CATALOGUE

× · SECTION 1 :  INTRODUCTION
× · SECTION 2 :  S O N G TA & SONG TA
× · SECTION 3 :  SS2020 NEW YORK FASHION WEEK SONGTA FASHION SHOW
× · SECTION 4 :  S O N G TA  SS20  COLLECTION & FASHION SHOW
× · SECTION 5 :  S O N G TA  K11 POP UP STORE
× · SECTION 6 :  S O N G TA  x LABELHOOD POP UP
× · SECTION 7 :  S O N G TA  x hug POP UP
× · SECTION 8 :  S O N G TA  FLAGSHIP STORE CONCEPT
× · SECTION 9 :  S O N G TA  MEDIA EXPOSURE
SECTION 1:
ABOUT SONGTA

FIRST TRENDY LUXURY HOUSE IN CHINA
SONGTA, the first Chinese fashion house encompassing men/women ready-to-wear, accessories, and jewelry, was established by designer and artist Song Ta in Shenzhen, 2019, being the first conceptual artist/curator transformed to fashion designer. The house specializes in creating unique characters and images with bold and radical style, by incorporating the hilarious and speechless Song’s culture with conceptual art, to define a chic yet cult dressing style. Based on the controversial contemporary cultural standpoints, content production, and marketing strategy, SONGTA infuses serious social science into fashion design and it is the first trendy luxury brand in China.
SONGTA arises from students group and school culture, and sets the aesthetic system of Generation Z as a long term subject. Based on the iconic house code “Rich The Kid”, SONGTA releases leadership temperament and unique “SONGTA Hedonism”, and depicts the group in a distinctive way. The house defines its iconic style as serious yet absurd, facetious yet speechless.
SONGTA specializes in creating mixing silhouettes and extremely eye-catching looks. Focused on uniform and tracksuit, the house further extend and build up its iconic neo Chinese street style with Hanfu, Tangsuit, and Cheongsam. SONGTA oversets the common aesthetics through deconstruction cutting and swanky yet luxurious artistic styles, offering pioneering teenagers more dressing possibilities and mixing funs.
SECTION 2:
SONGTA & SONG TA

First artist/curator transform to Fashion designer in China
Song Ta is a renowned Chinese conceptual artist, as well as an art curator and the director of Fei Arts. He used to be the consultant of various Chinese famous art institutes. Song Ta specializes in using facetious yet staggering conceptual art to challenge the boundaries of our imagination. He was named “The Chinese Donald Trump” by art institutes in China.
His signature solo show encompasses “The Fighting Boys 2016” in Beijing, and “How is the Weather” in New York, etc. His artwork are showcased worldwide in significant art shows and galleries, including New Museum Triennial in NYC, Sharjah Art Foundation in UAE, Kunstmuseum Bern in Switzerland, Duesseldorf Julia Stoschek collections foundation in Germany, Para Site Art in Hong Kong, Times Museum in Guangzhou, UCCA Center for Contemporary Art in Beijing, Maastricht Marres Contemporary Art Center in Netherlands, CASS Sculpture Foundation in UK, etc. Song was awarded funding by the Asian Cultural Council in New York in 2016. His public collections are exhibited in M+ Visual Cultural Museum in HK, San Francisco/Paris Kadist Art Foundation, and New Century Art Foundation in Beijing, etc.
SONGTA conceive each of its collection as an artwork collection, by utilizing Curatorial and Social Engaged Art to design fashion clothing. SONGTA interprets runway, showroom, and e-commerce platform as “Art Museum”. It transforms brand official flagship store as “Solo Show”, and boutique stores as “Group Show”.

THE EXTENSION OF CONCEPTUAL ART
SONGTA FASHION THEORY

Luxury and fashion industry have always prone to collaborate with art. They use contemporary art as design elements, fabric exploitation, crossover campaign, and pop-up show. This type of beneficial marketing lacks the critical understanding of the relationship between fashion and art. SONGTA’s fashion theory is to convert contemporary art into fashion through its own ideology and culture confidence, and contemporary artists should convert themselves into fashion designers and luxury brands to truly bring revolutionary influence to the industry.
SS2020 NYFW SONGTA FASHION SHOW
SONGTA SS20
BAO
SONGTA SS20 Collection initiates “Neo-Realism”, which incorporates “Visualization Thinking” and Humanities and Social Sciences with fashion clothing, to reintroduce and reinterpret the Representationalism and Realism style that were rarely used in the history of fashion design. SONGTA combines Justice Bao (Bao Zheng), the Chinese cultural personification of justice, to the Hiphop culture, and fuses the two hottest dressing styles of Chinese Generation Z: Hanfu and Hiphop clothing. The collection continuously embodies SONGTA iconic style of facetious and speechless, and finalizes the house’s unique Neo-Chinese-Street style.
“Character”, being a critical term that is neglected in body engineering, styling, and fashion clothing, has been dug out and amplified in SS20. The collection focuses on Chinese Song Dynasty when Justice Bao was living, and when ancient Chinese aesthetics reached to its peak, which add literariness and historical imaginations to the fashion garment. SS20 collection extends SONGTA iconic Neo-Chinese-Street style, encompassing Cadre Street style, Kanbu style, traditional Hanfu, Tangsuit, Cheongsam, sportswear, and sculptural garment.
"Character is the show", SONGTA SS20 runway show was divided into two chapters, with the theme “Epic Hiphop”, the show provided staggering immersive Hiphop movie experience.
CHAPTER I
CLASSIC
SONGTA
CHAPTER II
NEO
SHFW MEDIA EXPOSURE

