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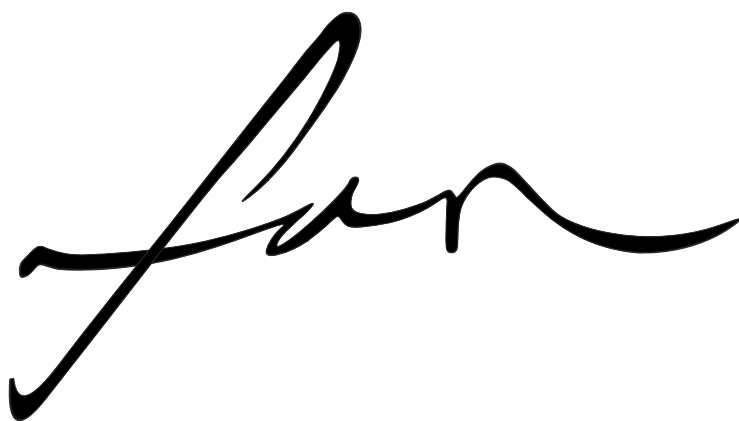
FAN SS26
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LOOKBOOK



荆棘

当“荆棘”的守护理念与品牌擅长的网纱、蕾丝相遇，当解构设计与女性曲线的美碰撞，品牌新系列便有了更鲜活的生命力——它不再只是自然灵感的复刻，更是对女性力量与柔美、坚韧与性感的全新诠释，每一寸网纱的轻透、每一缕蕾丝的飘逸，都成为“荆棘”故事里，打破传统、拥抱自我·坚信自我的理念。



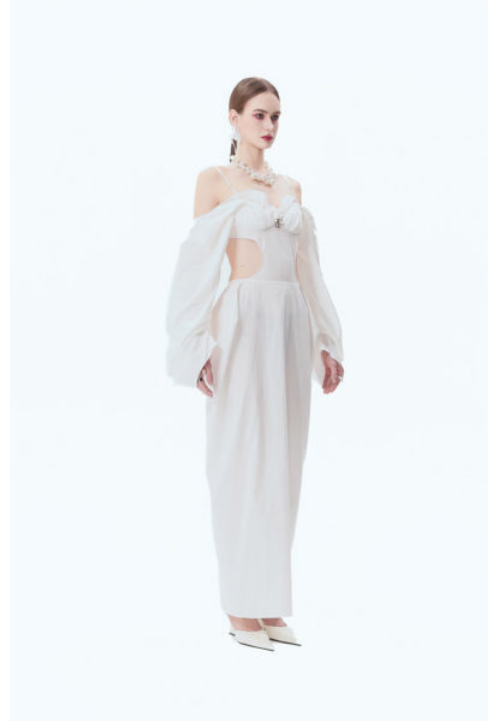
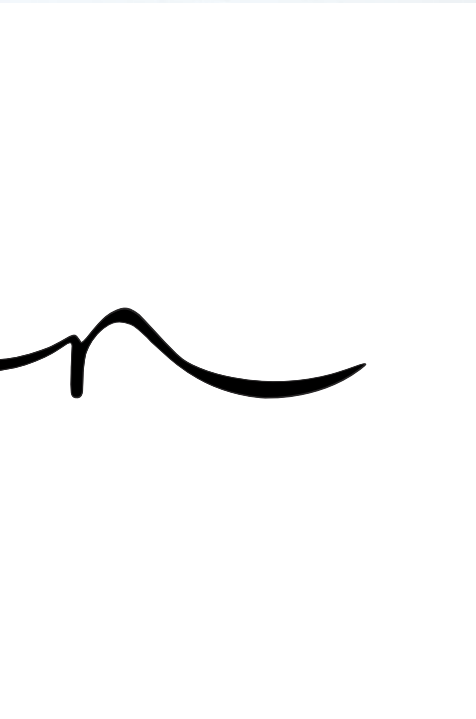
Thorns

A brand that takes silk as its wings and lace as its thorns continues its story. When the protective concept of "thorns" meets the net fabric and lace that the brand is skilled at, and when deconstructed design collides with the beauty of a woman's curves, the new series of the brand acquires a more vibrant vitality - it is no longer merely a replication of natural inspiration, but rather a brand-new interpretation of the strength and softness, the resilience and sexiness of women. Every inch of the transparent net fabric and every strand of the flowing lace becomes a part of the "thorns" story, representing the idea of breaking traditions, embracing oneself, and believing in oneself.



