

PRESS RELEASE

C JEAN Autumn/Winter 2021 “Lost Birds”

This year, C JEAN was selected to be a participant in London Fashion Week for the first time. As a designer, C JEAN has always valued environment and sustainability and works to integrate those concepts in her pieces. Designer Chun-Yuan Jean, the founder of C JEAN, is an alumna of the University of the Arts London - London College of Fashion’s Fashion Design and Technology Master’s program. A former intern to Alexander McQueen and Hussein Chalayan, Chun-Yuan Jean’s achievements have been recognized by fashion designers across the world. Chun-Yuan Jean’s graduate project designs were selected to be the performance outfit of the London Symphony Orchestra. C JEAN launched her Autumn/Winter 2021 collection, *Lost Birds*, at Taipei Fashion Week. C JEAN’s fifth collection and third Taipei Fashion Week appearance was shown on Saturday, March 13th, 2021.



C JEAN’s Taipei Fashion Week appearance was met with multiple Taiwanese celebrities including Peace Yang, the lead actress of the movie, *Wrath of Desire*. Peace Yang was invited to walk the closing piece of the show, wearing a deep wine-colored ball gown inspired by the silhouette of the red siskin. C JEAN would also like to acknowledge VIPs Aviis Zhong, Cindy Lien, Hsia Teng-Hung, Garfield Chung, MURMURSHOW, Vera Chen, Anson Chen, Joanne

Lien, and Belle Hsin for attending the show. C JEAN's Autumn/Winter 2021 collection, *Lost Birds*, is an ode to the passing of time and disappearing species. With an emphasis on the disappearance of a variety of bird species, C JEAN aims to bring these birds back to life through her wearable art. By raising awareness of these endangered species, C JEAN hopes to help our society better understand the consequences of our actions and improve our behavior towards the Earth. C JEAN's *Lost Birds* features the colorful silhouettes of endangered bird species like the snowy owl, red-crowned crane, red siskin, red-and-blue lory, Mikado pheasant, Victoria crowned pigeon, blue-capped hummingbird, and the Jacobin pigeon. C JEAN's collection combines the delicate contrasting appearances present in high-end fashion design to resonate with the endangered birds whose habitats have been influenced by human activities.



C JEAN would like to thank her employees, partners, and sponsors for their dedication towards the success of C JEAN's Autumn/Winter 2021. C JEAN would like to especially thank NARS for sponsoring the show's makeup looks, Driven.By. and Chic Shock for their hairstyling expertise, and ORINGO for sponsoring the show's male models with shoes. C JEAN would also like to acknowledge ONZO Select Shop for providing the show with environmentally-friendly handbags created by the American brand, ALKEME ATELIER. Finally, C JEAN would like to

thank Bemo Café, Ensuey International, videographer Davi Chou, photographer Chih Chieh Wang, and Leon Chung for their hard work this season.

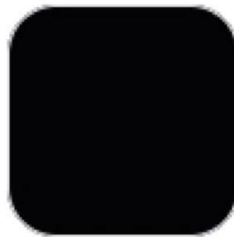
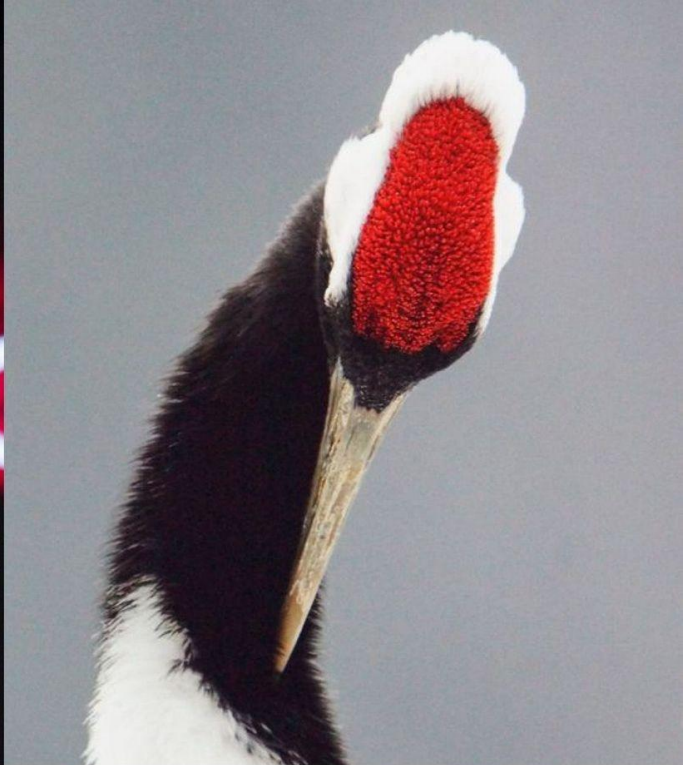
CREATING NEW, SUSTAINABLE TRENDS IN A POST-PANDEMIC WORLD

