

S O N G T A

S O N G T A

CATALOGUE

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- × · **SECTION 2 :** S O N G T A & SONG TA
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- × · **SECTION 5 :** S O N G T A K11 POP UP STORE
- × · **SECTION 6 :** S O N G T A x LABELHOOD POP UP
- × · **SECTION 7 :** S O N G T A x hug POP UP
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SONGTA · SHENZHEN

2019



SONGTA

SECTION 1 :

ABOUT SONGTA

FIRST TRENDY LUXURY HOUSE IN CHINA

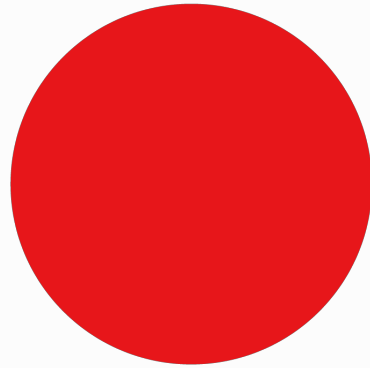




NEW SPECIES

SONGTA

新物种



SONGTA

NEW SPECIES · SHENZHEN

2019

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.

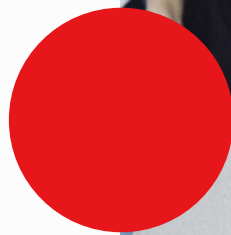




NEW SPECIES

SONGTA BRAND STYLE

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



SONGTA

NEW SPECIES SONGTA DESIGN STYLE

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.



SONGTA · SHENZHEN

2019



SECTION 2 :

SONGTA & SONG TA

First artist/curator transform to
Fashion designer in China



SONGTA

宋拓 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.



The Fighting Boys 2016 Artwork



2019 NEO SCHOOL Portraits

THE EXTENSION OF CONCEPTUAL ART

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”.



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.



Now the Young People What the Fuck Talking About 2016 Artwork



2019 NEO SCHOOL



SONGTA

SS2020 NYFW SONGTA FASHION SHOW











S O N G T A

SONGTA SS20
BAO



SONGTA

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.





SONGTA



“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.

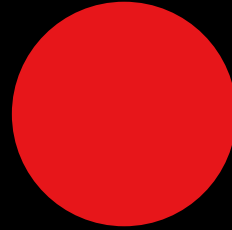




SONGTA SS20 RUNWAY SHOW



SHANGHAI FASHION WEEK LABELHOOD PIONEER FASHION & ART FESTIVAL



”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.