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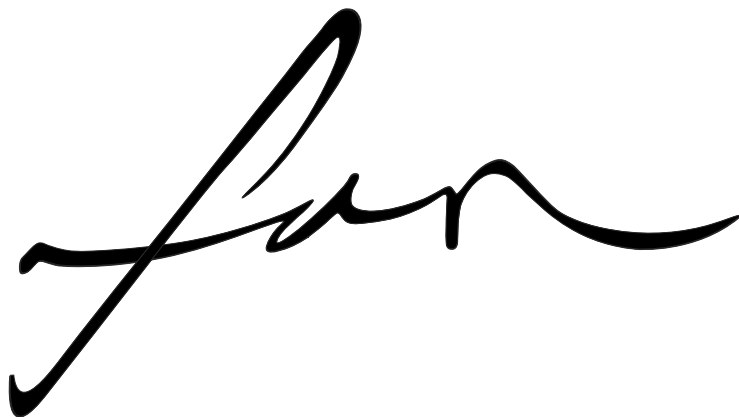




荆棘 褶皱与解构：让荆棘的形状，贴合女性的曲线

品牌对不规则结构与解构元素的擅长，在“荆棘”系列中被发挥到极致——每一次解构都不是刻意的叛逆，而是为了让“荆棘”的意象，更自然地融入女性的身体曲线，传递出“美丽性感里藏着坚韧”的内核。

系列中还有一件米白色的蕾丝鱼尾裙，堪称“简单与曲线的对话”。裙子的上半部分用紧身设计，胸部的羽毛代表自由的翅膀，我们的人生是掌握在自己的手中，创造自由享受自由；裙摆则采用了鱼尾式的解构设计，将传统鱼尾裙的裙摆拆分成三层，每层都用不规则的剪裁，边缘用蕾丝拼接，行走时裙摆会像鱼尾一样摆动——“这条裙子想表达的，是‘荆棘也可以有温柔的形状’，”设计师想说，“女性的曲线不是需要隐藏的‘弱点’，而是像鱼尾裙的多样面料插片一样，是独一无二的美，是值得自信展现的力量。”





Thorns

Wrinkles and Deconstruction: Making the shape of the thorns conform to the curves of a woman's body

The brand's expertise in irregular structures and deconstruction elements is brought to its peak in the "Thorns" collection - each deconstruction is not a deliberate act of rebellion, but rather to allow the image of "thorns" to more naturally blend into the curves of a woman's body, conveying the core message of "beauty and sexiness contain resilience".

There is also a white lace mermaid dress in the series, which can be described as "a dialogue between simplicity and curves". The upper part of the dress is designed in a tight-fitting style, with feathers on the chest representing free wings. Our lives are in our own hands, and we create freedom and enjoy it; the skirt hem adopts a deconstructed design in the shape of a fish tail, splitting the traditional fish tail skirt's hem into three layers, each layer is cut with irregular shapes, and the edges are stitched with lace, and when walking, the skirt will swing like a fish tail - "This dress wants to express that 'thorns can also have gentle shapes'," the designer says, "A woman's curves are not a 'weakness' that needs to be hidden, but like the diverse fabric inserts of a fish tail skirt, they are unique beauty and a strength worthy of confident display."

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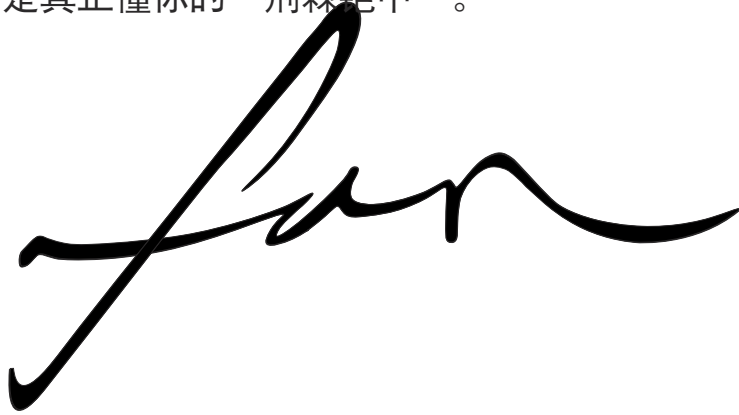


荆棘 可持续与长期主义：让荆棘的故事，能被长久传承

品牌坚持的可持续发展与长期主义，也贯穿在“荆棘”系列的每一个环节——从面料的选择，到工艺的运用，再到单品的特别设计，都在践行“让美既能当下绽放，也能长久陪伴”的理念，就像荆棘会年复一年地生长、开花，品牌的设计也希望能跨越时间，成为女性衣橱里的“经典伙伴”。

在面料选择上，团队优先选用了进口面料与手工制作：“可持续不是口号，而是要融入设计的细节，”采购负责人说，“就像荆棘在自然中会循环生长，我们的设计也该与自然共生，不浪费每一份资源。”

