

C JEAN

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C JEAN is an independent designer brand founded by UAL: University of the Arts London-London College of Fashion MA graduate Chun-Yuan Jean. C JEAN is pronounced as Xi-Jian in Chinese. It represents hope and simplicity. In Greek mythology, "hope" is the last thing left in Pandora's box. When we have hope, we believe that positive things will happen, and C JEAN accomplishes this by simply returning her design to nature.

During Chun-Yuan Jean's studies in the UK, she worked as a design intern at the British top designer brand Alexander McQueen and the Cypriot-born Turkish fashion designer Hussein Chalayan's Company. Thereafter she worked as a designer for well-known designer brands in Taipei, Shanghai and New York. C JEAN focuses on high-end fashion collections and is committed to developing a sustainable fashion series. The brand style combines the spirit of oriental art with Western contemporary aesthetics and is presented in a unique and elegant way. C JEAN values materials, tailoring, and the simple lines present in a modern women's elegance and individuality. C JEAN's designs explore stories of women and social issues, as well as contemporary art, architecture, and music. They are inspired by abstract metaphorical expressions of clothing and accessories. The contemporary contours and the Oriental introverted meticulous taste will bring these issues to positive light through tailoring, structure, and color. These designs make people reflect on issues and at the same time present unique brand traits. The designs of Chun-Yuan's MA works have been selected as designer costumes by the London Symphony Orchestra, and C JEAN (Chun-Yuan Jean) has been one of the featured designers of the French fashion media WWD.

For C JEAN, creation is a discovery. Every design is created *ici et maintenant*, which is French for "here and now." The feeling of "moment" is a beautiful coincidence. Without having a discovered heart, beautiful things will hardly be seen. C JEAN believes that the deepest meaning of design is its ability to express emotions because emotions make this world a better place.

Movement - In the Movement

"Movement" exists between nature and fabric weaving, and it also happens in this moment. C JEAN focuses on the kinetic energy of colours and interprets it through clothing. Through the design of textile printing, art is created by plotting lines of contrasting color alongside each other via textile. This creates an illusion of movement as the viewer's position is relative to the shifting artwork.

The gradient of color causes the shape of the garment to change. For example, the first layer is a black cone row with less color change; the second layer is a black blue cone row. The warmer tone is the third layer, the blue-green line where the tone is brighter. There are four rows of stable black cones, but what is interesting is that where the two sets of cone rows intersect, the cones are no longer regular lines due to the gradual change in hue, and there is a visual surge.

Our brains prefer certain colors and deliberately exaggerates these colors, allowing us to observe the world emotionally. Many times, we only see the world "indirectly." What we see is the "representation" or "interpretation" of the brain's external world, not the real external world. Through this design, C JEAN reminds us that the "emotion" that human beings first produced will be affected by various levels of experience, knowledge and education. The brain will have various interpretations of emotions in different shades.

Emotions and narrow brains limit our perspective and create a unique experience for everyone. With conceptual practice in a wide range of themes, C JEAN, a womenswear and custom-made designer brand, focuses on various disciplines. While applying traditional craft and sustainable material developments C JEAN is raising awareness on social issues. The Movement In The Moment series hopes that the wearer will experience every moment through clean flowing line silhouettes.



