



民族晨彩设计融合活态传承

Ethnic Morning Color Design Integration and Living  
Communication Department



THE LIBRARY OF INHERITANCE AND  
INNOVATION OF MINORITY CLOTHES

少數民族服裝與服飾  
傳承與創新資源庫



## 扎染潮流范

### Tie-dye trend

是的，对于扎染，如果不是去参加音乐节，谁没事会那么灿烂的穿它上身？土土的民族风才不是我们潮人应该穿的，所有我一直是拒绝的！

Yes, for tie-dye, if it weren't for a music festival, who would have dressed so brilliantly? The ethnic customs of the earth are not what we fashionable people should wear, all I always refuse!

But！就当我刚才的话都没有说过，扎染明明很潮的好么，很好穿的好么，随便一穿就像我老公窦靖童一样帅的好么！

But! Just as I haven't said anything just now, tie-dye is very fashionable, easy to wear, just like my husband Dou Jingtong is handsome!





我老公的穿搭一直隨了我婆婆王菲的路子，酷酷的又帶點不羈！本來賣萌的背帶褲，還要脫不脫的放下來，不要太帥好么！

My husband's dress has been following my mother-in-law Wang Fei's path, cool and a little unruly! The originally cute carrier pants should be put down. Don't be too handsome!



© 视觉中国





光一个人证明不了扎染潮，你会说我被美色蒙蔽了双眼！于是我又请出了菲董，这下你无话可说了吧！在新晋潮流品牌 Cactus Plant Flea Market（简称 CPFM）推出一系列扎染 T 恤之后，与 CPFM 颇有渊源的菲董更不留余力地在多个场合上身这系列的单品，可见其对扎染 T 恤的喜爱。

No one can prove the tie-dye trend. You'll say I'm blinded by beauty! So I invited Mr. Fei again, and now you have nothing to say! After the new trendy brand Cactus Plant Flea Market (CPFM for short) launched a series of tie-dye T-shirts, Filipino, who has a close relationship with CPFM, spared no effort to wear this series of items on many occasions, which shows his love for tie-dye T-shirts.





扎染 T 恤也出现在了 CPFM 和 Dover Street Market 今年的联名系列中。

Tie-dyed t-shirts also appeared in this year's CPFM and Dover Street Market co-branded collection.



这三双鞋出自 Hu Holi Powderdye 系列，灵感源自于印度霍利节，其实就是我们现在说的彩跑啦，虽然不是传统意义上的扎染，不过这种粉末渲染的渐变也很美有没有！

These three pairs of shoes are from the Hu Holi Powderdye series, inspired by the Holi Festival in India. In fact, they are what we are talking about now. Although they are not tie-dyed in the traditional sense, the gradual change of powder rendering is also very beautiful!









另外还有色彩更明艳的 Hu Holi adicolor 别注系列。总之 NMD 一要凉了，就请菲董出山，于是就又能爆款一阵子。

There's also the more brightly colored Hu Holi adicolor note collection. Anyway, when NMD was about to get cold, he invited Mr. Philip to come out, so it could be popular for a while.



还不信？觉得运动鞋没有说服力？好吧，我只能破格再请出我的另一位老公，上吧！  
权志龙！

Don't you believe it? Think sneakers are not convincing? All right, I'm gonna have to hire my  
other husband. Come on! Quan Zhilong!



GD 不光自己喜欢 DIY 为自己的各种单品予以扎染元素外，其主理的个人品牌 PEACEMINUSONE 今年亦大玩扎染元素，改变了大家对于 PEACEMINUSONE 一贯的印象，当然通通都要 Sold Out。

GD not only likes DIY to tie-dye its own items, but also plays with PEACEMINUSONE this year, which has changed everyone's impression of PEACEMINUSONE. Of course, all products are sold out.





另外各大潮牌也都纷纷推出了扎染系列，比如 Champion，一样走的是水粉色系路线。

In addition, major fashion brands have also launched tie-dye series, such as Champion, which adopts the water pink series.





再来就是被国内明星穿烂了的 Ground Zero，也一样推出了粉粉嫩嫩的扎染系列单品。

Ground Zero, who was worn out by domestic stars, also launched pink tie-dye series.







扎染怎么穿才不民族？！

**How to wear tie-dye? !**

是的，我们之所以抗拒扎染，首先就是因为它自带的嬉皮民族风情太浓郁，一件上身就好像随时可以跳起舞来，但是时髦的人都是高冷的，想把扎染穿出 Chic 感，一定要做到以下几点！

Yes. The first reason why we resist tie-dyeing is that its hippies are too rich in ethnic customs. It seems that you can dance at any time. However, fashionable people are cold. If you want to wear tie-dye, you must do the following!



