

# eva ouxiu

Spring and Summer 2015











eva ouxiu

**Spring and Summer  
2015**

Photographer\_ Kane Jhang  
Models\_ Masha Buzak & Vilkhovik Nina  
Hair & Makeup\_ Star Chen  
Fashion Direction\_ Owen Chen  
Art Direction\_ Perry Kwong

Spring and Summer 2015



## 光之禮讚

真實世界的彩色是從光線與物體交錯反射而顯現，光線若遇到平坦光滑的物體，便會均勻地反射回空氣之中，使物體表面披覆上一片閃耀的光輝，讓人為此深深著迷。荷蘭黃金時代最偉大的畫家維梅爾（Jan Vermeer）便是對光影尤其情有獨鍾的代表人物，他以層層疊抹的顏料優美地烘托出物體本身的璀璨光影，在他的經典畫作《帶著珍珠耳環的少女》（Girl with a Pearl Earring）不僅細膩的描繪出少女本身令人屏息的氣息，也把耳垂底下那只透亮的珍珠耳環透過畫筆永恆典藏，閃爍橫越一世紀。

### 以光為主體，藝術在跨界後的極致性

我們停止不了對光影的終日幻想，《帶著珍珠耳環的少女》反射出一道神祕光束，在吸引許多創作者重新詮釋。女作家 Tracy Chavelier 以這幅畫作為創作原點，滲入時代背景、人物特性、藝術解析三項元素彙集結出一部結構完整的同名小說，再經電影嚴謹考究的呈現，最後畫作衍生的價值更勝當初，我們深受每一個細節所動容，希望透過服裝饗宴與經典深深致敬。

隨著電影優雅的運鏡，我們也一同鋪陳出本季服裝的輪廓，從畫室裡透露幽微光線的那幾扇窗框開始，清晰可見的波浪狀曲線帶著巴洛克時期的浪漫情懷，以蕾絲為烘托，勾勒出奔放的藝術性效果，象徵女人對夢幻的實踐，蕾絲帶著華麗的宿命串聯起時尚與藝術的橋梁；而光線的透視性則以透明烏干紗作呈現，以透與不透的層疊手法表現神祕多層次韻味，肢體牽動面料的搖曳，光影隨之倏忽呈現，閃爍出記憶裡的似水年華；視線往下停留在維梅爾的畫作，他喜愛運用點畫法堆砌出畫面的構圖，以其為靈感發展出數款具抽象思維的水墨印花，形同春夏時節百花齊放的花園景致；最後人物本身的鮮明特色也為服裝輪廓帶來深刻定義，少女雖有精緻的外表卻深藏堅毅的內心，剛柔兼具的對比性格成為設計師的絕佳靈感，將線條以四分俐落佐入六分優雅，體現女性的前衛新觀點。將藝術以跨界方式輪番詮釋，是現代人對生活存有滿滿想像的宣洩。

我們看見光影之中還有無數個光影交疊，幻變無止盡，  
這也是 eva ouxiu 在現代女性身上看見的迷人特質，  
女人從來都不只是一種樣子。

### IN PARADISE OF LIGHT

The color of the real world appears when lights reflect and interweave between objects. When light encounters a smooth flat surface, it bounces evenly back into the air, clothing the object with a fascinating shining brilliance. Jan Vermeer, one of the greatest painters of the Dutch Golden Age, is a representative figure who was particularly fond of light and shadows. He would add layers after layers of paint to bring out the elegant shine of the object itself. His masterpiece, the "Girl with a Pearl Earring" depicts not only the breathtaking allure of the girl herself, but also the translucent pearl on her earlobe. Vermeer used his paintbrush to transform a moment in time into a timeless collection that sparkled over a century.

#### *"Light as the Subject—the Ultimate Nature of Art after Crossing the Boundary"*

We cannot stop fantasizing about shadow and light all day long. The painting "Girl with a Pearl Earring" reflects a mysterious beam that draws many artists to it with the intention of reinterpreting it. The female writer Tracy Chavelier uses this painting as her creative source, constructing a structurally sound novel by the same name with three artistic elements: specific background, character settings, and art analysis. Later the film adaption's rigorous and elegant presentations all add to the value of the painting itself, moving us with every detail. It is this classic painting that we wish to pay tribute to with our feast of clothes.

We outline the silhouette of this season's clothing along with the elegant camera movement. Starting from the faint light that falls through the studio's window frame, the romance of the Baroque period is clearly shown through the wavy lines that are contrasted with lace for boldness and artistic effect, echoing the feverish use of lace in this season's hottest style. The transparent nature of the light is presented through the organza as we layer transparent and non-transparent fabrics to express the mysterious charm of the light. As the model's body sways the multi-layered fabric, the play of light and shadow suddenly appear.

As we turn our gaze to Vermeer's painting below, we see how the artist constructs the image using pointillism, his preferred painting technique. Inspired by Vermeer's pointillism, we developed numerous abstract ink prints that are reminiscent of a flourishing garden during spring and summer.

Lastly, the distinctive character of the girl also brings profound meaning to the clothing's silhouette. Deep under the girl's delicate feature hides a strong resilience at heart; it is this co-existence of these two contrasting features that form the best inspiration for the designers of evaouxiu.

