



PolyU

INTIMATE
FASHION
SHOW

2020



Foreword from *ITC Head*

Welcome to the PolyU Intimate Fashion Show 2020.

The 7th PolyU Intimate Fashion Show is an important annual event at the Hong Kong Polytechnic University. The event showcases 12 juried collections of final year students whose major is in Intimate Apparel and Activewear in the Bachelor of Art (Honours) Scheme of Fashion and Textiles. The avant-garde collections fully demonstrate the creativity of the students and their enthusiasm towards intimate apparel and activewear design.

This event is a continuous joint effort and collaboration between the industry and Institute of Textiles and Clothing (ITC). I would like to express my sincere appreciation to Nobeemas, our Chief Sponsor, for their substantial donation and generous support. I would also like to give my heartfelt thanks to the Hong Kong Intimate Apparel Industries' Association and the cash, production and material sponsors, as well as our judges for their invaluable contribution to realize this memorable event.

As the first tertiary education institute to offer intimate apparel and activewear courses, the aim of ITC is to cultivate young talents in this field by providing students with cutting-edge knowledge and a rich learning environment. We work with different industry partners to facilitate and provide exceptional experiences to prepare our students to reach their full potential in the ever blossoming intimate apparel industry.

I would like to extend my warmest congratulations to all of the graduates and wish them great success in their future career in the intimate apparel and activewear industry.

Professor

Jintu Fan

Head, The Institute of Textiles and Clothing
Chair Professor of Fiber Science and Apparel Engineering
The Hong Kong Polytechnic University



Message from *HKIAIA*

HKIAIA is greatly honoured to support the Hong Kong Polytechnic University (PolyU) - Institute of Textiles & Clothing (ITC) in the PolyU Intimate Fashion Show 2020.

The year 2020 has been an unprecedented journey for everyone around the globe. It has completely changed the whole landscape of how the world reacts to a global pandemic and reflects how united Hong Kong has been in the fight against the COVID-19. Our resilience and disciplined health awareness has acutely helped us. Our lives are gradually returning to normalcy.

We also truly appreciate the continued dedication of PolyU ITC to cultivate young talents for our intimate apparel industry. HKIAIA has been continuously supporting this remarkable annual event which provides students with a platform to showcase their talent, creativity and innovation. It is exciting and encapsulating to see how students create the collections with passion and demonstrate their capability to turn imaginary design into functional products. The Intimate Fashion Show is definitely a show you cannot MISS!

The co-operation between PolyU ITC and HKIAIA is an unspoken bond and our goal and vision has never wavered. We cannot wait to embrace all the new talents who will join our Intimate Industry.

Once again, our heartiest congratulations to your students and wishing you a very successful and amazing Intimate Fashion Show 2020!!!!

Ms.

Angie Lau

Chairman,
Hong Kong Intimate Apparel Industries' Association
Chief Executive Officer,
Clover Group International Limited



Message from *Chief Sponsor*

Welcome to PolyU Intimate Fashion Show 2020. Nobeemas is honoured to be the Chief Sponsor of this meaningful event this year.

Nobeemas is a well-known high-end lingerie brand. We design products according to different personalities, lifestyles and values of women around the world, and develop and produce high-end lingerie.

We are passionate about supporting young talents to achieve their potential. As key sponsor of this event, our aim is to provide a platform that allows students to showcase their wonderful designs and gain useful experience from the preparation process of the show. Our team is very excited and impressed by the passion, creativity and dedication shown by the ITC students. Our industry needs these kinds of young talents and their fresh ideas to further grow and advance. We cannot wait to work with them in the future to drive transformations in the industry.

On behalf of Nobeemas, I wish the 2020 PolyU Intimate Fashion Show every success. I also wish all of the students today the best of luck and hope that you will enjoy every minute of the fashion show and benefit greatly from the valuable experience that this occasion offers you.

