

**2019 SPRING SUMMER PRESS RELEASE**

For Spring 19 collection, designer Min Liu found inspiration in the colorful, lushly layered wardrobe of Classical Chinese Opera and her favorite artist, Mei Lanfang. A gentleman known as the ‘Queen of Peking Opera’ for his sublime Nandan performances—the practice of men playing women—Mei elegant flair saw him rise to great fame for his portrayals of iconic female characters—Qinyi (the noble lady), Huadan (the coquette), Daomadan (the warrior).

Mei’s blending of classism with the abstract, naturalism and artifice, intersects with Ms MIN's signature themes, along with notions of feminine archetype and the play of womanly refinement against notes of androgyny. The ‘ying-yang’ between the feminine and masculine a motif that the brand adroitly juxtaposes, season to season, setting traditional menswear tailoring against ladylike silhouettes, contrasting sharp lines with opulent detailing, and balancing formality with a sense of comfort and ease.

For Spring 19, layers, elongated lines, jewel tones, and exquisitely hand ​​embroidered silks, make up the season’s notes. Rich gold and magenta fabrics, asymmetrically cut for a dramatic ruched effect, take their cues from the bold street fashion of 90s Hong Kong.

A Chinoiserie influence is seen in a contemporary spin on the classic Qi Pao (Cheongsam)​, ​cropped trousers ​modelled on Qing Dynasty garment​s, ​and ​chrysanthemum-jacquard trousers and top​s​​​​​. ​

The collection also presents a range of classic, thoroughly modern pieces. Minimalist wrap coats are cut three dimensionally from double face cotton​s​ an​d​ cashmeres​​. Classic silk ​knit​ ​pencil skirts, dresses, and pullovers​ in an elegant palette of ivory, jade, ​and ​​black​ with splashes of pink and lipstick red. Cropped trousers ​stitched with butterflies​​ and skinny jeans, easy summer dresses and ruffle front blouses, comes in a selection of richly dyed indigo pieces; denims, linens and cupro.

As with every collection m​any of the season’s textiles​ including reversible ​cotton jacquards ​in ‘Double Happiness’ ​​​and modern floral ​motif​s were designed​ by Min Liu​​​ and ​woven ​​exclusively for the ​brand​ by ​​centuries old French and Italian mills​​. ​

Designer Min Liu extends the brand’s accessories line this season. Creating an environmentally-friendly range of modern culturally inspired bijoux in collaboration with the Atelier Só jewellery label. Tasseled, beaded, adorned with ‘Double Happiness’ motifs, sustainable faux pearls and faux ivory, produced using cutting edge, 3D printing technology.

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**2019春夏系列新闻稿**

Ms MIN春夏19系列，设计师刘旻期想用明亮鲜艳的色彩映照万物复苏的春日。她在中国戏曲的服饰中找到了脑海里对应的景象：浓郁热烈、流光溢彩又含蓄内敛的东方色调争相齐放，层次交叠却毫不媚俗。浑厚的底蕴浓缩于色彩群像之中，令人心生向往。

系列撷取传统戏曲服饰的特征，再揉粹整洁利索的现代技艺：长上加长的多层次造型，灵动衬裙多重隐现，廓形则行云流水。极简缝合收边，利落洗练线条，经调控优化的比例，如四两拨千斤般畅快悠扬。柔若有骨的无架构式剪裁，尊重着面料原本的形态，使其自生韵律。贴近曲线的轮廓却留有空间，中国气韵得以于身周流通，亦是对体态的塑形。

赤红的抽褶大衣，如斗篷包裹身躯。精湛的墨绿色浮雕织锦，低调显露摩登新旗袍的模样。手工刺绣的亭台絮柳、剪花工艺的孑然雅菊，是点到为止的高洁画卷。一簇清代枝梅手工印花，在粗糙肌理的翻羊毛上，隐现清丽掠影。双喜字符与紫兰提花，均可双面穿着，一面平整，一面粗犷，形成妙趣对比。

精工细作之余，不忘编入一味戏谑肆意街头元素，冲撞出平衡之美。将高饱和色系与提花并置，不对称扭转廓形，只由穿衣者的身体决定其呈现效果。

望到收尾已是春末，系列回归刘旻对盛夏一直以来的设想：置身壮阔天地之间，呼吸自然山河之气。朴实本初的奶白、藏蓝、墨黑，凸显面料本来的相貌。水洗人造丝、糙感棉麻、工装蓝染布…… 或干爽，或丝滑，或斑驳皱褶，却都舒适透气。还有蝴蝶手工刺绣，扑腾着幸福的寓意。经由这多样的肌理，感受岩石水流，草木生机，与身体发肤与周遭环境，无声而隐秘地贴合相融。

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