



LU KUN

陸坤

Creates Shanghai's Own Fashion



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Shanghai fashion designer Lu Kun (陸坤) has seen his career took off like a rocket in 2004 after he won three awards: the Shanghai Top Ten Designer Award, the Nokia Fashion Diamond Award and the China Pioneer Designer of The Year.

Born in Shanghai in 1981, Lu majored in Fashion Design at Shanghai Second Light Industry Academy. He worked as an apprentice in a tailor workshop after his graduation. In 2003, he started his own studio. Through his experience with many clients over the years, he accumulated a lot of hands-on knowledge; not only on how clothes should be finished but also how to use the different fabrics with different textures to make that person's personality to stand out.

He also won the Most Stylish Chinese Designer of 2009 MTV Style Award,

Top Ten Youth Designer Award, Montblanc de la Culture Arts Patronage Award in 2009. Lu Kun never talks about his talent as he always positions himself as a tailor rather than a designer. In his words, tailoring is his career while design is his hobby. Surprisingly this promising young fashion designer has never studied

abroad and all the techniques he learned and acquired are in Shanghai.

As a haute couture designer, Lu created a special style called "Shanghai-chic". His aesthetic mission is to build a bridge between the heady days of the 1930s Jazz Era of Shanghai and the fashion needs of today. In his





theory, a woman who wears clothes designed by him doesn't need to be in perfect shape. He firmly believes that he can make clothes to fit her well and let her stand out in the group.

Lu Kun's design has incorporated a lot of Chinese elements and concepts. He wants everything he made to have the sense of Shanghaieseness because in his concept Shanghai women have always been the best models of cheongsams (body-hugging one-piece Chinese dress). In contrast to the Chinese conservative traditional design, Lu's designs are sexy, bold and eye-catching, emphasizing the supple curve of the body and the feminine essence inside the women. Lu also creates and cuts the patterns for all the designs himself. All the fashion from his studio are hand-made.

Lu has already aroused the interest of distributors and retailers in Europe and America and his designs have found their way into the closets of international celebrities like Paris Hilton and Yue-Sai Kan (靳羽西), etc.

Lu appears in the many top fashion magazines: Shanghai Tatler, "Vogue" China, "Elle" China, Newsweek (USA) and Telegraph Fashion (UK), etc. His



designs have been exhibited throughout the world including Shanghai's Fashion Week in 2004, Fashion Show at Gold-Smiths Hall in London 2005, Ready-to-Wear Fashion Show at Singapore Fashion Festival 2007, the 2nd Annual Munich International Fashion Night 2007. He was the only Chinese Haute Couture designer participating in the Chinese-themed artistic exhibition at the London's Victoria and Albert Museum 2007, New York Fashion Week 2008 and Mexico City Fashion Week in 2009, etc.

For more information, please contact us at info@shanghai-today.com.