不要大红大绿

**Don't be red or green.**

首先就像刚才介绍潮牌推出的单品，我们应该已经发现，大多数品牌玩扎染走的都是小清新风格，用水粉色代替了大红大绿，这其实是最简单最直接降低扎染风险系数的做法！

First of all, just like the single product launched by fashion brands, we should have found that most brands play tie-dye in a small and fresh style, replacing red and green with water pink, which is actually the simplest and most direct way to reduce the risk factor of tie-dye!









或是选择白色底色，不要大面积扎染花纹，一样可以轻松驾驭。

Or choose the white background color, do not tie-dye the pattern in a large area, as easy to control.





© 视觉中国



© 视觉中国





除了休闲风格，还可以与正式风格的单品组合，也一样没有违和感。

In addition to casual style, it can also be combined with formal style items, without any conflict.





© 视觉中国





© 视觉中国



如果说浅色调给扎染增加了一份质感，那么暗色调则可以让扎染变得酷起来。

If light tones add a texture to tie-dyes, dark tones can make tie-dyes cool.







© 视觉中国







之前连大幂幂都撞衫的巴黎世家扎染卫衣就是最佳示范，大面积与黑色对比，不仅不会显得民族还潮的不行！

The tie-dyed hoodies of the Parisian family, which even had a high power, are the best example. The large-area contrast with black will not not only make the nation look fashionable!

其实就算是亮色也没有关系，关键就在于颜色不要太多，两种刚刚好，最多到三种一定要打住，太缤纷就会有跑偏嫌疑。

In fact, it doesn't matter even if it is bright color. The key is that there should not be too many colors. The two are just right. At most three must be stopped. If it is too colorful, there will be a suspicion of deviation.





## 找对搭配&单品

### Match & SKUs

当然除了颜色要 Pick 对，穿搭方式一样要找对 Tone，一定要避免太多嬉皮风格的组合，反而要对于正式感单品玩混搭。

Pick up the right colors and match the right styles. Avoid hippie-style combinations. Instead, play with formal items.

最好穿的当然要从 T 恤做起，你以为搭配个牛仔就搞定了？虽然没毛病，但是牛仔要尽量选择深色系而不要又是简单的牛仔蓝，要尽量让搭配高大上起来。

The best thing to do is to start with a T-shirt. You think it's done with a cowboy? Although there is no problem, but the cowboy should try to choose the dark color instead of simple denim blue, try to make the matching tall.



© 视觉中国





之前火过一阵子的扎染高领衫，一样是将扎染与正式感结合，瞬间带出点优雅感有没有？单穿或是做内搭都没有问题。

The tie-dye high-collar shirt that had been popular for a while before also combines tie-dye with formal sense, which brings a little elegance in an instant. It's okay to wear it alone or make a match.





与西装或是包身裙等质感单品组合，完美平衡那份洒脱和老气，是年轻人出入正式场合的最佳 Pick。

Pick it up with textured items such as suits or dresses, perfectly balancing the relaxation and old-fashionedness. It is the best choice for young people to enter and leave formal occasions.





© 视觉中国



裙装的话也要选择长款、撒口款，千万不要包身或迷你裙！而且用来叠搭，露出一点点是最洋气的组合。

Skirts should also choose long, savory, do not wrap or mini skirt! And it is used to overlap, revealing a little bit of the most fashionable combination.

连衣裙一样要走正式感组合，长袖连衣裙或是用吊带裙做叠搭，可以年轻也可以很熟女。完全去除掉扎染的江湖气！

Dresses like formal combinations, long-sleeved dresses or sling dresses as a stack, can be young or very familiar women. Completely remove the tie-dye!

裤装嘛，不是特别推荐，紧身款这里只建议运动时的 Legging，日常款选择小面积的阔腿裤吧，颜色也不要太鲜艳。

Trousers are not particularly recommended. Legging is only recommended for sports. For daily wear, choose small wide-legged pants, and the color should not be too bright.

牛仔外套是扎染的最佳 CP，不过一件足矣点睛，不要再过度搭配。

A denim coat is the best CP for tie-dyes, but it's enough to finish. Don't overmatch.







与运动 Legging 一个道理，扎染运用到运动款式时就非常合理，比如今年大热的冲锋衣也可以尝试。

Legging to sports, tie-dyes are very reasonable when they are used in sports styles, such as this year's hot windbreaker.







一些很潮的人，比如 Gigi 或是春春，不仅不怕扎染，还大胆的尝试起了全身扎染，不过日常还是不推荐啦。

Some fashionable people, such as Gigi or Chunchun, not only are not afraid of tie-dye, but also boldly try to tie-dye their whole body, but they are not recommended every day.





最适合我们的还是小面积运用，比如 T 恤带一点扎染效果或是玩拼接，都非常 Safe。

Safe to use in small areas, such as T-shirts with a little tie-dye or play splicing.