ABPE-B1B02-05BL00S



ABPE-E4E01-05YL12S
ABPE-B4B01-01YL12S



ABPE-C2C03-05GY09S
ABPE-B4B01-05BK00S

ACCESSORIES
ABHC-J1J10-03BK00
ABHC-I1104-12BK00





ABPE-C2C01-05GY095
ABPE-A2A01-05BK00S
ACCESSORIES
ABHC-K1K03-02BK00



ABPE-C2C01-05GY095



ABPE-B1B02-01WT03



ABPE-C6C01-05BL07S
ABPE-B4B01-05BL07S



ABPE-C1C02-13YL03
ABPE-A2A01-05BK00S
ACCESSORIES
ABHC-I3I06-12WT00



ABPE-B1B02-05GN00S



ABPE-A3A01-05BL10S



ABPE-B1B01-05GN00S



ABPE-B1B01-05GN00S



ABPE-C2C01-05WT07S
ABPE-B4B01-05GN00S
ACCESSORIES
ABHC-K1K03-02BK00



ABPE-C2C01-05WT07S
ABPE-B4B01-05GN00S
ACCESSORIES
ABHC-K1K03-02BK00

ABPE-B1B01-05BL12S
ACCESSORIES
ABHC-K1K03-02BL00



ABPE-C2C01-05GN13S
ABPE-B4B01-05GN00S

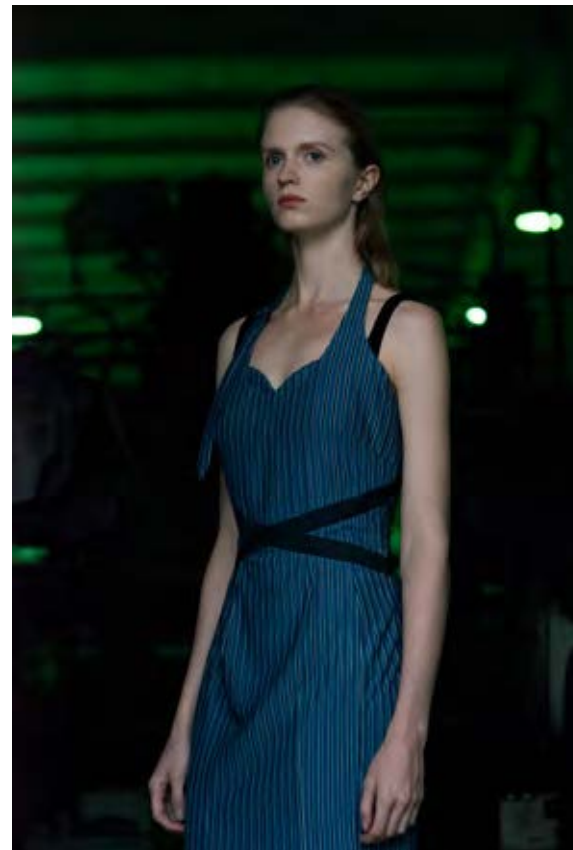




ABPE-C2C01-01GN10S



ABPE-C2C01-01GN10S
ABPE-A3A01-01GN10S



ABPE-B1B01-05BL00S



ABPE-B1B02-05GN13



ACCESSORIES
ABHC-J1J06-03BK00
ABHC-I1104-12BK00

ABPE-C2C01-05BL00S
ABPE-A2A01-05BK005



ABPE-A3A01-05BL10S



ABPE-B1B02-01BL14M
ACCESSORIES
ABHC-13106-12WT00



ABPE-C2C01-01WT03S

ABPE-A2A01-05BL07S



ABPE-E4E01-05BL07S
ABPE-B4B01-01BL07S



ABPE-A3A01-05BL10S
ABPE-B4B01-01BL07S



ABPE-A3A01-05BL10S
ABPE-B4B01-01BL07S

ACCESSORIES
ABHC-I3I05-11BK02



ABPE-B1B01-01GN10S



ABPE-B1B01-01GN10S



ABPE-C1C01-03WT03S
ABPE-B4B01-01WT03S

ABPE-B1B01-05WT04S





ABPE-B1B01-01GY04S



ABPE-H3H01-05BL08S



ABPE-A3A01-05BL10S
ACCESSORIES
ABHC-K1K05-05WT00



ABPE-A3A01-05BL10S
ACCESSORIES
ABHC-K1K05-05WT00



ABPE-B1B01-05GY04S





ABPE-B1B01-01BL07S



ABPE-B1B01-01BL07S



ABPE-B1B01-01WT03



ABPE-B1B01-01WT03





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