SONGTA

CHAPTER I
CLASSIC



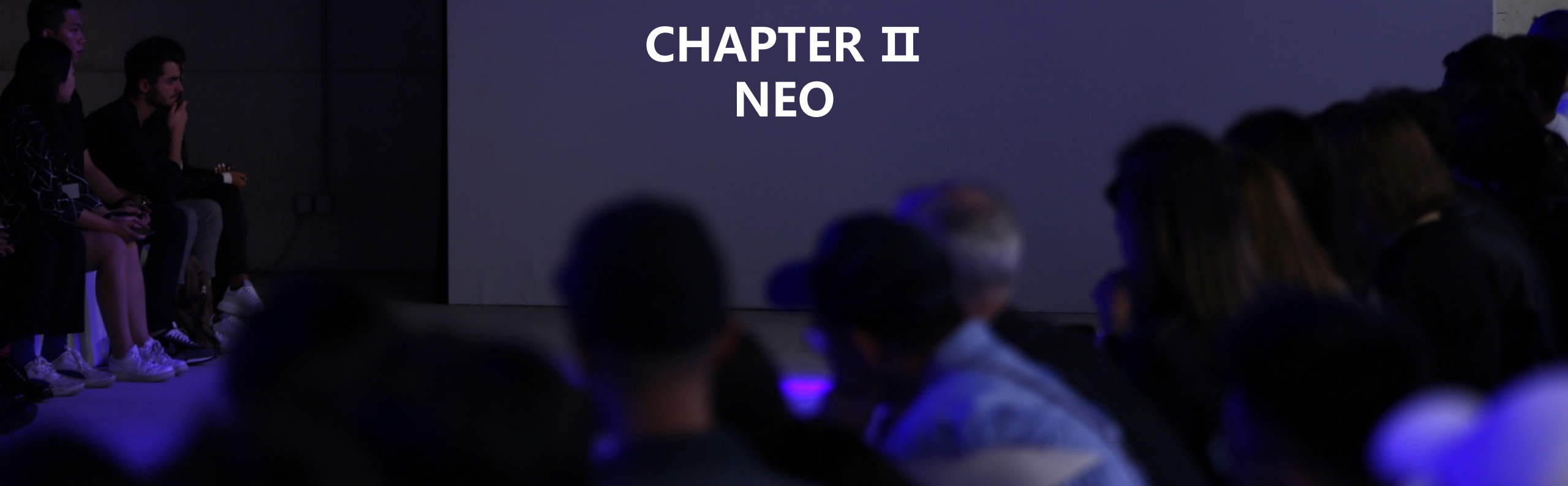






SONGTA

CHAPTER II NEO















SHFW MEDIA EXPOSURE

BAZAAR

 时尚芭莎  

10月13日 16:14 来自 iPhone X

#上海时装周##芭莎带你看法时装周#SONGTA 2020春夏系列推出「bao」系列，定义了“公务员街头风”。将中国传统元素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、旗袍等传统服饰全新的嘻哈气息，用风格的对撞打破对立。虚化印花、自然褶皱、不规则拼接、双层门禁、破坏处 ...

[展开全文](#) 



 收藏 |  22 |  6 |  120

SHFW MEDIA EXPOSURE

BOF

 **BoF时装商业评论**  
10月13日 12:00 来自 微博 weibo.com

#BoF时装周报道# 【解码时装周 | Songta: 包公背后的“新现实主义”】 Songta 2020春夏系列在恢弘的背景乐中开始。“时尚行业跟艺术相比有更为广泛的影响力，也更容易引起争议性，”品牌设计师宋拓创办@SONGTA官方 时向BoF说道。

本季品牌的主题“包公：中国历史上第一位黑人”延续了Songta荒诞而深刻 ...
[展开全文](#) 



SHFW MEDIA EXPOSURE

CONVERSE

 CONVERSE中国  
10月14日 21:00 来自 微博 weibo.com

继续跟着CONVERSE和@Labelhood 的脚步，听听这3位青年设计先锋#做出来看看#的故事！

[@SONGTA官方](#) SONGTA以“新现实主义”沿袭宋氏的叛逆基因，将“形象化思维”与人文社科融入时装设计，呈现出一场古典正义与嘻哈文化的“碰撞”。

[@GARCON夏赫松](#) 当被问“敢不敢”的时候，必须说“敢”。GARÇON BY GÇOG ...

[展开全文](#) 



 收藏  6  11  198

SHFW MEDIA EXPOSURE

大都市Numero



SHFW MEDIA EXPOSURE

NOWHER玩美



NOWHER玩美

10月20日 15:00 来自 微博 weibo.com

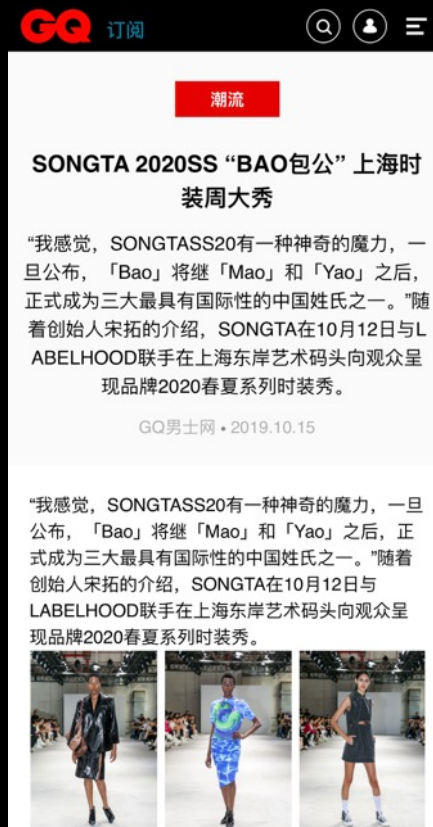
#2020春夏上海时装周#

SONGTA 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，重塑汉服、唐装、旗袍及正装的经典廓形，立领、盘扣、斜门襟、水袖等中国传统国服元素被大量运用并拼接在街头服饰上，赋予嘻哈全新的质感与腔调。



SHFW MEDIA EXPOSURE

GQ



The image is a screenshot of a GQ article. At the top left is the GQ logo and the word '订阅' (Subscribe). To the right are icons for search, user profile, and a menu. Below the navigation is a red tag labeled '潮流' (Trend). The main title is 'SONGTA 2020SS "BAO包公" 上海时装周大秀'. The text describes the brand's expansion into the 'Bao' category, mentioning founder Song Ta and a collaboration with LABELHOOD. The date 'GQ男士网 · 2019.10.15' is shown. At the bottom, there are three small images of models on a runway.


