



FAN SS26
SPRING_SUMMER
portfolio



THE
INTERESTIN
PART
IS
OFFICIALLY
STARTING.

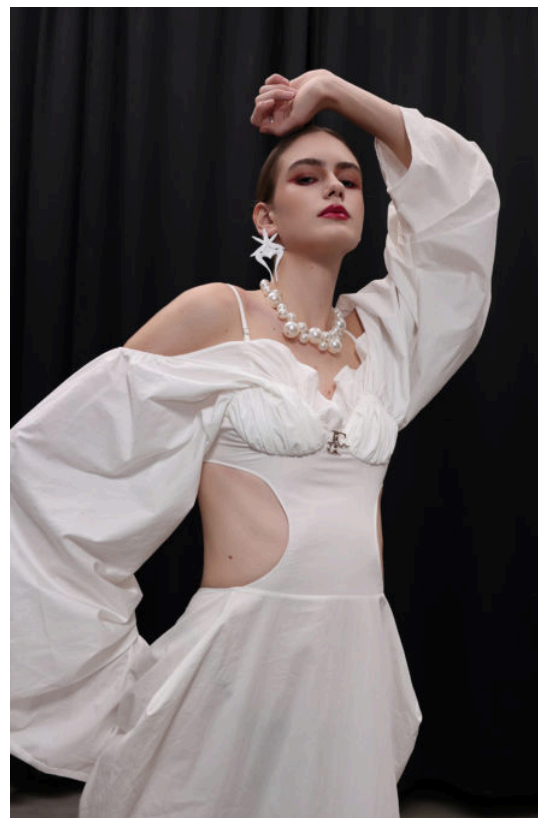
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FAN 2



6SS



FAN



26SS



Topic: Thorns

26SS
Story

Source of inspiration

Inspired by the thorns of all things, everything is prickly. This is a form of self-protection before all the unknowns occur. Plants, animals, humans, everything around.





Not afraid of power brave in facing challenges



Brand positioning: The brand fully showcases the beauty of female curvaceous structure through the use of pleated structure design and deconstructed elements.

At the same time, it emphasizes the clothing silhouette and cutting to perfectly convey the powerful spiritual strength and core of women.

The brand adheres to sustainable development and long-termism.

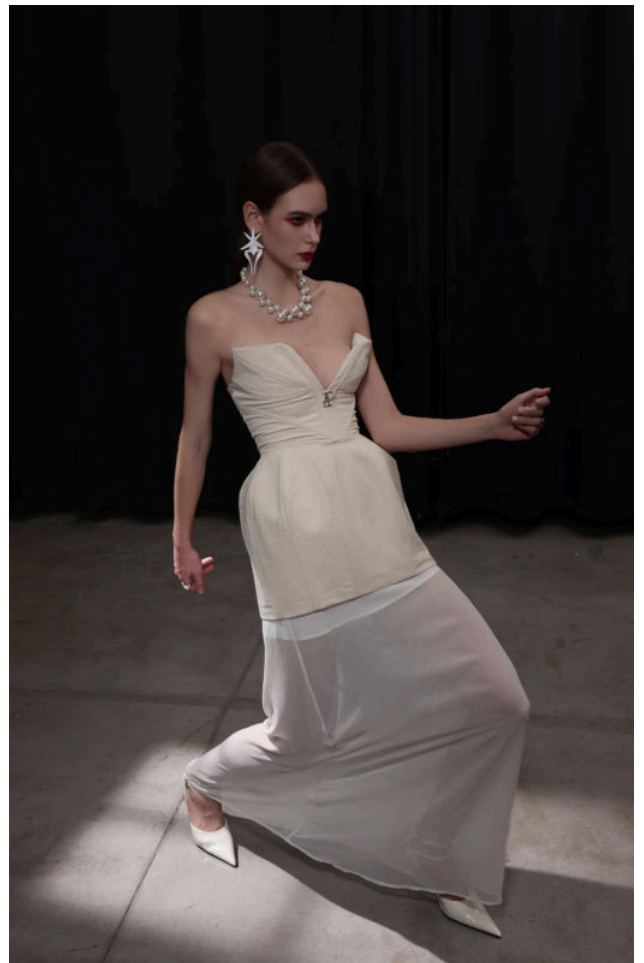
The brand is skilled at using lightweight and sheer fabrics, combining flowing lace with various stiff fabrics, and employing unique cutting techniques and rebellious deconstruction designs.