在单品的实用性上，团队也做了长远的考量：每一件衣服的独特设计和轻薄面料的选择是困难的，但我们选择“打破困难”，其他国家能完成的事我们中国更能完成。独特设计配加上轻薄面料经过数次工艺的洗礼与打磨，只会打造出品牌要做好产品的坚定决心。“我们希望每件衣服都能被穿得更久，而不是只穿一季就被闲置，”设计师说，“长期主义对我们来说，不仅是品牌的坚持，也是对女性的尊重。一件能陪伴你很久久的衣服，才是真正懂你的‘荆棘铠甲’。”





Thorns

Sustainability and Long-Termism: Making the Story of Thorns Last for a Long Time

The brand's commitment to sustainability and long-termism is evident throughout every aspect of the "Thorn" collection - from the selection of fabrics, to the application of techniques, and to the unique design of each item. It embodies the philosophy of "letting beauty bloom in the present and accompany you for a long time", just like thorns that grow and blossom year after year. The brand's design also hopes to transcend time and become a "classic companion" in women's wardrobes.

In terms of fabric selection, the team prioritized the use of imported fabrics and handcrafted ones: "Sustainability is not just a slogan; it's about integrating it into the details of the design," said the purchasing manager. "Just like thorns grow and bloom in nature, our design should also coexist with nature and not waste any resources."

In terms of the practicality of the items, the team also made long-term considerations: The unique design and lightweight fabric of each piece are challenging, but we chose to "break through the difficulties". What other countries can accomplish, we in China can do better. The unique design combined with the lightweight fabric, after undergoing several rounds of craftsmanship and refinement, will only create the brand's firm determination to produce good products. "We hope each piece of clothing can be worn for a longer time, rather than being left idle after just one season," said the designer. "Long-termism for us is not only the brand's commitment, but also respect for women - a piece of clothing that can accompany you for a long time is truly the 'thorn armor' that understands you."

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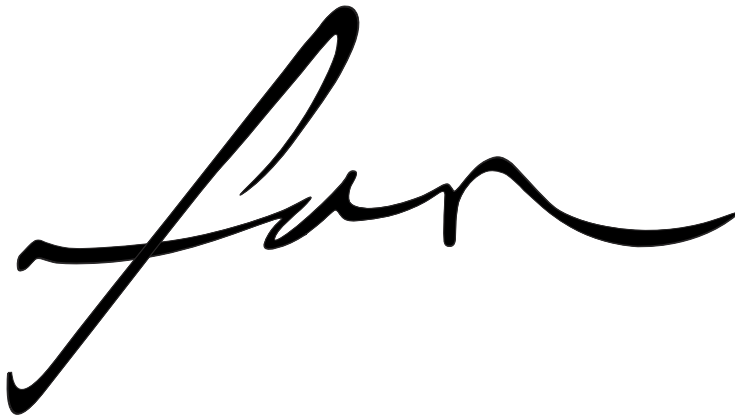


荆棘 中性视角下的女性美：荆棘的锋芒，本就该自由绽放

品牌始终相信，以中性视角重塑女性美，才能真正打破传统男性视角下对“窥视女性”的刻板定义——女性的锁骨、背部、双腿，不是“取悦他人”的工具，而是像荆棘的尖刺、花朵的绽放一样，是自然且美好的存在，值得自信大胆地展现。

在“荆棘”系列的拍摄中，品牌选择传统的“性感”姿势，加上简单的侧身站立，露出背部的曲线与网纱上的“荆棘”配合，眼神坚定；——“我们想通过镜头告诉大家，女性展现身体曲线，不是为了‘吸引他人’，而是为了‘取悦自己’，”男摄影师说，“就像荆棘会自由地生长，女性的美也该自由地绽放，无需在意他人的眼光。”

系列的宣传语“在任何时间以任何方式展示自我的美是很强大的内核力量”，也被印在了每一件衣服的吊牌内侧——当女性穿上这些衣服，触摸到吊牌上的文字时，仿佛能感受到品牌的鼓励：你可以穿着网纱裙去职场，也可以穿着大廓形西装去约会；你可以选择露出锁骨，也可以选择遮住手臂；你的美，无需被时间、场合、他人的眼光所限制，只要你想，就可以自信地展现。





Thorns

The beauty of women from a neutral perspective: The sharpness of thorns should naturally allow them to bloom freely.

The brand firmly believes that by presenting female beauty from a neutral perspective, it can truly break the stereotypical definition of "observing women" imposed by the traditional male perspective - the female's collarbones, back, and legs are not tools to "please others", but rather like the sharp spines of thorns and the blooming of flowers, they are natural and beautiful existences that deserve to be confidently and boldly displayed.

In the "Thorns" series of photography, the brand chose the traditional "sexy" poses, combined with simple side standing positions, revealing the curves of the back and the "thorns" on the net fabric, with a determined gaze; -- "We want to tell everyone through the lens that when women display their body curves, it is not for 'attracting others', but for 'pleasing themselves'," the male photographer said, "Just like thorns can freely grow, women's beauty should also freely bloom, without caring about others' opinions."

