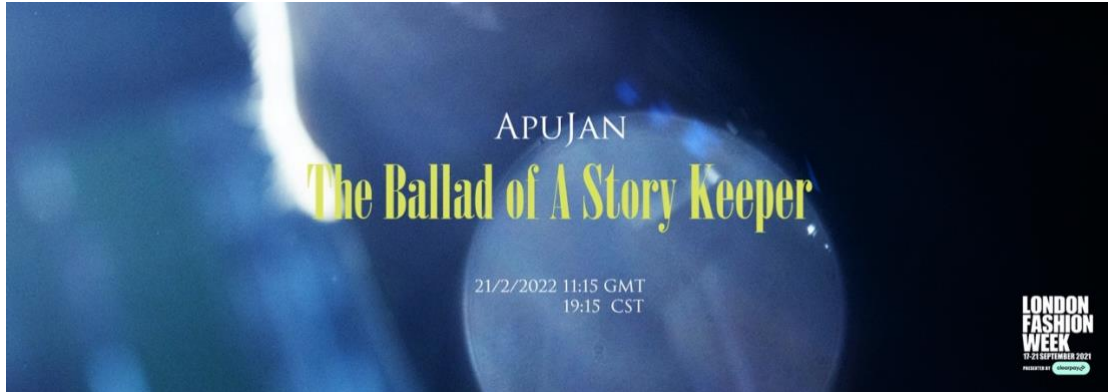


APUJAN

THE BALLAD OF A STORY KEEPER Autumn Winter 2022 Collection



In keeping with the accelerated digitalisation of the pandemic era, the APUJAN Autumn Winter 2022 collection will be presented at London fashion week in digital form, with the theme “THE BALLAD OF A STORY KEEPER” showcased with the British Fashion Council on Monday, 21st February at 11.15 am (UK Time).

The collection is the sequel to APUJAN’s previous collection, an homage to the world of science fiction. The theme mimics a sci-fi version of Alice in Wonderland, incorporating elements of spy thrillers.

The fashion show is a representation of this story, seen through the eyes of the agent who broke into the other world, where the audience is not only watching the film but also part of it.

This season recounts the adventure of this agent who travels to a hidden world through a book and brings back the truth.

The stars of the film are the garments. There is a massive book page in the scenes, with action scenes and a sci-fi banquet and a huge poker card maze in the video. APUJAN launches a large number of new dresses with sci-fi and traditional oriental costume elements to echo the story scene in the film.

Uniquely distinctive details such as the large playing cards, rhombus, spaceships, planets, keys, puzzles, chess, and dinosaur heads are showcased all over dresses, coats, shirts, suits, cardigans, and knitted pants. Along with the variation in fabrics, especially between hand knitted and computerised knitted jacquard appeared in the second show, and through these details, Apu Jan introduces us to this fantasy world created by him.

Apu Jan who likes to study history and literature, has always enjoyed combining elements of traditional oriental clothing with western clothing style as his inspiration of design. The Jacquard and prints in the show also features dinosaur bones, poker cards, chess, puzzles and noise patterns, all presented in different fabric techniques and utilised into creating the garments this season.

Well known for using literary allusions, the designer reinterprets the tropes of modern fairy tales and telling, though the collection, stories about APUJAN’s fantastic imagination: another story about dreams, our shared cultural heritage, and about the imaginary world above. Apu Jan references books as inspirations every season drew his idea from books such as Alice in Wonderland: Through the Looking Glass, From Russia, With Love, and The Four of Hearts.

Fantasy images and the passage of time are common themes in each of the APUJAN collection, and the stories continue to be told in the form of digital images in the year of the pandemic.

The collection features a wide collection of new fabrics developed by APUJAN using state-of-the-art technology, including digital embroideries, semi-translucent jacquard fabric, jersey knitted jacquard and digital prints, in combination with fantasy-style accessories made using 3-D printing and precious metals. Computer sewing, automatic knitting machines, and custom development of buttons and labels are also featured in every season. His collections showcase his mastery of a wide range of cutting-edge fabric creation and manipulation techniques.

Due to the limitation of the time, some of the garments that did not appear in the catwalk will also be released simultaneously on the official APUJAN’s website.

This film is produced in the hometown of the brand, and directed by the designer Apu Jan who collaborate with multiple Asian film production teams. The Autumn - Winter 2022 digital show features the special performance of the well-known Asian actresses, Alice Tzeng (Tseng Kai-Hsuan), Dewi Chien (Jian Ting Rui), Josie Lin (Lin Ai Hsuan),

the famous band member Kay Liu (Liu, Jia-kai), the rising star, Lin Xiang, and the music production of DJ Question Mark.

Music was composed from the concept of “futuristic banquet”, by introducing traditional scoring and techno, different genres of music clashed into the same piece. Sonically, the whole music piece was built by both multi-layered arrangement and with minimal elements.

Book list:

< The Four of Hearts>, Ellery Queen
< Alice's Adventures in Wonderland>, Lewis Carroll
< DUNE >, Franklin Patrick Herbert, Jr.
< Casino Royale>, Ian Lancaster Fleming
< From Russia, with Love>, Ian Lancaster Fleming
< The Lock Artist >, Steve Hamilton
< Tinker Tailor Soldier Spy >, John le Carré
< The NeverEnding Story >, Michael Ende
< 1Q84 >, Haruki Murakami
< Where I'm Likely to Find It >, Haruki Murakami
< Hit Man>, Lawrence Block
《絲路分手旅行》 Tong Hao Lee

ABOUT APUJAN:

APUJAN is a London-based womenswear label founded by designer Apu Jan in 2013. The collection debuted in Autumn/Winter 2013 at London Fashion Week.

The designs are renowned for integrating patterns and knitwear techniques to illustrate themes inspired by fantasy and literature. The juxtaposition of traditional and oriental elements with a contemporary twist, and the interweaving of bold and casual elements are at the heart of APUJAN's unique style and have become the hallmarks of the label.

The inspiration for the designs came from many different places, often associated with books, space fantasy and imagination of the past. Each season, inspired by a list of books, Apu Jan creates a story containing his favourite elements, leading the audience to experience the fantasy world of his imagination. Surrounded by beautiful material, elements such as fossils of dinosaurs, roses, sheep, and space related objects could often be found in APUJAN designs, threading through the stories of every season.

APUJAN had attracted international media attention. The brand was voted as one of the top 10 culture and creative brands in Taiwan, and the designer was one of the GQ Men of the Year, Taiwan. The collections were featured in major fashion and design publications including Vogue, GQ, ELLE, Bazaar, and WALLPAPER. Furthermore, APUJAN designs were shown at the La Cite de la Dentelle et de la mode in Calais, France; and showroom during Paris Fashion Week.

Outside of runway collection, APUJAN had collaborated with various industries by utilises the storytelling method to connect with different audiences: such as In-flight loungewear for EVA airline, branding for Kuo Yuan Ye, a traditional oriental pastry company, the costumes for the Cloud Gate Dance Theatre of Taiwan and the series of package design for McDonald's.

APUJAN design can often be seen on the cover of many influential magazines in Asia, such as Vogue and ELLE. Many Asian actresses also chose APUJAN on the red carpet and as their preferred brand.

Website <http://www.apujan.com> | Instagram [@APUJAN](https://www.instagram.com/APUJAN) | FACEBOOK APUJAN

See the brand's designer profile with the British Fashion Council

<https://londonfashionweek.co.uk/designers/apujan>

More information on the brand can be found [here](#)