潮流

SONGTA 2020SS "BAO包公" 上海时装周大秀

“我感觉，SONGTASS20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。

GQ男士网 · 2019.10.15

“我感觉，SONGTASS20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。



SHFW MEDIA EXPOSURE

WWD国际时尚特讯

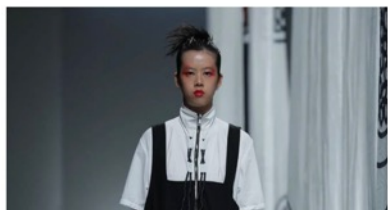
SHFW SPECIAL | 周末集锦 EDI.Z LINGFENG/Songta/Shuting Qiu

From: Julia Zhu 朱艳昕 WWD 国际时尚特讯

1 week ago

WWD 国际
时尚特讯

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。



× WWD 国际时尚特讯 ...

Songta

著名观念艺术家兼策展人宋拓先生于今年在深圳成立的品牌 Songta，将中国 00 后作为观察对象，全力塑造严肃且荒诞、幽默且无语的标志性设计风格。



Songta 2020 春夏系列
图片来源：品牌官方

2020 春夏系列的主题是中国历史人物包公，即

S O N G T A

**K11
POP UP
STORE**

8128

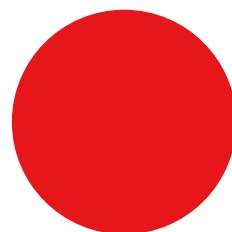
SONGTA

SONGTA





SONGTA



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







SONGTA K11 POP UP STORE FASHION INFLUENCER EXPOSURE

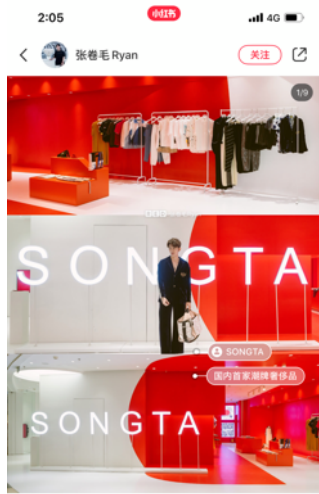


打卡 SONGTA 广州 K11 限时店 x 校服式穿搭

📍店名: SONGTA K11 限时店
📍地址: 广州 K11 购物艺术中心负一层 B128 铺
🕒时间: 2019.09—2019.12

终于等到了这个国内首家新晋潮牌奢侈品 @SONGTA 空

👉 说点什么... 57 46 31



广州探店 | 打卡潮牌奢侈品 SONGTA K11 限时店

📍店名: SONGTA K11 限时店
📍地址: 广州天河区珠江东路 6 号 K11 购物艺术中心负一层 B128 铺
🚇交通: 地铁 5 号线猎德站 A 出口, 步行 800 米可到
🕒时间: 2019.09-2019.12

👉 说点什么... 67 41 31



广州探店 | 国内首家潮牌奢侈品限时店 SONGTA

国内新晋潮牌奢侈品店 Songta 快闪店终于来到广州啦。看了他们 2020 春夏纽约时装周秀场的时候就已经很种草了, 这次有机会现场试一下当然不能错过啦

📍店门口的大型 loao 灯箱就已经给人一种很强烈的时尚感

👉 说点什么... 51 46 20



周末打卡! 国内首家潮牌奢侈品 SONGTA 限时线下体验店空降广州啦!