The promotional slogan of the series, "It is a very powerful core force to show one's own beauty in any time and any way", was also printed on the inner side of each garment tag - when women put on these clothes and touch the text on the tag, it seems as if they can feel the brand's encouragement: You can wear a net-sheer dress to the workplace, or a loose-fitting suit for a date; you can choose to expose your collarbones, or cover your arms; your beauty does not need to be limited by time, occasions, or others' opinions; as long as you want, you can confidently display it.

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荆棘 荆棘之上，是更自由的绽放

当“荆棘”系列的衣服被越来越多的女性穿在身上，品牌看到了更多元的“绽放”：有人穿着解构主义设计大廓形西装去参加商会，用利落的版型展现专业，用锁骨的曲线展现自信；有人穿着白色蕾丝鱼尾裙去参加闺蜜的婚礼，用衣服本身的收腰设计展现柔美，用羽毛的结合展现独立。这些场景，正是品牌想要传递的“荆棘”的真正意义：不是用刺隔绝世界，而是用刺守护自己的美，用柔软拥抱世界的多元。品牌知道，“荆棘”的故事还会继续，网纱与蕾丝的碰撞、不规则设计褶皱与解构的对话、可持续与长期主义的坚持，也会一直延续——因为品牌始终相信，女性的美，就像荆棘与花的共生，既有尖锐的锋芒，也有柔软的绽放；既有被守护的底气，也有自由展现的勇气。而品牌，会一直做那个“编织荆棘铠甲，也守护花朵绽放”的同行者，陪伴每一位女性，在任何时间、任何场合，都能自信地说：“我的美，由我定义并且直接展现出来。”



Thorns

Above the thorns lies a freer blooming

When the "Thorns" collection of clothing was worn by more and more women, the brand witnessed a more diverse "blooming": Some wore deconstructed design wide-fit suits to attend business meetings, using the neat shape to demonstrate professionalism and the curve of the collarbone to showcase confidence; Some wore white lace floor-length dresses to attend their best friend's wedding, using the waist-cinching design of the dress to display softness and the combination of feathers to show independence. These scenes are precisely what the brand intends to convey as the true meaning of "Thorns": Not using thorns to isolate the world, but using thorns to protect one's own beauty, and using softness to embrace the diversity of the world.

The brand knows that the story of "Thorns" will continue. The collision of net fabric and lace, the dialogue between irregularly designed folds and deconstruction, and the persistence of sustainability and long-termism will also continue - because the brand always believes that the beauty of women is like the symbiosis of thorns and flowers, having both sharp edges and soft blossoms; having both the confidence of being protected and the courage to freely display. And the brand will always be that "cooperator who weaves thorn armor and also guards the blooming of flowers", accompanying every woman at any time and in any occasion, and being able to confidently say: "My beauty is defined by me and directly presented."



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品牌介绍：FAN 是由 FanFan(高雨昕) 创立的独立设计师品牌，设计师毕业于意大利马兰戈尼设计院校 (Istituto Marangoni) ，品牌创立于 2024 年，来自中国。设计师通过表达自我的设计展现女性内在与外在的美。解构剪裁，不规则设计，垂坠，廓形等都是品牌关键词。

品牌定位：品牌通过运用褶皱结构设计和解构元素充分的将女性曲线结构的美展现出来，同时讲究服装廓形和剪裁将女性身上强大的精神力量和内核完美的传递出来。品牌坚持可持续发展和长期主义。

品牌理念：设计师将自己对舞蹈、摄影、艺术、建筑和文化传承的浓厚兴趣，充分的融入品牌中。品牌偏爱欧根纱、薄纱、乔其纱等轻薄飘逸的材质，以通透的质感与精湛的剪裁廓形展现身体曲线结构之美，是性感与力量的结合体。女性的美本该展现出来，鼓励女性自信的绽放自我魅力。强大的内核和充盈的精神面貌给予女性自信性感的美丽和不可衡量的价值。

品牌故事：通过解放身体和内心自由的产品设计，满足现代人在不同场合下的衣着需求，每一种身材都值得被尊重。

**Admire romance, freedom,
rebellion and sexiness.**

Thank you guys.

主理人的话：谢谢各位认真看完 FAN 第二季产品。在这个科技与信息发展迅速的时代，我们坚持做好产品是第一步，坚信品质是最好的营销，注重产品每一个细节，用心做产品做品牌。

这是 FAN 第二季产品，相较于第一季我们更加找到了“自己”。这和我们的品牌理念一样：自我，自由，强大，认知。

未来我们将继续成长，伴随着所有热爱和质疑，只为了成为“自己”。我们将继续做好产品创作产品，为买手店·消费者提供更好的产品与服务，坚持品牌 DNA。

最后，真诚的说声：**Thank you guys.**

我们下季再见。

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