President 董事長

Han Xia 韓霞

Company:

Melaydoti 蒙萊多蒂 / Nobeemas 璐比瑪斯

Nobeemas
ANGELIC BEAUTY



POLYU INTIMATE FASHION SHOW

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Collections

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Princess Syndrome

Coeur Initiale

01

Coeur Initiale are two French words that mean originating from the heart. It is not a feeling or behavior, and seldom shown, so it is difficult to clearly describe with words. It can only be occasionally felt through intuition. In life, we need to remember the heart at the beginning of things; to do the things that you desire and revert back to your simplest intentions.

In this collection, I am just following my heart. I am not designing a collection based on any object, but a feeling. The nude and pink colors symbolize the purity of human beings, and the translucent materials (including the embroidery materials) show the inner thoughts. The embroidery is handmade and freestyle, which represent love and following the heart. The entire design is infused with a retro style.

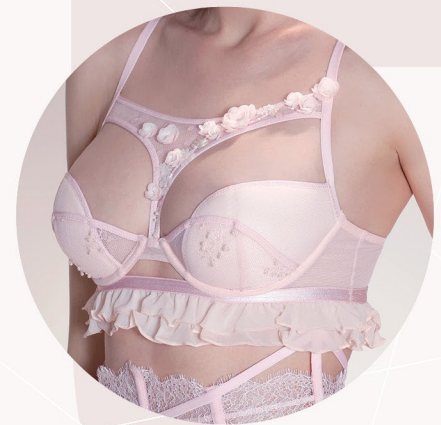
The message of the collection that I wish to portray is that I hope every girl can follow the most authentic and simplest goal, that is, to do the things that she likes without being affected by worldly matters.



Sponsor

Guangzhou GJM Garment Manufacturing Factory Ltd.

Coeur Initiale



01

Designer

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INFINITY 0

02

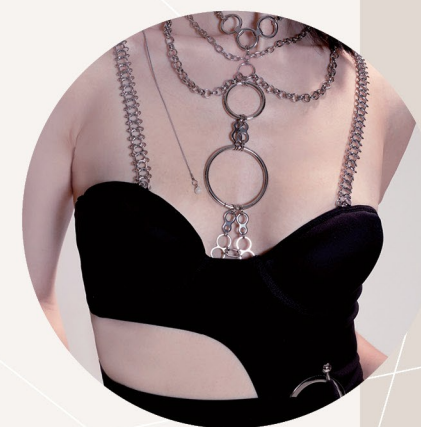
There are many social regulations and connections in this world that chain us to certain rules. Hence, we tend to be limited by people's opinions, and as such, many people limit themselves to their perceived abilities.

∞ symbolizes infinity; that the possibilities are unlimited and infinite, and we should not limit our capacity to imagine. "The limit is not the sky. The limit is one's mind." The message behind this motto is to just pursue your own dreams and be yourself. Don't let the limits of your mind define you. You can achieve so much more than you can possibly imagine.

The designs of this collection mainly play with overlapping cut outs and asymmetric cuttings. The embellishments that use a chain and hardware are the unique features of this collection, which represent feelings of bravery and unlimited imagination.



INFINITY 0



02

Designer

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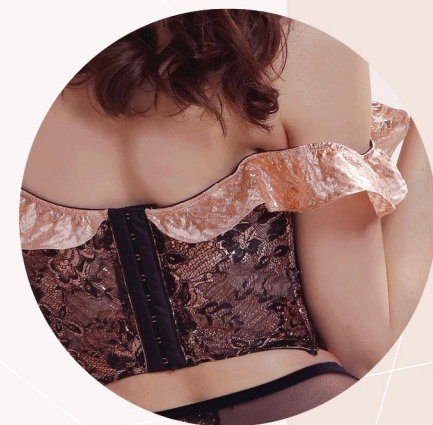
The Rose Says, ...

