

ATTITUDE

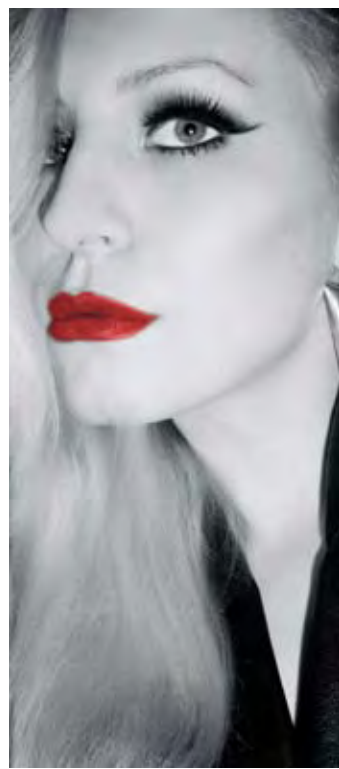
态度

FASHIONSHOW

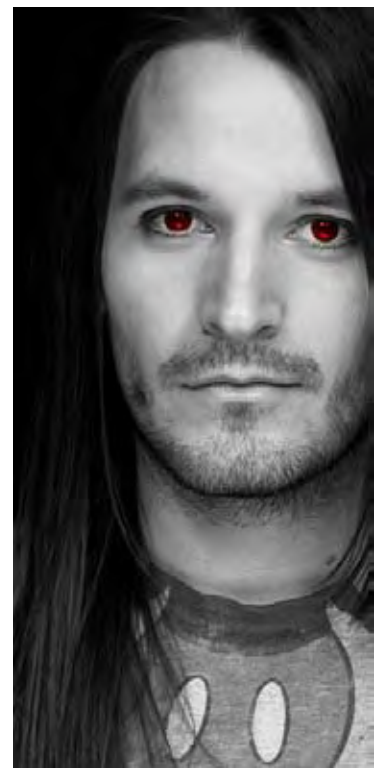
1 EVENT - 3 DESIGNERS - 3 FASHIONSHOWS
BUT ALL ABOUT ATTITUDE



DAVID UBL



PATH



ralfeyralf

NOVEMBER 12TH 2011 3-4PM
ATRIUM AT THE OPPOSITE HOUSE

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FASHIONSHOW

FASHIONSHOW INFORMATION



BEIJING THE FUTURE FASHION CITY HAS SHOWN US HIGH-END LUXURY FASHION BRANDS BUT NEVER FEATURED INTERNATIONAL YOUNG FASHION DESIGNERS.

THE ATTITUDE EVENT IS A NEW PLATFORM TO FEATURE YOUNG, NEW UPCOMING DESIGNERS WITH THEIR INDIVIDUAL DESIGN AND STYLE IDEAS. THIS NOVEMBER THE FIRST TIME EVER THE THREE HOTTEST UPCOMING YOUNG DESIGNERS JANINE GROSCHE WITH HER CONTEMPORARY-MINIMALISTIC MENSWEAR BRAND „PATH”, RALF SCHUCHMANN WITH HIS OUTSTANDING WOMENSWEAR LINE”RALFEBYRALF” AND DAVID UBL WITH HIS EXTRAORDINARY NAMESAKE BRAND.

THIS 3 TALENTED DESIGNERS LAUNCHED THEIR BRANDS AT THE FASHION PLACE IN BEIJING AT THE OPPOSITE HOUSE.

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DAVID UBL



THE 28-YEAR OLD GERMAN FASHION DESIGNER DAVID UBL IS THE YOUNGEST FUR CHIEF DESIGNER IN THE WORLD, THIRD RUNNER UP OF GERMANY'S FASHION SHOW "PROJECT RUNWAY" AND WINNER OF THE GOLD HEMPEL AWARD FOR YOUNG DESIGNERS IN 2008. THE NEXT STEP IN HIS SUCCESSFUL SAGA WILL BE TO EXPAND HIS OWN BRAND DAVID UBL IN CHINA

AFTER LAUNCHING SUCCESSFULLY HIS SUMMER 2012 COLLECTION AT THE BEACH CLUB IN BEIJING DAVID IS READY FOR THE NEXT STEP. THIS NOVEMBER 2012 HE WILL PRESENT HIS BRAND NEW WINTER 2012/13 COLLECTION.

THE COLLECTION IS ALL ABOUT FEELING GOOD, FEELING LUXURY AND FEELING SEXY. THE MATERIALS ARE TOKYO DENIM, FINE COTTON, LEATHER AND A SPLASH OF THE FINEST FUR.

THE COLLECTION IS SPECIAL AND VERY WEARABLE, BECAUSE DAVID MAKES CLOTH PEOPLE WEAR, AND NOT CLOTH FOR THE MUSEUM. THE CUT IS A LITTLE FITTED ON THE BOTTOM AND BUILD ON THE TOP TO CREAK AND SEXY STRONG SILHOUETTE

DAVID BELIEVES THAT CREATING HIS OWN BRAND IS A GREAT DELIGHT , BECAUSE THROUGH THE COLLECTION OF HIS WORK, HE CAN DEMONSTRATE TO THE WORLD HIS FASHION PHILOSOPHY AND HIS INTERPRETATION OF THE MODERN STYLE.