©视觉中国



或是选择配饰，扎染高跟鞋啊、运动鞋啊、甚至袜子都可以大胆的 Try 起来。  
Try accessories, tie-dyed heels, sneakers, and even socks.







包包、帽子，甚至一块丝巾其实也都可以玩出精彩。

Bags, hats, and even a silk scarf can actually be wonderful.











© 视觉中国





单品推荐  
**Recommendation**







▲连衣裙：ZARA 129

▲ Dress: ZARA 129



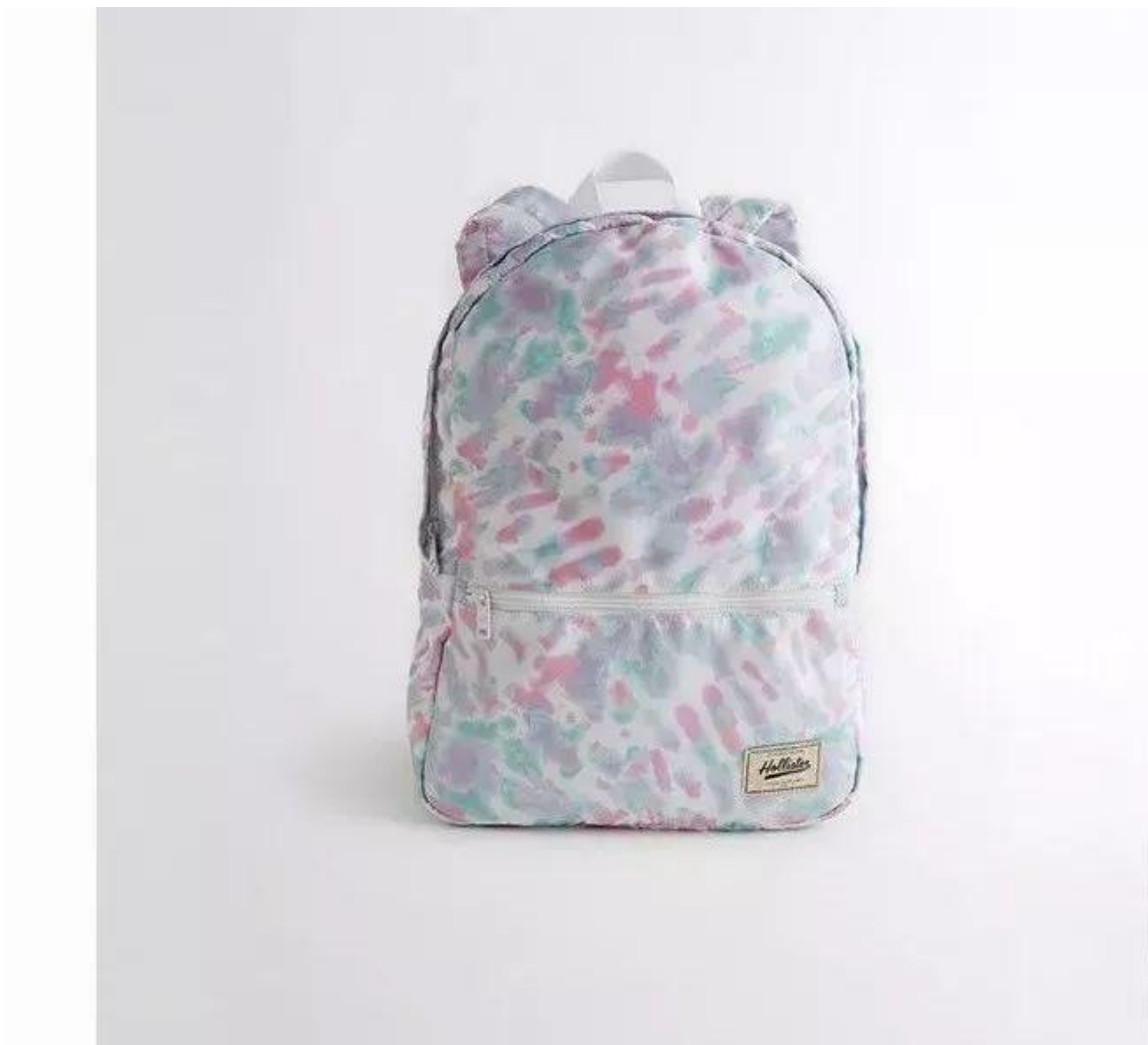
▲运动鞋：CONVERSE 499

▲ Sneakers: CONVERSE 499



▲T 恤: GU 129

▲T-shirt: GU 129



▲双肩背: Hollister 269

▲ Back: Hollister 269





▲一字领上衣: Forever21 169

▲ Straight collar top: Forever21 169