03

The heroine of the story *The Little Prince* is the inspiration for this collection. Little Prince is a story that emphasizes on the value of love because of the time that a person spends with a loved one, which cannot be seen but is treasured. In the story, the Rose receives The Little Prince's affection. She is beautiful and vain, but she tells dramatic lies to get his attention. The collection tells a story that is related to the Rose, with design elements of petals and glass domes, and the elegant silhouette shows how I imagine the Rose. Special materials such as PVC and gold foil woven fabric are applied, which shows the "protection" that is provided by the Little Prince. The mood of the collection is feminine, dramatic and mysterious, with the combination of two colours: rose gold and black. The collection shows creativity and imagination in making lingerie.



The Rose Says, ...



Designer

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03

Dancing With Flowers

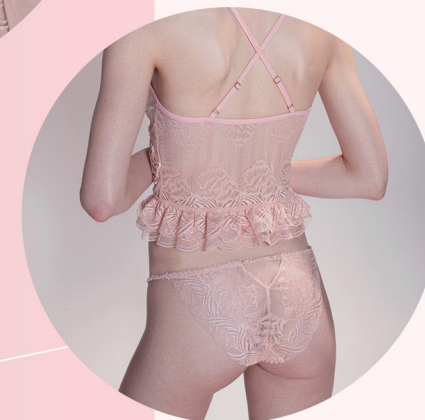
04

Dancing With Flowers is a lingerie collection inspired by the Flower Fairies illustrated by renowned British painter Cicely Mary Barker, which appealed to my innate sense of wonder during my childhood. These enchanting tiny creatures live in their chosen flowers, and look after them with their own magic. When I was growing up, I couldn't help thinking that these ladies are just like grown-up fairies dancing with flowers with a charming soul and distinctive personality. I am a wayward romantic who believes in fairy tales.

The collection features unique cuts and silhouettes. A sense of playfulness is further instilled by using shiny metallic embroidery and trim inspired by flowers and their transformation. Pale pink is the main colour which serves to enhance romantic feelings, while the application of lace, soft mesh and chiffon expresses the sexiness yet elegance of ladies.



Dancing With Flowers



04

Designer

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In the Mood for Love

05

Inspired by Wong Kar Wai's film "In the Mood for Love", this lingerie collection captures the 1960s ambience in Hong Kong. Cheongsam, which is the most iconic garment worn by Maggie Cheung in the movie, greatly resembles lingerie – it is a replica of woman's skin. This collection therefore features delicate piping and Cheongsam craftsmanship.

This collection celebrates the Chinese metaphor of "the fleeting time of youth, beauty and love" (Fa Yeng Nin Wa 花樣年華), magnifying the splendid development of Chinese craftsmanship and traditional Chinese culture.

Those were the days when couples valued marriage, believing in a lifetime lover; when neighbors bonded, calling each other "brother" and "sister".

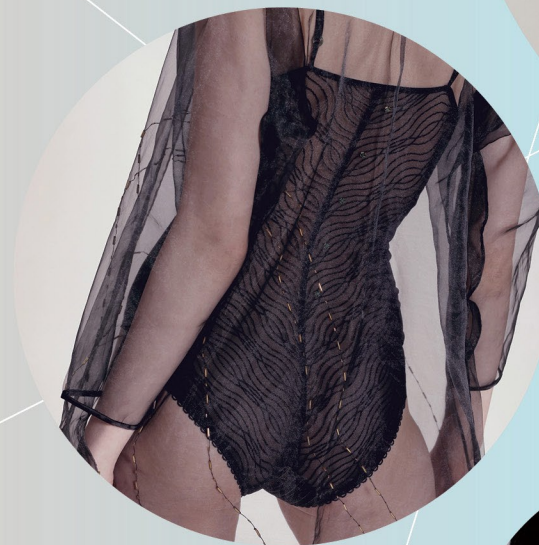
Hong Kong culture is the backbone for the inspiration and creation of the collection, through which always and certainly those good old days will return.