MORE INFORMATION UNDER WWW.DAVIDUBL.COM
DAVIDUBL@HOTMAIL.COM

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PATH IS A NEW MENSWEAR LABEL AND THE CREATION OF THE GERMAN FASHION DESIGNER JANINE GROSCHKE. PATH WAS LAUNCHED IN THE END OF 2010 AND IS BASED IN BEIJING, CHINA.

'STATIC FACILENESS', THE STRIKING DEBUT COLLECTION FOR SPRING SUMMER 2011 ALREADY SHOWS THE UNMISTAKABLE UNIQUE HANDWRITING OF JANINE, WHO GRADUATED FROM ESMOD BERLIN IN 2007. THE DESIGN IS CHARACTERIZED BY CONTEMPORARY MINIMALISM, RADICAL MODERNISM AND NONCHALANT ELEGANCE.

PATH CREATES AN ARCHETYPE OF A MODERN MAN

THE NEW COLLECTION IS DEFINED BY THE FLEXIBILITY OF THE MATERIAL, ANDROGYNOUS MASCULINE CUTS AND TRANSCENDS THE LINE BETWEEN AVANT-GARDE AND WEARABLE FASHION. SHEER LIGHT FABRIC MEETS CONTRASTING MATERIAL, PURSUING A NEW MASCULINITY. SILHOUETTES OF POWERFUL SHAPES AND VOLUMES ARE DELICATE WITH SIMPLICITY. A CERTAIN FRAGILITY COMES TOGETHER WITH CLEAN LINES.

PATH IS DESCRIBED A MINIMAL YET LUXURIOUS LINE WITH AN ELEMENT OF FLOW AND EFFORTLESS COMFORT. IT PUSHES BORDERS FURTHER AWAY BY CREATING INNOVATIVE AND ANDROGYNOUS MASCULINE FASHION AS A NEW GENRE FOR MEN.

MORE INFORMATION UNDER WWW.PATH-HOMME.COM

PATHHOMME@GMAIL.COM

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ralfebyralf



RALF WAS BORN IN HUNGARY AND STUDIED FASHION DESIGN IN MUNICH/GERMANY. AFTER GRADUATION HE HAD THE MARVELOUS OPPORTUNITY TO GET ON HAND EXPERIENCE IN THE FASHION INDUSTRY OF CHINA. AFTER MORE THAN 2 YEARS OF EXPERIENCE AND INTERNATIONAL INFLUENCE HE DECIDED TO PRESENT HIS 2ND COLLECTION IN BEIJING.

THE HUNGARIAN BORN WOMENSWEAR DESIGNER #NAMED HIS BRAND "RALFEBYRALF".

IT REPRESENTS STRONG, INDEPENDENT, POWERFUL WOMEN WHO ARE NOT AFRAID OF THE FUTURE BUT ARE WELL AWARE OF THEIR PAST AND KNOW WHAT THEY WANT.

THE NEW COLLECTION IS VERY FEMININE WITH FLOWY, SEMI-TRANSPARENT MATERIALS, PLAYING WITH SEE-THROUGH AND NON-TRANSPARENCY, ADDING ON TOP LEATHER TO ACHIEVE A PERFECT CONTRAST FEELING.

WE ARE ALL BEAUTIFUL BUT WEARING LEATHER MAKES US FEEL POWERFUL.

RALF IS ALWAYS PLAYING WITH THE STRENGTHS OF THE WARRIOR WOMEN, WITH SHAPES, SEAMS AND FABRIC CONTRASTS.

ALL THIS GIVES A UNIQUE, COHESIVE LOOK TO THE MODERN WOMEN WHO WANT TO FEEL BEAUTIFUL BUT ALSO COMFORTABLE.

RALFEBYRALF IS MADE FOR PEOPLE WHO LIKES TO EXPERIENCE AND EXPRESS WHO THEY ARE, WHO LIKES CHANGES AND ARE NOT AFRAID!

RALFEBYRALF@GMAIL.COM

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THE OPPOSITE HOUSE



THE OPPOSITE HOUSE BY RENOWNED ARCHITECT, KENGO KUMA,
IS AN URBAN OASIS WITH 99 GUEST STUDIOS INCLUDING 9 SPACIOUS SUITES AND
A PENTHOUSE DUPLEX WITH ROOF TERRACE.
THE CONCEPT OF SEAMLESS SPACE IN THE ROOMS AND THROUGHOUT THE
ATRIUM AREA
ALLOWS FOR AN ABUNDANCE OF NATURAL LIGHT AND
THE POSITIVE FLOW OF ENERGY.

ANTONIA LYNE 安妮 :: THE OPPOSITE HOUSE 瑜舍
T +8610 6417 6688 D +8610 6410 5248 F +8610 6417 7799
M +86 182 1049 6217
ANTONIALYNE@SWIREHOTELS.COM
:: WWW.THEOPPOSITEHOUSE.COM :: WWW.HOUSEVIBE.CN

RSVP AT: ATATTITUDEEVENT@GMAIL.COM



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