

PRONOUNCE

SPRING / SUMMER 2021 – OIL / WATER

Why oil and water don't mix?

During their experience of drinking butter tea for the very first time in the old city of Lhasa, the duo of PRONOUNCE, Yushan and Jun, felt the wonder of the relationship between water and oil. The Spring Summer 21 collection is a visual poem reflecting the designers personal visit to the Tibetan old town, Lhasa; a town where visitors are encouraged to walk slowly, breathing the air with every mouthful. It is about the individual, staying calm, patient and embracing the tranquillity and slowness of the culture.

Butter tea, a specialty of Tibetan culture, is a kind of wisdom. Water and oil cannot be fused by themselves, but they can embrace together to achieve a new situation. Water is peaceful and tolerant, while oil is restless and exclusive. The oil floats on the surface of the water, embracing each other and interlacing; impetuous yet shrouded in a calm outer layer. The SS21 collection echoes this theme; the collision and embrace of the two elements.

For Spring Summer 21, PRONOUNCE introduce a lustre, water-oil fusion patterned jacquard fabric that runs through the front and back of the series. The use of positive and negative shapes allows the front and back of the fabric to be utilized, and at the same time, strengthens the implementation of sustainable use and environmental awareness.

Chunky accessories are introduced with three-dimensional, hand-woven knots that take up to 500 hours to create alongside, the water-oil fusion accessories series with metallic fluidity as a new experiment from UNDETECTED for PRONOUNCE.

Environmentally friendly materials such as recycled paper is used in the handknitted large tote bags and faux fur materials for the Block slippers, inspired by the shape of the Tibetan yak's mane.

The tailoring combination of the Tibetan style collar and traditional suit collar, divided half, and half, reflects the fusion and independence of east and west elements, again, inspired by the relationship of water and oil. PRONOUNCE demonstrates the ingenious combination of Tibetan style tailoring and traditional Western tailoring.

Throughout the collection, geometric and mysterious Tibetan symbols are printed, indicating "good blessing" in local culture. PRONOUNCE re-introduce handcrafted stone and sand washing techniques in the traditional Western Cowboy style, combined with Tibetan inheritance and mural style printing.

A metaphor for PRONOUNCE's personal experience, Spring Summer 21 is defined by transitional states, such as those between functional and decorative, restriction and freedom, real and artificial. The collection is dedicated to each beautiful individual in Lhasa, Tibet, a PRONOUNCE way of explaining beauty and masculinity.

The relationship between oil and water - "integration and independence", enlightens us in 2020.

KEY STOCKIST LIST

BROWNS - LONDON

L'ECLAIREUR - PARIS

H-LORENZO - LOS ANGELES

3 STANDARD STOPPAGE - SAN FRANCISCO

HITCHCOCKER - MILAN

LANE CRAWFORD - HONGKONG, SHANGHAI AND BEIJING

I.T - SHANGAI

GALERIES LAFAYETTE - SHANGAI AND BEIJING

ASSEMBLE BY REEL - SHANGAI

LABELHOOD - SHANGAI

SKP SELECT - BEIJING

BIOGRAPHY

PRONO UNCE is a designer brand established in 2016 by Yushan Li and Jun Zhou who are now based in Shanghai and Milan. Yushan graduated from MA Fashion of Central Saint Martins (MA Fashion 2015). Jun graduated from London College of Fashion (MA Menswear 2015) and Istituto Marangoni. PRONOUCNE is about hand crafted heritage reflecting on a 'gender sharing' contemporary wardrobe.