Sponsors

Guangzhou QianYu Intelligent Technology Co., Ltd.
Rubbish_B

In the Mood for Love



05

Designer
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LAVASWAY

06

Lava, a homophone for Love, and also the title of a short musical film, inspired my collection. The screenplay writer replaced “love” with “lava” to tell the love story of a lonely volcano, which portrays an independent person who dreams of being loved in this collection. She is initially optimistic, persistently believing in being loved, but afterwards, feels disappointed and lonely. After experiencing such complicated feelings, she grows with fortitude.

The cutting of the garments in this collection emphasizes the shape of the female body while the streamlined fabric pieces interlace each other to create a complex structure. The fire-like pattern print shows how the lady yearns to be loved and her passionate heart. Even though she is enthusiastic about love, the distress or anxiety that she feels still exists, which is represented by the straps that are tightly wrapped around the body.

I hope that everyone’s dream of being loved will come true!



LAVASWAY



06

Designer

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MOUNTAINOUS

07

MOUNTAINOUS- resembling numerous and very huge mountains. Surrounded by nature in the mountains which brings about calmness and inner peace. The natural scenery changes with the weather and time. Chinese brush painting is used to capture the beauty of nature and illustrate the dreamy feelings of a mountainous region. The fog and river sceneries also provide a peaceful and harmonious environment. Combined with smocking techniques, I hope to provide a 3D effect of the curling and overlapping silhouettes of the mountains. Green is the main colour in this collection as it gives a relaxing and calming vibe. Different green tones are used for highlighting and shading to create an ombre layering effect. This sporty collection sends a soft and harmonious vibe even when exercising.



MOUNTAINOUS



07

Designer

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I've Got a War In My Mind

08

"We are survivors."-Tom Hardy.

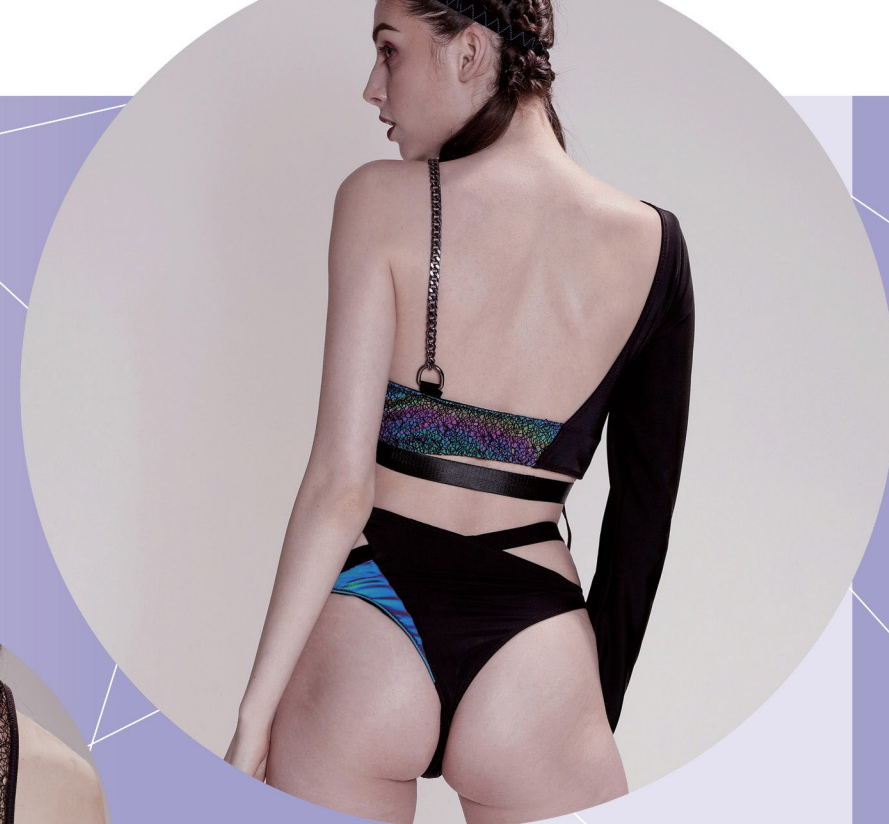
In this collection- I've got a war in my mind. A crazy world is being presented in my work. Psychosis or other types of mental disorders have become more prevalent in our society. People who suffer from a mental illness need to pretend to be "normal" in order to fit in. However, many people around us are suffering from mental illnesses. They are trapped and, do not dare to say anything.