近期新发现! 仅限三个月限定的国内新晋首家潮牌奢侈品 SONGTA 线下体验店空降广州 K11 啦
SONGTA 是由艺术家宋拓于 2019 年在深圳创立的中国首

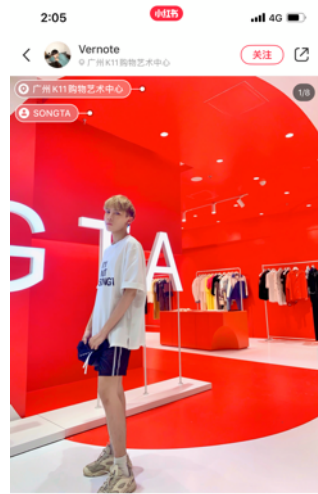
👉 说点什么... 148 139 36



kim 分享 | 打卡 SONGTA K11 Pop up 限时店

🕒: 2019/09—2019/12
📍地点: 广州 K11 购物艺术中心负一层 B128 铺
国内新晋首家潮牌奢侈品 SONGTA 线下体验店空降广州啦! 不知道的宝宝们可以去百度一下这个品牌创始人——观念艺术家宋拓, 了解一下他的作品和风格。这次的

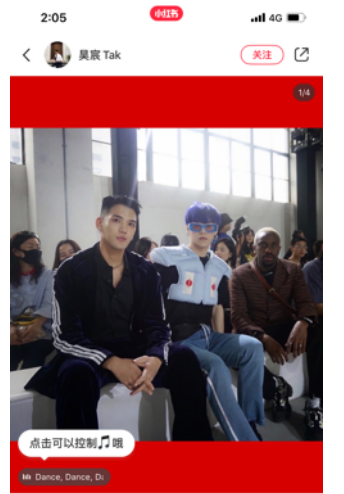
👉 说点什么... 11 3 1



广州探店 / 超适合拍照的潮牌奢侈品限时店

深圳新品牌 SONGTA
📍地址: 广州 K11 艺术中心负一层 B128 丝芙兰对面
🕒营业时间: 每天 10:00-22:00
📌划重点!! 广州 K11 限时店只开到今年的十二月
深圳旗舰店不久后将在深业上城开业

👉 说点什么... 8 4 3



男生看秀日常 ootd/上海时装周

最近在上海工作, 有碰到上海时装周! 和朋友一起去参加了 SONGTA SS20 show, 感谢 songta 的服装! 遇到好朋友 Justin, 周末愉快!

OOTD 西裤: SONGTA
👉 说点什么... 95 3 28

S O N G T A

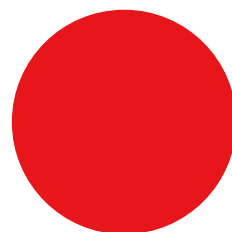
X

LABELHOOD

**POP UP
STORE**



SONGTA



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.











LABELHOOD
Pillar

LABELHOOD
Pillar

LABELHOOD
Pillar

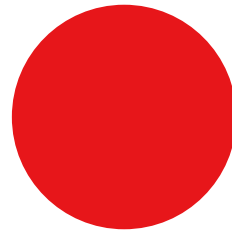
SONGTA 1



S O N G T A

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.





SONGTA

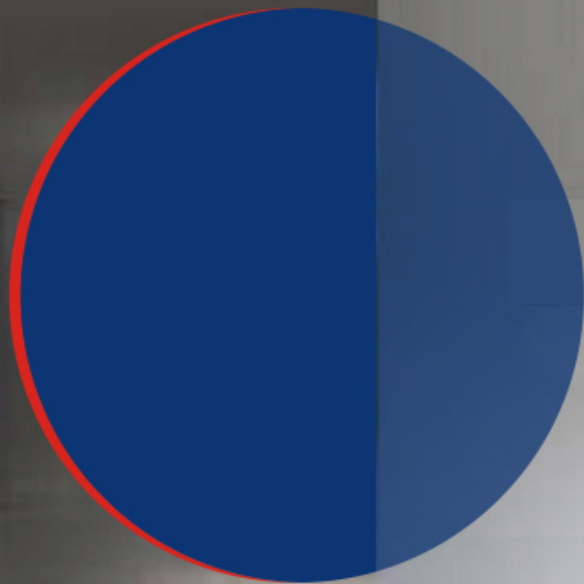


SONGTA





成为hug - 月食
pop up
9.13-10.7
SONGTAXhug



SONGTA · SHENZHEN

2019



SECTION 8 :