BAZAAR

#上海时装周#rootin春款#SONGTA 2020春夏系列推出「teo」系列，定义了"公务员街头风"。将中国传统文化与现代街头时尚相融合，时装充满年轻的气息，利用精致利落的剪裁赋予汉服、唐装、府绸等传统服饰全新的设计气息。用风格的对接打破对立、虚化褶皱、自然褶皱，不规则衔接、双层门襟、破环处 ...

展开全文  

[Image]
SHFW MEDIA EXPOSURE

BOF
SHFW MEDIA EXPOSURE

CONVERSE
大都市Numero

#Numero大都市 系列中采用了盘扣、龙袍、旗袍等中式元素结合嘻哈街头的服装设计，将汉服与Hip hop两大年轻一代最热服装风格融合，延续宋氏幽默、无语、御寒的粤式无厘头风。#LABELHOODSS2020
SONOTA 2020春夏系列延续了品牌的超强造型感和招牌混搭式廓形，别出心裁的演绎古典服饰，重做汉服、唐装、旗袍及西装的经典廓形，立领、盘扣、斜门襟、水袖等中国传统元素被大量运用并拼接在街头服饰上，赋予服饰全新的质感与腔调。
SONGTA 2020SS “BAO包公” 上海时装周大秀

“我感觉，SONGTA S2020有一种神奇的魔力，一旦公布，‘Bao’将继‘Mao’和‘Yao’之后，正式成为三大最具有国际性的中国姓氏之一。”随着创始人宋拓的介绍，SONGTA在10月12日与LABELHOOD联手在上海东岸艺术码头向观众呈现品牌2020春夏系列时装秀。

SONGTA 2020SS “BAO包公” 上海时装周大秀

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GQ男士网 • 2019.10.15
SHFW SPECIAL | 周末集锦
EDI.Z LINGFENG/Songta/Shuting Qiu

From:Julia Zhu 来源：WWD国际时尚特讯
1 week ago

2020 上海春夏时装周，EDI.Z LINGFENG 把观众从日本镰仓带到了越南西贡，跨越不同国度。电影《青木瓜之味》的特殊艺术背景成为了本季的创作灵感。Songta 将严肃学术融入到服装语言之中，探讨当代文化观点；Shuting Qiu 则将现代浪漫主义的女性形象带入大众视野。
SONGTA K11 Pop Up Store is the premiere of the house and is warming up for the Shenzhen flagship store. Based on the concept ‘Mega Ad’, the 3-month pop up store is transformed into an art space with immersive experience. Breaking the boundaries between online and offline, the store will bring you the genuine “See Now Buy Now” experience.
SONGTA K11 POP UP STORE

FASHION INFLUENCER EXPOSURE
SONGTA

LABELHOOD

POP UP
STORE
Right after SS2020 New York Fashion Week, SONGTA collaborated with LABELHOOD, a pioneering community integrating fashion and art festival and independent fashion boutiques, for a pop up show in Shanghai bringing the debut collection products that just showcased in NYFW.
SONGTA

x

hug

POP UP
STORE
Sep 13 to Oct 7, 2019, SONGTA unveiled SONGTA x hug POP UP in both hug Chengdu & Anaya. As Chinese top notch fashion boutique store, hug stores are reinterpreted by SONGTA with its signature Curatorial conceptual art approach, to creatively embody the pop up theme “Becoming hug” using two concepts “Love Letter” & “Eclipse” in two different stores.
SECTION 8:
SONGTA FLAGSHIP STORE CONCEPT

Outer Space Immersive Experience
OUTER SPACE

SONGTA

NEW SPECIES · SHENZHEN
2019
IMMERSIVE RETAIL EXPERIENCE
SONGTA

SONGTA’s fashion story is to convert contemporary art into fashion through its own ideology and culture confidence, and contemporary artists should convert themselves into fashion designers and luxury brands to truly bring revolutionary influence to this industry.

SONGTA breaks the stereotype of most independent designers by opening brand official flagship store in the first year. Furthermore, the house established the department of art curate and incorporate fashion with art on body, visual, and physical value.

SONGTA’s Fashion Show捏出当艺术家成为时尚设计师，这个世界又多了一丝幽默感

SONGTA’s Fashion Show

SONGTA, with 20 years of experience in the field of fashion design, has successfully introduced contemporary art into the fashion industry. The brand’s unique design philosophy is to convert contemporary art into fashion, blending cultural confidence and contemporary art, creating a new fashion trend.

SONGTA’s Fashion Show

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