Helping hands are always needed.

For the design details, the polyvinyl chloride acts as a broken mirror, so many of us can see ourselves in the mirror fragments that symbolize the hallucinations of a fractured mind. The chaotic mesh fabric suggests feelings of being trapped and entangled. In the dark, the holographic fabric may appear to be merely black cloth, but with adequate lighting, provides a hallucinatory visual effect. Shining a flash onto the material will also impart white reflective effects. The asymmetric design represents the crisis state that the mentally ill are trapped in.



I've Got a War In My Mind



08

Designer

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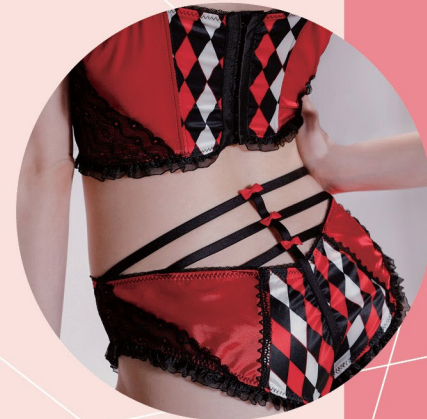
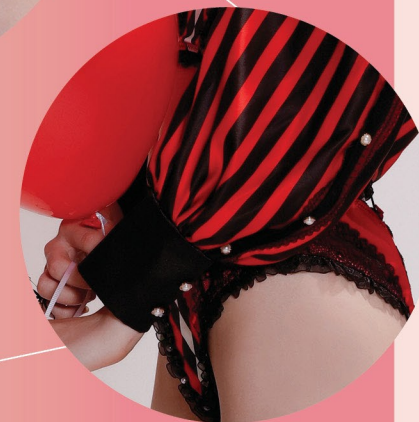
Tears of a Clown

09

Put on a happy face, with a silly body and hilarious pace.
From the bottom of your heart, there's nothing but a gloomy part.
No one really cares about your true personality.
No one notices your tears and pain but only your farcicality.
What a fake smile on that mask!
Blocking vile judgment and life's hard tasks.
Is it ridiculous?
But slapstick happens every day.
And the clown is always conspicuous.
Yet, we are all clowns in real-life screenplays.
A clown imagery is used in this collection by making use of red, black and white as the main colors with circuslike patterns of stripes, hearts, and diamonds. A leather harness, handcuffs and straps are used in the design to symbolize emotional binding. Sometimes, we are forced to be happy. Therefore, I hope that this collection might strike a chord deep in your heart.



Tears of a Clown



09

Designer

Rainnie

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Fungi

10

Fungi are lively organisms in our ecosystem. Most people usually think that fungi are dull in colour without much character. However, fungi are interesting species to explore. They have great diversity in shape, colour and texture, which you cannot even imagine. Their colours range from light to dark, and dull to bright. These colours are reflected by the main colours in this collection: coconut milky white, quartz pink, and hazelnut and tawny brown. Fungi are abundant in nature, but most of them are inconspicuous because they are small in size and hidden. The fine details in this collection resonate this quality, so that a pleasant surprise will be given to whomever seeks the details. Therefore, different textures and tiny design details are merged in the collection. You might need a magnifying glass to discover the design details and use your hands to feel the different textures in the garments of this collection.