On the basis of the original lightweight fabric, it gives the ready-to-wear garments a vibrant vitality.

It advocates that women boldly showcase their unique flexibility and determination.

By adopting a neutral perspective, it redefines the female form.

The beauty of the female body structure curve should naturally be displayed.



Shape Cutting



以中性的视角去重塑女性





FAN

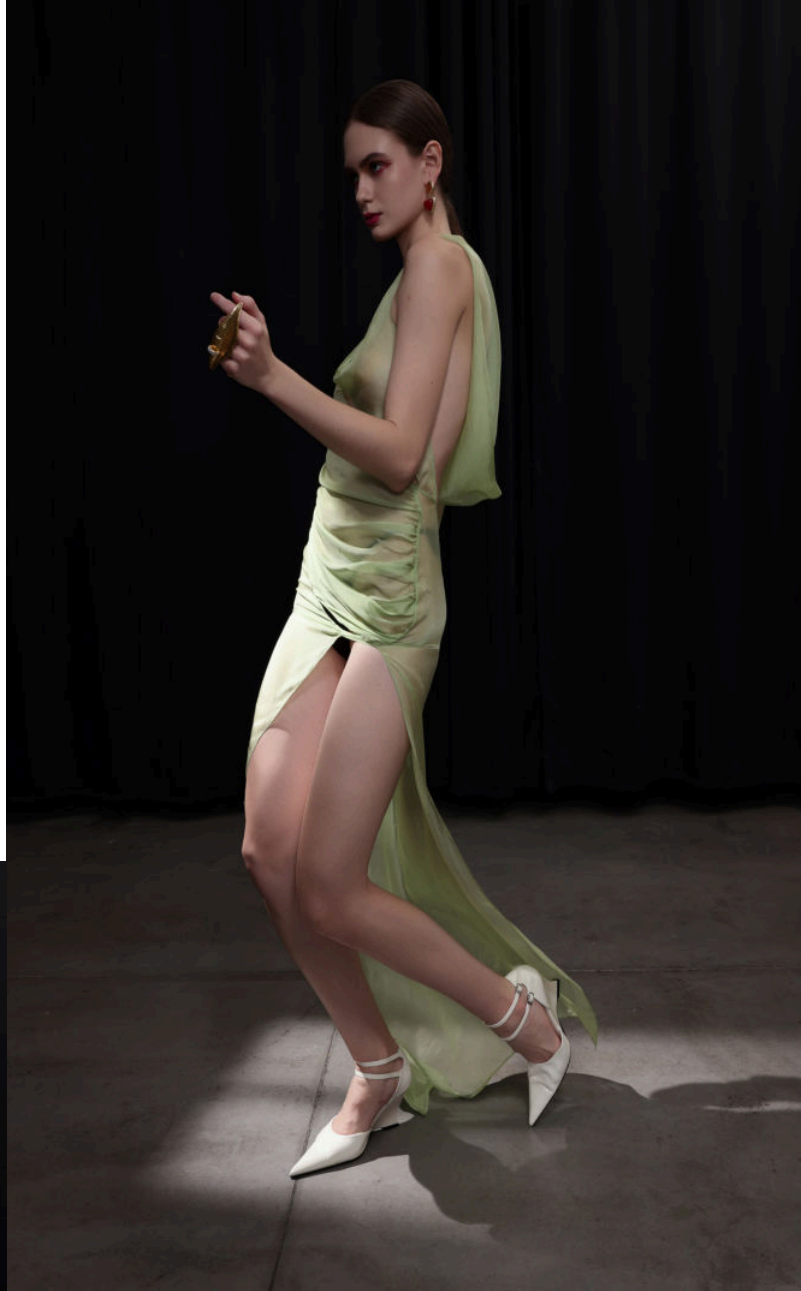
