color and texture distribution, which is incomparable.



在颜色视觉上，扎染呈现出的色彩极其丰富多变，其独特的晕色、花纹与单纯的色彩搭配，或是拼接都截然不同。色彩绚丽的同时又保有艺术的独到美学，是传统与现代的审美至臻结合体。



In terms of color vision, the colors presented by tie-dye are extremely rich and changeable. Its unique halo color and pattern are completely different from simple color matching or splicing. The colors are gorgeous while maintaining the unique aesthetics of art. It is a perfect combination of traditional and modern aesthetics.



扎染服饰会带有民族风味或是现代街头的随意不羁，这主要取决于色系之间搭配的晕染。

Tie-dyed costumes can have a national flavor or modern street casualness, depending on the color of the match.

深色且明亮度低的色彩配上衬衫、POLO 等绅服，演绎出自带艺术气息的成熟稳重风格。相比用普通的色彩、条纹或图案等来打破正式服的单调沉闷，扎染多了一丝自然和谐的灵动。

Dark, bright and low-bright colors, along with shirt, POLO and other gentry clothes, show the mature and stable style with artistic flavor. Compared with ordinary colors, stripes or patterns to break the monotony and dullness of the formal costume, tie-dye is more natural and harmonious.



大面积 甚至是整件单品的多色扎染是最为常见的。



Multi-color

tie-dyeing is most common in large areas and even in whole pieces.



色彩的明暗度和异色碰撞的晕染色多表现出个性的自我特点，这一点在任何单品上都能毫无遮掩的展露出来。

The lightness of color and the halo of different colors mostly show the self-characteristics of personality, which can be exposed unhidden on any single product.

而色彩过于复杂且饱和暗色较突出时，驾驭起来会更加挑人，气质的撑场很重要，否则很显老也会 low，应根据自己能承受和掌控的能力挑选大面积色彩的扎染单品。

However, when the color is too complex and the saturated dark color is more prominent, it will be more picky to control it. The temperament is very important, otherwise it will be very old and low. Tie-dye items with a large area of color should be selected according to their ability to bear and control.





五彩缤纷的扎染色在欧美国家比较普遍，不仅有着庆祝欢喜的寓意，也是更显年轻活力的象征色。

Colorful tie dyeing is more common in Europe and the United States, which not only has the meaning of celebrating joy, but also shows the symbolic color of youthful vitality.



在穿着一身成熟格纹或是沉稳深色的外套下，下搭着一条浅色水洗丹宁本就添加了一丝灵巧气息，而亮眼彩虹扎染的加入完全打破了这一风格的平衡，形象走向休闲轻松的领域。

Underneath a mature plaid or calm dark coat, a light-colored washed tannin adds a touch of dexterity, and the addition of a bright rainbow tie-dye completely breaks the balance of this style and leads the image to a casual and relaxed field.



掺杂着明暗冷暖色系的线条状扎染，各色彩的分布影响着整体的视觉身材比例。

The distribution of colors affects the overall visual body proportion due to the linear tie-dyeing mixed with light, dark, cold and warm colors.

尤其是纵向扎染，亮度和饱和度高的颜色（例如白色）就不宜作为靠近腰线的色彩布局，经过低饱和度颜色的对比，颜色的扩张性会更加明显，放大人们的视觉感官，很易显胖。

Especially for longitudinal tie-dye, colors with high brightness and saturation (such as white) should not be used as color layouts close to the waistline. After the contrast of low-saturation colors, the color expansion will be more obvious, magnifying people's visual senses and easily making them fat.





简单的扎染色是低调但不失华丽的



Simple tie dyeing is low-key but not gorgeous.



浅色相间的色调是清新自然的，温和却有着特殊的个性；深浅色的交杂在休闲装中吐露出霸气又放纵的街头风味，有着释放自我的狂野感。

The light-colored tones are fresh and natural, gentle but with special personality; the mixing of dark and light colors reveals a domineering and indulgent street flavor in casual wear, with a sense of wildness to release oneself.







打造蓝色禁欲的风格是每个男士都应该尝试的魅力穿搭。经典的深海蓝大衣 + 黑色西装裤 + 顺色蓝是最具神秘绅士的搭配，倘若想来点特别和朝气，除了讲裤子改成米白色之外，选用靛蓝交织的扎染衬衫难道不是更直接与新潮的做法吗？

Creating a blue abstinence style is the charm that every man should try. The classic deep-sea blue coat + black suit pants + color blue are the most mysterious combination of gentlemen. If you want to be special and vigorous, in addition to changing pants to beige, isn't it more direct and trendy to choose the tie-dye shirt interwoven with indigo?

[Tips: 黑蓝交织更显大气，白蓝更清雅]

[Tips: The black-blue interweaving is more magnificent, while the white-blue is more elegant]



小面积的扎染艺术气息更加浓郁，实用的装饰性变强。搭配的难度也大大降低，扎染的色彩只需与整体搭配色系相融合或者不冲突即可。



The small area of tie-dye art is more intense, and the practical decorativeness becomes stronger. The difficulty of matching is also greatly reduced. The color of tie-dye only needs to be integrated with the overall matching color system or not conflicting.