SONGTA FLAGSHIP STORE CONCEPT

Outer Space Immersive Experience

OUTER SPACE

SONGTA

NEW SPECIES · SHENZHEN 2019





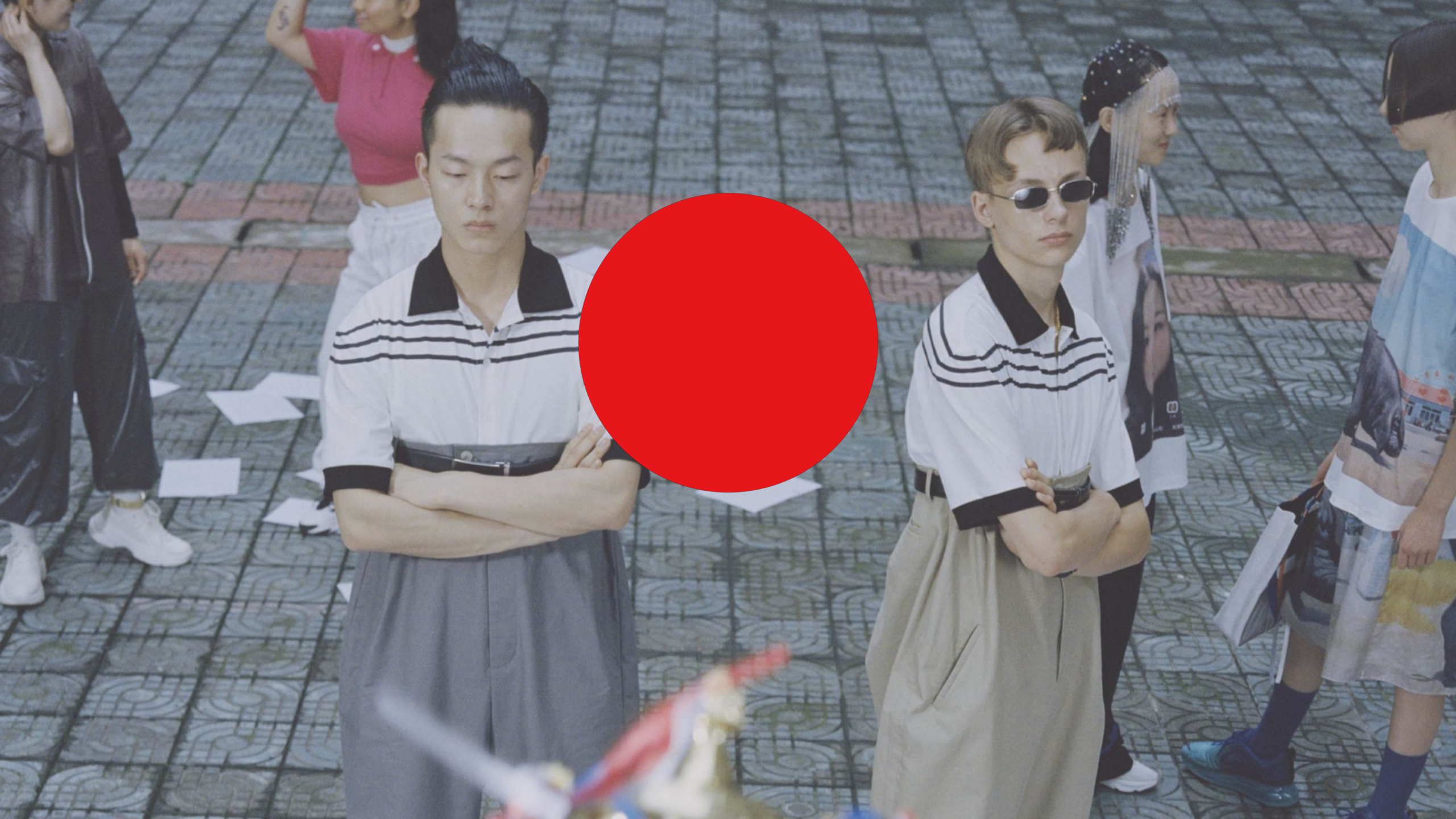
SONGTA

IMMERSIVE RETAIL EXPERIENCE



NEW SPECIES · SHENZHEN 2019





S O N G T A

MEDIA EXPOSURE

SONGTA 由设计师、艺术家宋拓在 2019 年于深圳创立的服装品牌 SONGTA, 是本次亮相纽约时装周的中国品牌里最年轻的一个。成立不足一年, 却以激进大胆的设计风格受到了行业内外的不少关注。

有别于其他传统大秀, SONGTA 的部分模特采用了蹦跳出场的方式, 展现单品的运动元素。素人印花 T 恤、灰色拼接连体裤、EMOJI 真丝衬衫、印有 LOGO 的校服外套都强调着 SONGTA 怪诞又乖张的设计风格。一场艺术与时尚的碰撞悄然奏响。