26SS





La



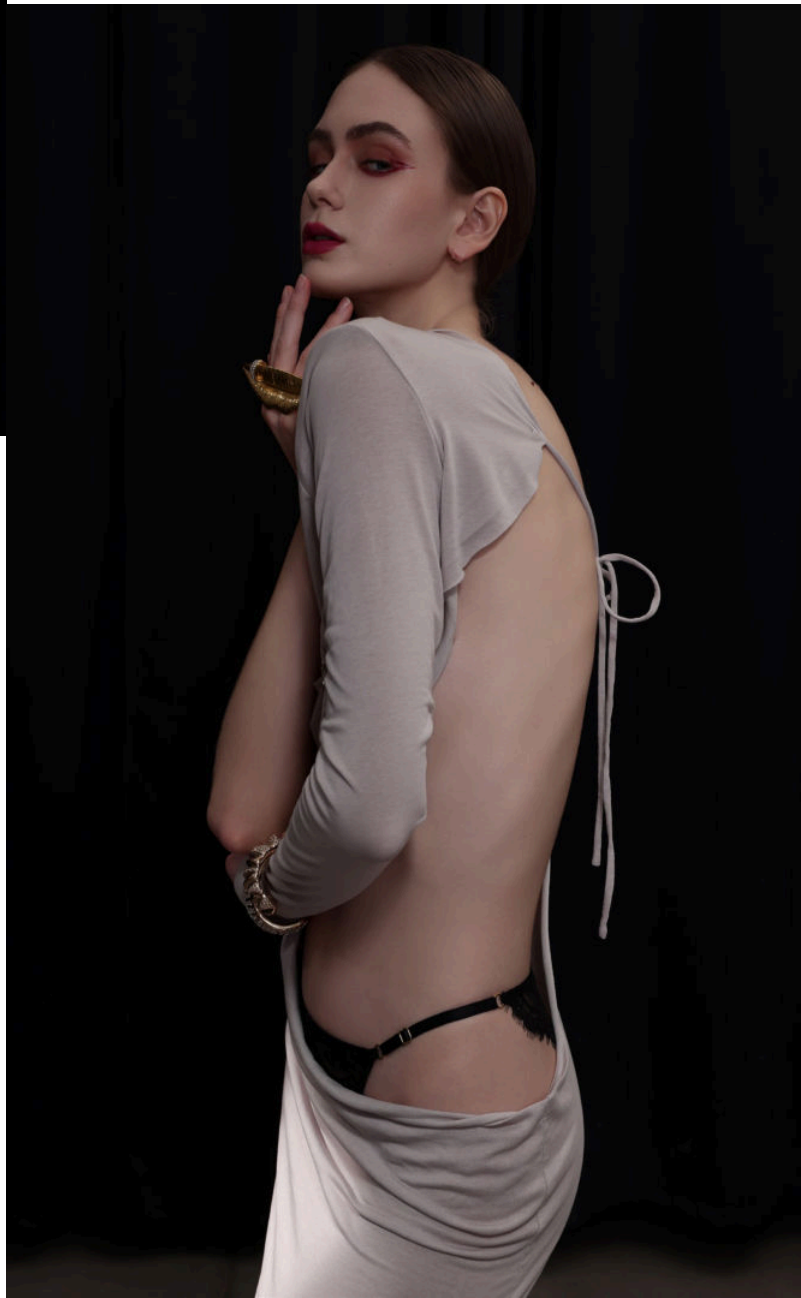




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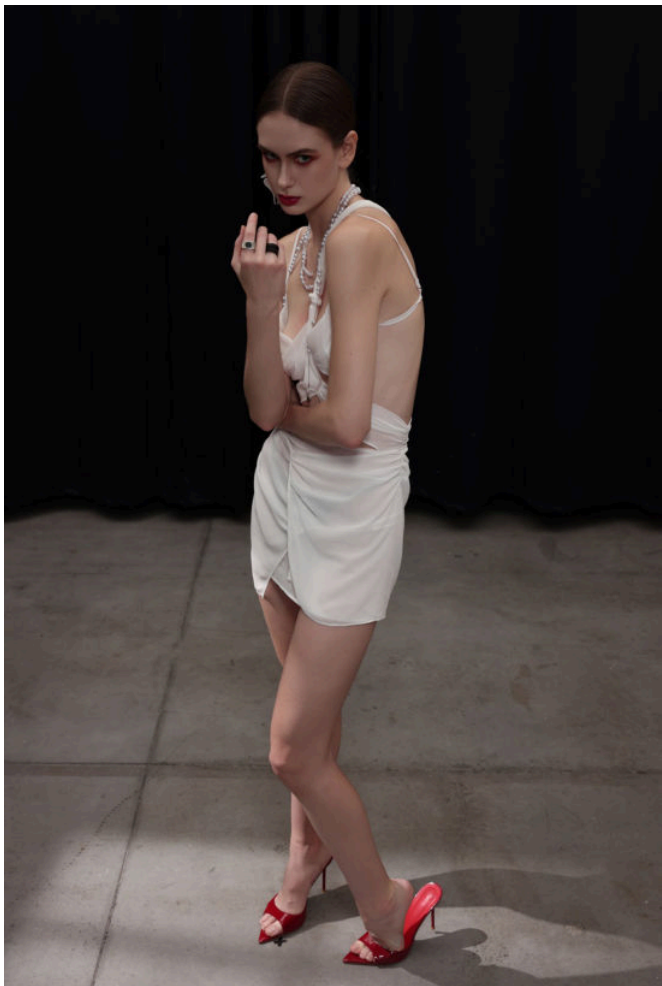
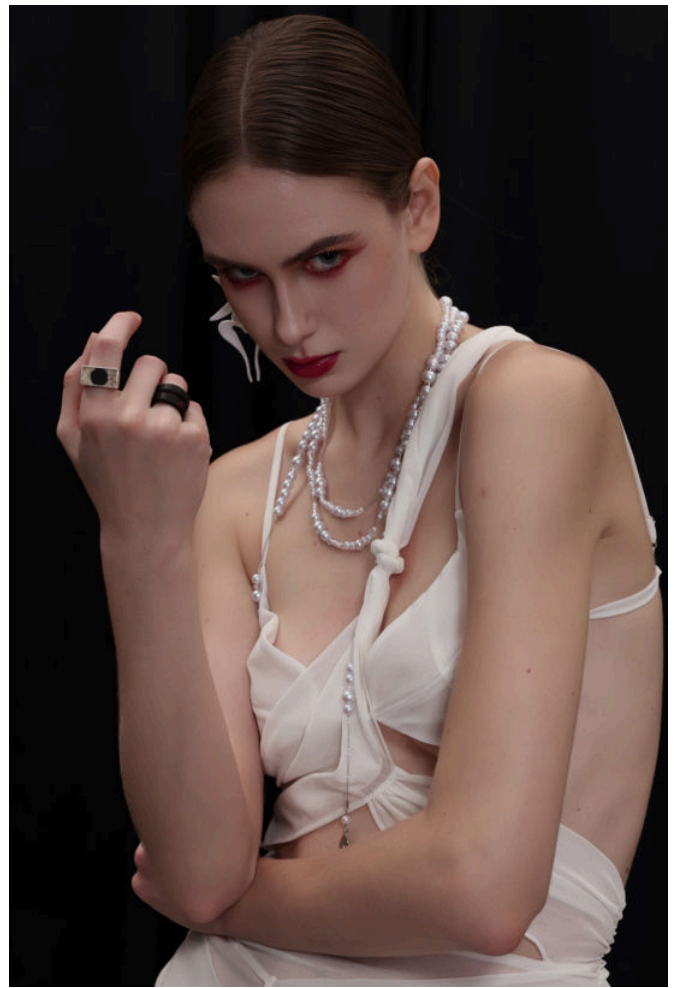