Chun-Yuan Jean's creative inspiration stems from her attention to nature and interpersonal empathy with her surroundings and society. These experiences serve as moving stories for Chun-Yuan Jean to tell through her designs. C JEAN's clothing primarily utilizes environmentally-friendly and sustainable materials to reduce the brand's carbon footprint. C JEAN's designs work to create a narrative on art, culture, the natural environment, and various social issues. From her SS2019 collection at Shanghai Fashion Week to this season's AW2021 line, C JEAN has created five collections: *Movement in Moment*, *Break*, *Full Fathom Five*, *Starry Starry Night*, and this season's *Lost Birds*. *Lost Birds* is an ode to the passing of time and disappearing species. These species that we so lovingly cherish have not only left impressions on our world but lasting footprints in our memories as well. While humans have continued to thrive in our overdeveloped world, birds have gradually faded into our planet's expansive ecology. C JEAN's mission is to revive our planet's disappearing bird species through fashion and art.

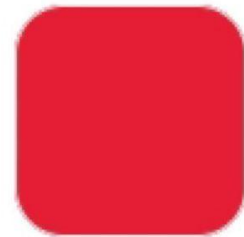
“THE BEAUTIFUL AND THE DAMNED”

Throughout five seasons, C JEAN has undergone many changes. Due to the pandemic, Chun-Yuan Jean has noticed a shift in consumer purchasing habits. People have gradually increased unnecessary purchases and, consequently, created excess waste on our planet. Chun-Yuan Jean focuses her work on natural issues while looking to break free from the restraints of the fashion cycle. No longer relying on seasonality to create her designs, C JEAN emphasizes the themes and concepts of her works in hopes that people see the meaningful stories behind their construction. C JEAN carefully crafts her products with sustainability in mind. She believes that clothing should separate itself from its season and, instead, focus on quality over quantity.

Since the advent of social media, fashion has slowly strayed from its seasonality. Due to climate change, our planet's four seasons have gradually melded into two distinct seasons – Summer and Winter. As time passes, the need for seasonal fashion schedules has diminished. In a post-pandemic world, C JEAN believes that humans have discovered new possibilities aside from their normal lives by co-existing with nature and technology. During these unprecedented times, C JEAN highlights that quality is more important for the fashion industry. This season, C JEAN once again introduces a collection that stands apart from the constraints of fashion seasonality.



R4 G4
B6



R229
G30 B55

Many beautiful species are becoming endangered due to drastic climate change, over-exploitation, and deforestation. *State of World's Birds*, a scientific publication on birds, was recently released by BirdLife International from the International Union for Conservation of Nature and Natural Resources (IUCN), indicating that one out of every eight bird species may be extinct. Puffins and snowy owls, which used to widely inhabit the Arctic, are rapidly decreasing. Humans often overuse pesticides to pursue intensive farming methods and increase urbanization. Apart from that, human activity has fragmented the habitats of migratory birds. Consequently, our environment is now facing an unprecedented crisis. The 1,496 endangered bird species worldwide account for the intensive agricultural expansion of our planet. The number of bird species has decreased by 40% because humans, the top of the ecosystem, have irresponsibly exploited our planet's resources. Besides excessive farming and improper burning, logging is the

second largest reason why more and more bird species are becoming endangered. Every year, over 10 billion trees are destroyed, reducing the number of existing endangered birds by over 50%. The third reason for the endangerment of birds is the presence of exotic species. Some birds mistake exotic species for their food. This not only affects the balance of bird species but also increases the presence of toxins in their bodies. The fourth cause of bird endangerment is hunting traps. The use of fishing nets damages and hurts many waterfowl. They get trapped in fishing nets and die. The fifth cause of bird endangerment is global warming. Our planet's rising sea level currently threatens 604 species of birds because of its influence on forest fires, heat waves, and heavy rains. If we reduce our use of pesticides and chemicals and plant crops in suitable places, we can not only become self-sufficient as a species but also give our planet back to its wild animals and birds. Can Mother Earth return to her original beauty? After the pandemic, will humans forget the pain or will we lose ourselves in an endless, material world? The welfare of our species highly depends on biodiversity. COVID-19 is the outcome of the human race destroying nature's environment. COVID-19 is still spreading and our society still lives in the shadows of the pandemic. Due to our selfishness and greed for natural resources, is destroying this planet we call our home what we want?



R54 G47
B65



R13 G12
B18



R238 G238
B238



R11 G12
B10



R208
G65 B27



R130
G57 B35



All species have value on Earth. Many birds play an important role in our planet's ecosystem; they pollinate and sow our plants. With the gradual decline of birds, our planet grows more susceptible to forest degradation. As humans – the top of nature's ecosystem and the beings in charge of the prosperity of our environment – we are responsible for ensuring that we do not continue the destruction of the planet we all call our home. Art is created to help encourage a deeper understanding and connection to our world. C JEAN hopes to bring to light the precious species that are disappearing from our planet. From the summit of our mountains to our snow-covered earth, many beautiful creatures work hard to thrive. C JEAN wholeheartedly believes that every species is worth a life in this world. By raising awareness of the jeopardy we

place on our increasingly endangered species, we can change our behavior and better our relationship with the Earth.

Website: <https://www.cjean.co/>

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