

1 J¹⁰ E¹⁰⁰ CAI¹⁰⁰⁰

JE CAI challenges the status quo, by combining systematic formulations with erratic expression. Through an exploration into the modern paradox, where conformity and individuality co-exist, JE CAI products create an open dialogue between the designer and wearer. Combining design innovation with designer's attention to detail, the brand is shaping an aspirant new system that generates base layers and components. These components are interchangeable under the JE CAI Algorithmic Modular System [AMS], allowing products to be engineered to form individual expression. JE CAI AMS system, limitless iterations are possible by utilising the fastening mechanisms provided on each base layer (10), component (100) and extra component (1000), aims to create a sustainable approach to reach seasonless fashion, which allows new collection components to mix and match with previous collection components, reducing the amount of waste created.

After introducing the foundation structure of AMS, 2022.2 collection further explores new components, filtered the colour options that are less essential while updating and developing new possibilities to join the AMS system. This collection is about collating and developing signature components as focal point. It is notable that to balance the previously uniform-attire look, draping element plays a new role here, which creates more contradictions in the system.

Experimental and rebellious in its nature, JE CAI is tailored for the modern intellectual.

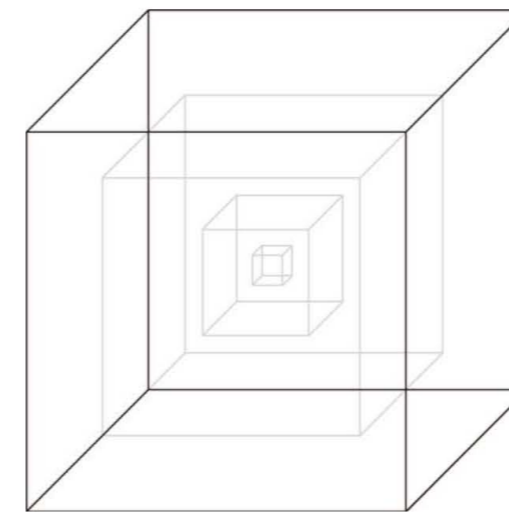
About J E CAI

Founded by Jiaen Cai, after graduating from BA at London College of Fashion and MA at Royal College of Art, he combines influences from his upbringing in China with Western methodology. Since graduating, he has gained experience at Alexander Wang, Claire Barrow, Mattew Miller, Xander Zhou and won the international 2019 ITS Fashion@Work by illy Award. Drawing inspiration from architecture, and using a Product Design approach, Jiaen applies several disciplines to his designs.

Instructions

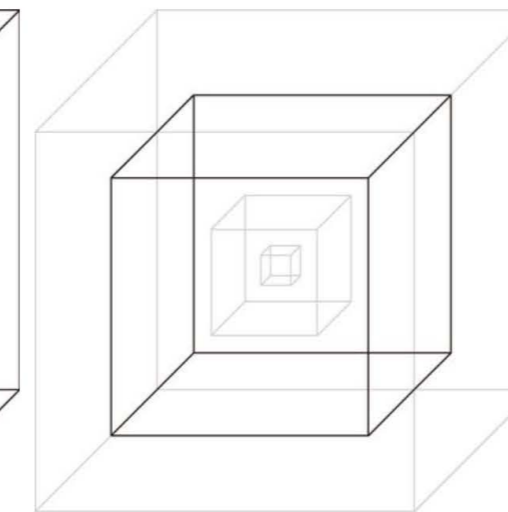
The Algorithmic Modular System (1) is comprised of base layers (10), components (100) and extra components (1000). These numeric values draw inspiration from Tao Te Ching, written by Laozi, the founder of Taoism. In the 42nd chapter it says “道生一，一生二，二生三，三生万物” which means “Tao breeds one, one breeds two, two breeds three, and three breeds everything”. In this ancient philosophy, Taozi explains how everything in the world is formed, from nothing to one, from one to many. The Algorithmic Modular System [AMS], created by JE CAI, follows the same ideology, from one system it breeds infinite possibilities. To assemble your products, attach and detach Basics (10), Components (100) or Extra Components (1000) by using the fastening mechanisms located on the connecting points. From zippers to buttons, these fastening mechanisms are elegant in design and allow you to personalise your own uniform.

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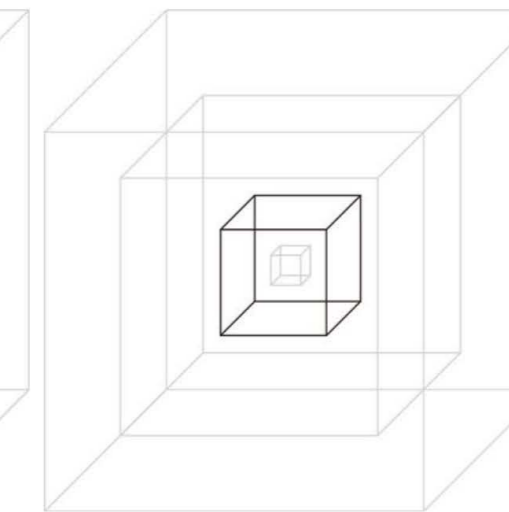
1 System

This is the system (1) in which the Algorithmic Modular System [AMS] exists. Within the same system (1), Basics (10), Components (100) and Extra Components (1000) are interchangeable. You can personalise your uniform by changing the fabric, colour and shape.



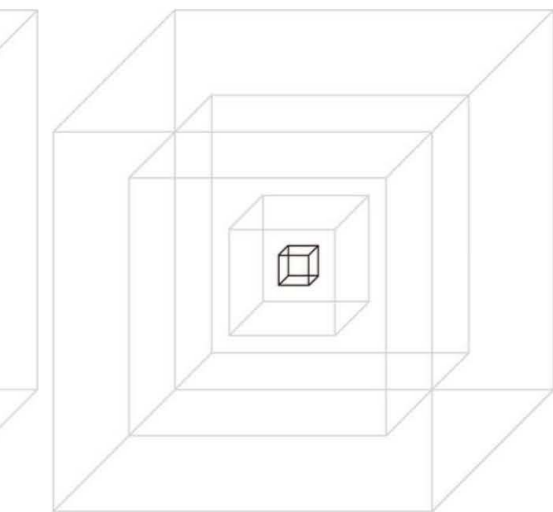
10 Basic

The Basic (10) is the foundation of your product, onto which you can connect your Components (100) by using the fastening mechanism.



100 Component

Component (100) is the side panel of your product. This piece allows you to build on your base layer (10). Combine components of your choice and experiment whilst constructing your personalised uniform.



1000 Extra Component

Enhance your individual style by adding Extra Components (1000). You can choose long sleeves, short sleeves and more – limitless iterations are possible. Attach and detach Extra Components (1000) to suit your individual preferences.