Lan



FAN 26SS







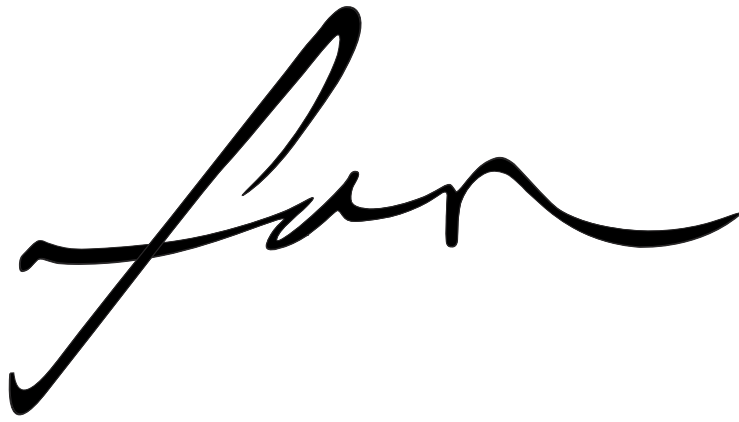
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Freedom



Maintain grace and dignity



I really like that hazy layer of thin gauze, but I hate being trapped by that transparent plastic sheet.

I will use this to trap the thorns that are holding me to defeat it.

Just like the clothes we wear on our bodies, it is merely a tool to protect us. It shouldn't trap us.

We shouldn't be wrapped in clothes to view the world. We should carry the protective clothes to view the world.

It is we who choose the clothes, not the clothes that trap us.

很喜欢朦胧的一层薄纱又很讨厌被一层透明“塑料纸”困住。

我要用这困住自身的荆棘打败它 就如我们身上穿的衣服一样，

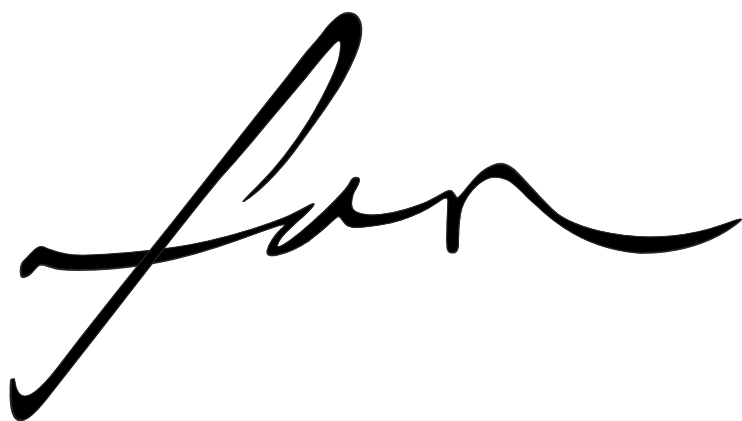
它只是保护我们的工具，它不该困住我们。

我们不应该被包裹在衣服中看世界，我们应该携带保护我们的衣物看世界。

是我们选择衣服，而不是衣服困住我们。是武器是盔甲是安全感，是富足且自由的选择。

for about...





*Always have the ability and courage to
start the next chapter at any time.
Always maintain a charming and
optimistic attitude.*

永远有随时开始下一篇章的能力与勇气。
永远有魅力和乐观的态度。

for about...

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Lan



FAN





FAN 26SS

FAN26SS will continue to uphold the brand's philosophy: The designer has fully incorporated his profound interests in dance, photography, art, architecture and cultural inheritance into the brand. The brand favors lightweight and flowing materials such as organza, chiffon and jacquard, presenting the beauty of the body's curves through transparent texture and exquisite cutting and shaping.