*OUR ULTIMATE SPIRIT IS TO BLEND MINIMAL LINES OF THE URBAN STYLE INTO CONFIDENT ELEGANCE, BECAUSE WE BELIEVE THAT WOMEN SHOULD GRASP TWO THINGS IN LIFE: THEMSELVES AND WHAT THEY WANT TO ACHIEVE.*





















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# Sunlight Through The Mind.



## 思維透視 剛柔並濟

屏息以待心中那道等待釋放的光束，  
透過忠於自我進而累積出感官世界裡的多彩多姿，  
揭開序幕準備綻放，  
無比美好的畫面倏忽顯影。

**Thoughtful Insights with both strong and soft touches**

**Patiently waiting for the lights,  
I am true to myself, collecting the true colors of this world.  
Curtains up, I am ready to blossom  
to show you the best side of me.**

























































Retro is the ultimate renovation,  
and unconventionality originates from familiar acknowledgement.

复古是极致的革新，立异源自熟悉的认同。

































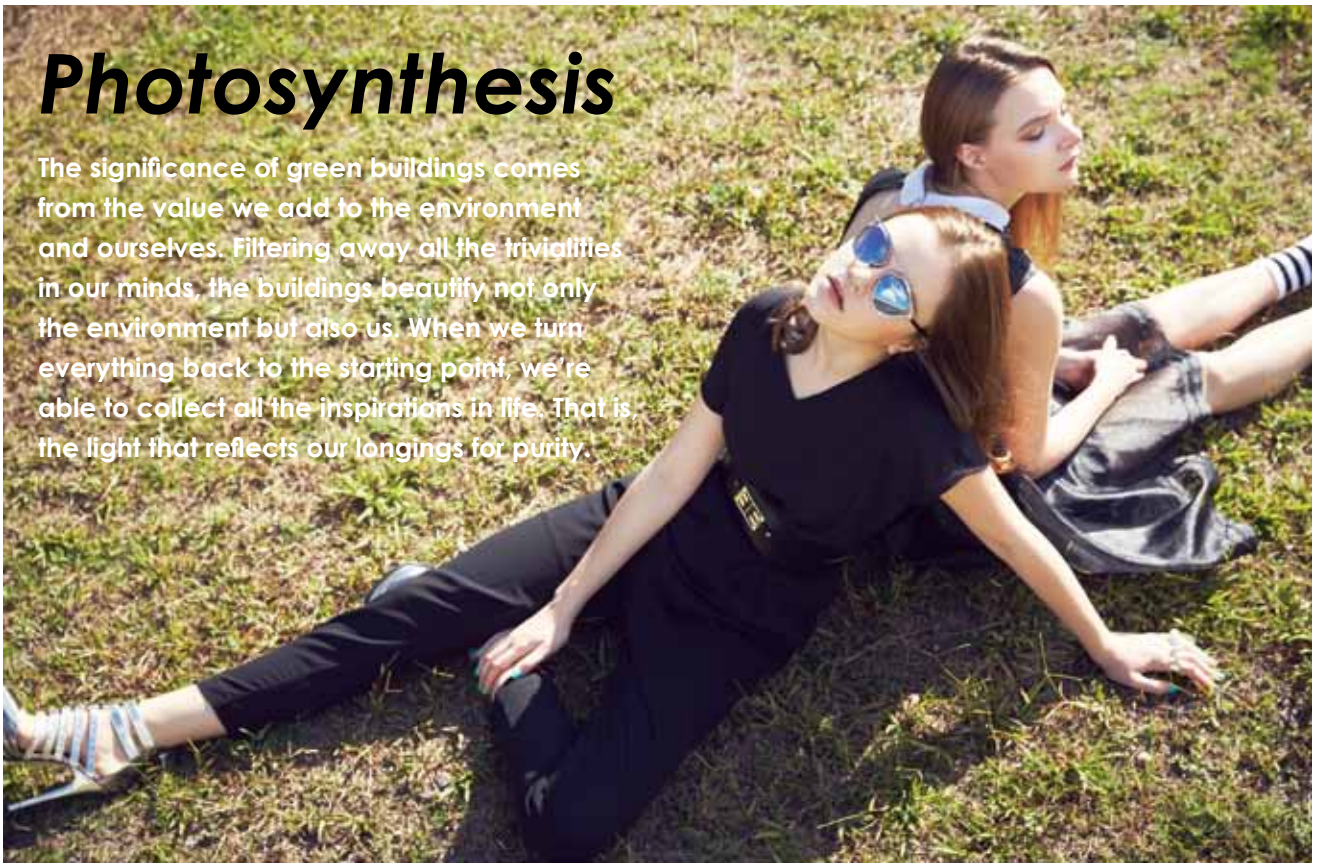






# Photosynthesis

The significance of green buildings comes from the value we add to the environment and ourselves. Filtering away all the trivialities in our minds, the buildings beautify not only the environment but also us. When we turn everything back to the starting point, we're able to collect all the inspirations in life. That is, the light that reflects our longings for purity.





