

# PRONOUNCE

## AUTUMN / WINTER 2021 – EMBRYO

For AW21, PRONOUNCE take inspiration from a personal trip to Jingdezhen, Jiangxi, China, exploring traditional Chinese pottery.

PRONOUNCE tell the narrative of porcelain. From the high-temperature creation, painting and glazing to the eventual cracking. PRONOUNCE explore how porcelain contains cracks, some of which are long-standing, and that the process of a porcelain pot mimics the journey of life; how fragments are being re-structured and made whole.

Tang Dynasty Sancai Glazed Pottery and its inclusion of traditional Chinese painting, sculpture and art characteristics are re-created through tricolour printing, geometric pattern embroidery, line drawing and fragmented silk screen printing.

PRONOUNCE exclusively develop ceramic hardware, incorporating artisan buttons and hand knitting techniques.

Matte textures are contrasted with shiny environmentally conscious coating for the porcelain and a combination of multi-coloured Tang Sancai prints are adapted onto shirting and scarfs whilst porcelain repairing techniques are used to create bespoke glasses.

Looking at fragility; at the creation, destruction and re-creation of ceramic sculptures, PRONOUNCE took inspiration from the prints and craftsmanship of Tang Sancai ceramics throughout the AW21 collection.

### KEY STOCKIST LIST

MACHINE-A - LONDON

BROWNS - LONDON

WDLT117 - TORONTO

### BIOGRAPHY

PRONOUNCE 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. PRONOUNCE is about hand crafted heritage reflecting on a 'gender sharing' contemporary wardrobe.