It is a combination of sensuality and strength. The beauty of women is inherently meant to be displayed, encouraging women to confidently showcase their own charm.

The strong core and abundant spirit give women confident and sexy beauty and immeasurable value.

26SS 主用三个颜色：
黑 . 白 . 红 .

FAN26SS 将继续延续品牌理念：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。



SPORT

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**The way of
free growth is
the most sexy
appearance of a
woman.**

**When we fall in
love**

**with sexiness,
that is**

**when we fall
in love with
freedom.**

**What we fall
in love with is not
sexiness
but freedom.**



Fun







SPRIT

SUM

FANS

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FAN SS26
SPRING SUMMER





Fun



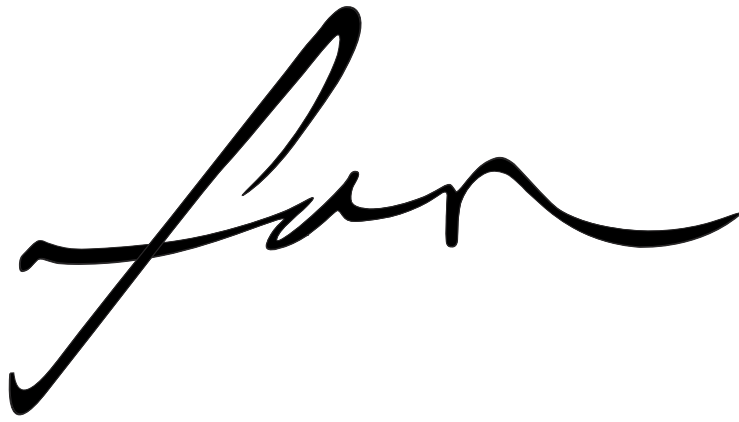
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FAN 26SS



Lace itself is "a flower blooming on a woven net", and on women's intimate clothing, it further manifests as "a flower blooming on a woman's body".

For modern women, lace represents the comfort of wearing and the pursuit of freedom; for men, lace is associated with a sexy impression.

蕾丝本身就是“在编织网上绽开的花朵”，而在女性贴身衣物上则进一步表现为“绽开在女性身体上的花朵”。

对现代女性而言，蕾丝代表了穿着的舒适度和对自由的追求；对男性而言，蕾丝与性感印象联系在一起。

for about...





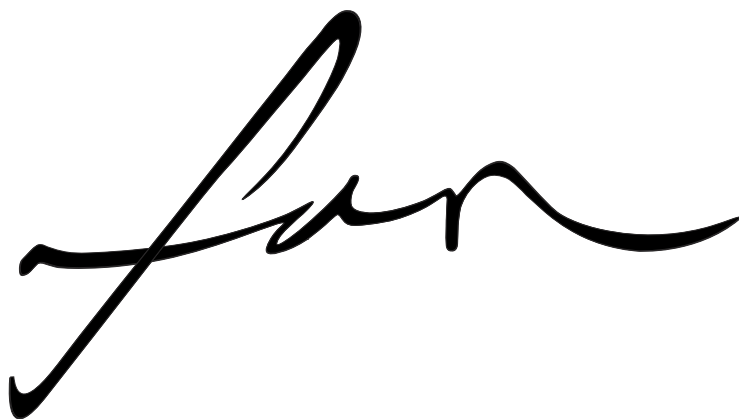












品牌介绍：FAN 是由 FanFan(高雨昕) 创立的独立设计师品牌，设计师毕业于意大利马兰戈尼设计院校 (Istituto Marangoni) ，品牌创立于 2024 年，来自中国。设计师通过表达自我的设计展现女性内在与外在的美。解构剪裁，不规则设计，垂坠，廓形等都是品牌关键词。

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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摄影师：Water
摄影助理：范馨予
化妆师：刘慧
艺术指导：范馨予
造型：FANFAN