Fungi

10



Designer

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REVERSE CHECK

11

In 2020, many of the heritage places in Hong Kong have already been demolished with the modernization of society. This collection is inspired by a graphic that is often seen in the olden days of Hong Kong, and every Hong Konger should recognize, which is the green and white color checkered flooring found in restaurants in the past. In order for the pattern to accommodate denim, the green color checks are changed to a blue color. Therefore, blue and white are the main colors in this collection. The pattern is hand-woven to symbolize the traditional checkered floor pattern.

The collection is called "REVERSE CHECK". So what does "REVERSE" mean here? Woven fabric is usually not used as the main fabric to make lingerie. Lingerie is intimate apparel. But NO, I do not agree with that. So here, I want to reverse this way of thinking. Woven fabric can be the primary fabric for making lingerie. Lingerie can also be outerwear. Lingerie can be fashionable garments.



REVERSE CHECK



Designer

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Princess Syndrome

12

In 1789, the Queen of France, Marie Antoinette, famously uttered the phrase: "Let them eat cake", which showed her poor understanding of the situation and disregard for her people who were going through a famine and poor understanding of their situation. This type of narcissism has become representative of the princess syndrome. The 'princess syndrome' is a psychological phenomenon that arises from self-centeredness and materialism. These 'princesses' live life as a fairy tale and believe that the universe is centered around them. This lingerie collection features the color Bordeaux red which symbolizes maturity, as only adults can drink Bordeaux red wines. There is also a nude pink color which is gentle and soft, and tender like a newborn baby. The adult and infant associated colors, synthesis of styles found in the 1800s and modern fashion in the collection represent the contradiction between a mature and immature mentality embodied in young women who have the princess syndrome.



Sponsors

Parawin Industries Ltd.
Brunet International (Hong Kong) Limited

Princess Syndrome



Designer

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BACHELOR OF ARTS (HONOURS) SCHEME IN FASHION AND TEXTILES INTIMATE APPAREL AND ACTIVEWEAR

Programme aim

This programme educates and trains students to become competent professionals with active roles in the development of the intimate apparel and activewear industries in Hong Kong and overseas markets. Through the programme, students learn about the latest intimate apparel and activewear design and technology in an active classroom. Expert seminars, practical workshops, live model fitting, factory visits and summer internships also help students to gain a better understanding of the textiles, design, pattern, production and business environment in real life.

Call for support

For nurturing future intimate and activewear designers, we sincerely invite you to support the PolyU Intimate Fashion Show in the coming years. Cash donation, material sponsorship, design mentorship, technical mentorship and equipment support are most welcome. Should you require further information, please contact Dr. Joanne Yip/ Dr. Kristina Shin/ Ms. Nico Liu of the Institute of Textiles and Clothing at tel. (852) 2766 6500.

Visit our website

www.polyu.edu.hk/itc/asiia/en



Acknowledgement

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Ms. Nico Liu

Members

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Dr. Kristina Shin

Ms. Tanya Dove

Judges at the Prejudging

Ms. Sarah Marland / Cerie International Ltd.

Ms. Caroline Morris & Ms. Dona Ng / Clover Group International Ltd.

Ms. Samanthi Rambukpotha / Crystal Martin (Hong Kong) Ltd.

Ms. Judy Tsui / Delta Bogart Lingerie Ltd.

Ms. Juliana Chan / Guangzhou GJM Garment Manufacturing Factory Ltd.

Mr. Allen Wong & Ms. Marine Maquaire/ Hop Lun (HK) Ltd.

Ms. Dolly Han / Guangzhou QianYu Intelligent Technology Co., Ltd.

Ms. Karen Ng / L&A Lingerie Ltd.

Ms. Mi Fong & Ms. Vanessa La / Parawin Industries Ltd.

Ms. Yvonne Kwan / Tavistock (HK) Ltd.

Production for the Intimate Fashion Show 2020

Dakki Productions

www.dakki.com

Make Up and Hair Stylists - Brochure photoshoot

Ms. Jennifer Lau & Ms. Theresa Chan @ MAKE UP FOR EVER ACADEMY HONG KONG

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Brochure Printing

Sun Light Printing & Bookbinding Factory