綠色建築來自人類對於自身與環境的重視，建物本身散發無形的氧氣過濾掉我們心靈的雜質，綠化環境的同時也濾化了自己，當一切可以回歸原點，我們便能重拾種種靈光，也就是這道光誠實反射我們內心對純粹的渴望。











THE TOURIST  
CENTER OF SUN  
MOON LAKE SITS  
IN A PICTURESQUE  
MOUNTAIN.

依傍著日月潭  
的向山客中  
心，



Extending its diverse curves to the sky to embrace the sky, the clouds, and the green grass, the enormous building is located between the mountain and the lake and in harmony with Nature. Blessed with the beautiful scenery, the center's fair-faced concrete surface is dressed with wooden curves, and gives the building a gentle touch. As a medium between humans and Nature, the building cures people's indifference with a sensory treatment. The building's well-designed structure combines the house with Nature. Without any acute angle design, the well-proportioned building stands for unique warmth and harmony. When you stand in the tunnel of the building, you sense the light coming from the end. Before you reach the other end of the tunnel, you will feel refreshed. The sunlight reaches every corner of the building. The shade and the light present a sharp contrast on everything they walk through. A silent dialogue is thus opened. With this inspiration of light, people's longing for beauty is awakened.

浩大不突兀的立在山水之间的平面域，建本身多元弧形，充力道的地面向天延伸，天、白、地的美景，大自然予地景完美的恩。建本身曲面木清水模作，木肌理拭去原先清水模分的理性，求人空生自然的和互，

以全新感知治代人的冷漠通病。半建半地景的比例由大曲面弧度作分，磨去何型的棱角角，有著和的人文感，如中道家所崇尚的之美便在空中流敞著，光是站立在放射性通道感受前方直通的光明，尚未接近以前，心已逐步向超；同不管身在哪角落都能光相偕，建物透光的造就致比的光影效果，毫不晦落於相倚的人事物上，三者之生的，透光的，醒意美的往。





Off-the-shoulder top  
Patterned skirt  
High-heeled sandals

Long-sleeved top  
Trousers  
High-heeled shoes



























# eva OUXIU

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## **Three Fashion Icons**

Fashion Icons Variations

1960-2015

**Jean Shrimpton, Gisele Bundchen & Karlie Kloss**

时尚偶像变奏曲







# **Three Fashion Icons**

Fashion Icons Variations

1960-2015

**Jean Shrimpton, Gisele Bundchen & Karlie Kloss**

**时尚偶像变奏曲**























# Shop Address

## 广东省

<b>深圳</b>	
金光华	0755-82611441
东门茂业	0755-25166064
万象城	0755-82690312
深南君尚	
华强茂业	0755-83015375
深国投生活馆	0755-23607421
海岸城	0755-86359309

## 福建省

<b>福州</b>	
东百东街店	0591-87625519
大洋百货东街店	0591-88319262

## 北京市

新光天地	010-65307177
庄胜崇光百货生活馆	13269428128
北京大悦城生活馆	010-59716056
西直门嘉茂生活馆	010-58302381
富力广场	010-59220456

## 湖南省

<b>长沙</b>	
王府井百货	0731-84892779
长沙友谊店	0731-89903861

## 上海市

龙之梦	021-52372996
上海汇金	021-64269612

## 四川省

<b>成都</b>	
成都茂业	暂无座机
群光百货	028-65000302

## 重庆市

新世纪	023-87881438
太平洋百货	023-63736427

## 吉林省

<b>长春</b>	
国商一店生活馆	0431-86119683
卓展	0431-88943103

## 河北省

石家庄北国	0311-89664021
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## 河南省

<b>郑州</b>	
丹尼斯	0371-66289515
花园店	0371-65741735

## 江苏省

<b>苏州</b>	
久光百货	0512-66961286
泰华商场	0512-68832806

## 无锡市

大东方	0510-82718233
八佰伴	0510-82713091

## 南京市

金鹰国际购物中心	025-84717855
东方商城	025-84784239
南京江宁万达广场	025-52837175

## 徐州市

金鹰国购中心	0516-80106559
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## 扬州市

金鹰购物百货	0514-87316876
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## 盐城市

盐城金鹰	0515-80985859
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## 湖北省

<b>武汉</b>	
群光广场	027-87662845
武汉国广生活馆	027-85711929
大洋百货	027-82456995
中商生活馆	027-87339058
东湖万达百货	027-87824288

## 天津市

金元宝	022-25868635
乐天百货	022-58068718
滨海金元宝	022-25635660

## 辽宁省

### 沈阳市

中街新玛特	024-24835246
新世界	024-23830298
铁西新玛特	024-31086670
卓展	024-22795823

### 大连市

麦凯乐	0411-82557050
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### 鞍山市

新玛特	0412-8996568
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## 浙江省

### 杭州市

武林银泰	0571-85066087
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### 宁波市

天一银泰	0574-87093877
东门生活馆	0574-87092431

### 温州市

银泰生活馆	0577-88008155
时代广场	0577-88995633



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招商加盟热线: 189 3886 0678

www.evaouxiu.com





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