用扎染的自由感渲染出一条胸襟的彩条，似一条不用打的领带，趣味性十足，还免去了“真领带”带来的正式感，更宜打造休闲通勤的装束。



The tie-dyeing style renders a colorful strip of mind, like a tie that does not need to be tied, which is very interesting and avoids the formal sense of "real tie". It is more suitable to create casual commuting clothes.





利用扎染的自带色层来作为内搭，作为“边幅装饰”再也合适不过。清雅的混色调与素色的整体形象和谐融合，不缺色彩的单一性同时又不扎眼。



The use of tie-dye's own color layer as an in-line, as a "side decoration" is no longer appropriate. The elegant mixed color tone and the overall image of the plain color harmonious integration, without lack of color monotony and eye-catching.



大面积的扎染作为上身单品出现，尤其是色彩较为丰富的扎染，配饰过多或是其他单品的色彩同样复杂的搭配是最为忌讳的。抓不住整体形象的色彩焦点，显得杂乱拖沓。

A large area of tie-dye appears as a single item on the upper body. Especially for tie-dye with rich colors, it is the most taboo to match too many accessories or the same complex colors of other single items. It cannot grasp the color focus of the overall image and appears messy and procrastinated.



错误搭配
Incorrect matching

对此以扎染单品作为内衬为例，外套和裤装都应保持简洁干净，素色为佳，也更易上手搭配，同时突出了扎染色彩的特色和个性的彰显力度。

Taking tie-dye as an example, the outerwear and trousers should be kept simple and clean. The plain color is better, and it is easier to match. At the same time, the characteristics and personality of tie-dye are highlighted.





活跃于日本音乐、时尚、滑板场景的平面设计师 VERDY 所创立的新晋品牌 **Girls Don' t Cry**，以 Pop-up 形式进行的展览项目掀起火热潮流，是最具话题性的街头品牌之一。而此番又携手被称为为别具代表的军事风奢华 时装品牌 **READYMADE** 带来全新联名系列。

Girls Don't Cry, a new brand founded by VERDY, an active graphic designer in music, fashion and skateboarding scenes in Japan, is one of the most topical street brands with a hot trend of exhibition projects in the form of Pop-up. And this time, together known as the unique military luxury fashion brand READYMADE to bring a new co-branded collection.

推出数款帽衫及 T 恤，其设计亮点在于扎染元素的应用，还结合 READYMADE 的招牌“Safety Orange”色调，并将各自 Logo 注入正反两面。

The hoodies and t-shirts feature tie-dye elements and are in the tone of READYMADE's signature "Safety Orange" with the logo on both sides.









The Girls Do not Cry x READYMADE 扎染T恤和帽衫

The Girls Do not Cry x READYMADE Tie-Dye T-Shirts and Hoodies

扎染工艺技术除了应用于服装上，配饰、鞋子、家居用品、甚至是发型等都少不了扎染的身影。

In addition to the application of tie-dye technology in clothing, accessories, shoes, household goods, and even hairstyles are all indispensable to tie-dye.



扎染丝巾
Tie-dye silk scarf



设计师 Ev Bravado 打造 Off-White™ x Nike Air Presto 扎染配

Designer Ev Bravado Builds Off-White™ x Nike Air Presto Tie-Dye



Off-White™ x Nike Air Presto 2.0



Air Max 97 系列素来以出众鞋型，3M 反光闻名。近日，爆料出一双出众鞋名为“狂野西部”的 Nike Air Max 97 “Wild West” 新配色。

The Air Max 97 range is known for its outstanding footwear and 3M reflectivity. Nike Air Max 97 "Wild West" with a new pair of outstanding shoes named "Wild West" was unveiled recently.

采用了扎染蓝色牛仔布，鞋面上饰有单条纹的红色佩斯利印花，以及极具质感的棕色皮革，刺绣 Nick Swoosh Logo + 3M 反光，搭配生胶外底，型感十足。

Featuring a tie-dyed blue denim, a single-stripe red Pessley print on the top, and a textured brown leather, the embroidered Nick Swoosh Logo + 3M reflective finish with a raw rubber outsole.



Nike Air Max 97 “Wild West”

ALL BLACK 的造型有了扎染布袋的装配，为严肃沉闷的形象添上了色彩性的艺术灵动，动静结合，诠释服装与配饰间的 couple 感。

The shape of ALL BLACK is equipped with tie-dyed cloth bags, which adds colorful artistic flexibility to the serious and dull image, and interprets the sense of couple between clothing and accessories.



在这个扎染趋势开始盛行的时期，英国奢侈老牌 Burberry 为格纹带来大胆的扎染色调，以经典的格纹元素，在耐磨的尼龙包运用褪色的彩虹扎染为主调，大量的拉链隔层、坚固的黑色皮革表带以及银色五金配件为彩虹扎染外观带来额外的奢华感。



At this time when the tie-dye trend began to prevail, the long-established United Kingdom luxury brand Burberry brought bold tie-dye to the plaid, with classic plaid elements. The faded rainbow tie-dye was mainly used in the wear-resistant nylon bag. A large number of zipper compartments, strong black leather straps and silver hardware accessories brought extra luxury to the rainbow tie-dye appearance.