Press Release: Alibaba's Tmall to Open NYFW: The Shows with a Lineup Showcasing China's Design Talent

Alizila Staff | August 22, 2019



NEW YORK-(BUSINESS WIRE)-Alibaba Group's Tmall, China's premier B2C platform for brands and retailers, today announced its lineup of designers that will hit the runway at New York Fashion Week this September. The "Tmall China Cool" showcase will take place

中国哪儿最酷? 艺术家宋拓在纽约时装周告诉大家即未来

原作 视觉传达 09-06 16:43



and pop-up show. 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. SONGTA break 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 space.



近日, LABLEHOOD 富民店的橱窗和店内被贴上了硕大的红色圆点



Later in the day, the show featured two of its freshest voices: SONGTA and i-am-chen. A conceptual artist turned fashion designer, Song Ta established his luxury brand just four months ago, but he's nevertheless hoping to become a mass-market label. SONGTA is positioning itself among foreign counterparts like Ambush and FENTY, and the founder believes there's an open slot in China's luxury streetwear market for homegrown talent. "I am not an independent designer," says Song. "I want to create something for the mass market, some trendy streetwear that young people can afford and will wear on the street on day-to-day occasions. But I am a luxury brand."

SONGTA 要将 LABELHOOD 售出? 当艺术家成为时装设计师, 这个世界又多了一些幽默感

LABELHOOD 官方 1 周前

近日, LABLEHOOD 富民店的橱窗和店内被贴上了硕大的红色圆点



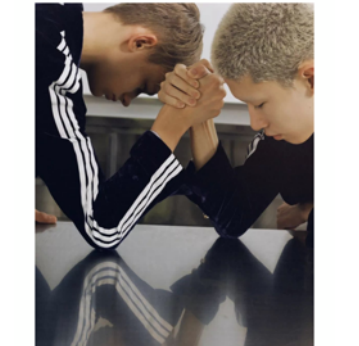
Womens Tmall China Cool Songta NYFW SS2020 photos by Marisa Pena

September 15, 2019 Fattie King, Tmall China Cool Songta NYFW SS2020 photos by Marisa Pena

SONGTA conceives each collection as an art collection by utilizing curatorial and social engaged art to design clothing. SONGTA interprets runway, showroom, and e-commerce platform as "Art Museum," and transforms the brand's official flagship store as "Solo Show," and boutique store as "Group Show." 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. SONGTA's fashion theory is to convert contemporary art into fashion through its own ideology and culture confidence, and contemporary artists should convert

宋拓: 告诉你什么是真正的“潮奢”品牌

artnet 新闻 artnet 资讯 8月2日



事情并不简单 | 太多艺术跨界, 艺术家们干脆自己做时装品牌了

原创: BoF BoF 时装商业评论 9月4日



本文作者: Denni Hu 善于创造概念的艺术家, 跨界做起时尚来毫不手软, 他们的反商业, 也许恰是当前越发商业化的时尚行业所失去的一种“态度”。

中国上海——时装产业一直善于从艺术家身上汲取灵感, 比如Virgil Abloh设计中来自杜尚式“现成品”概念、Margiela对后现代艺术的借鉴、以及Caroline Hu具有莫奈神韵的高级定制礼服。不过, 这些跨界艺术设计师们, 却还在

Songta的定价低于大部分设计师品牌, 主打几千元的“潮牌奢侈品”, 定位更多借鉴于符合大众审美的Fenty等潮流风格的品牌, 但也参考了Eckhaus Latta或国内的Sirlain、Xander Zhou等艺术感强烈的品牌。

宋拓希望这个品牌成为中国下一代年轻人的启蒙品牌。他认为未来的潮流文化将是极度本土化的。Songta除了开设了微信小程序店铺, 也在筹备开始实体店, 还将参加九月在纽约时装周期间举办的天猫“China Cool”时装秀, 以及在十月的上海时装周期间的Labelhood走秀, 宋拓认为商业化的途径能“从更科普”的方式给大家介绍什么是艺术, 因此第一家店选址深圳的网红商城深业上城。

Songta在遵循传统时装零售的商业规律时, 也在探索如何跳出行业已有格局。“我们以直营模式为主, 同时也会走多渠道的销售包括电商、Showroom等等。我们不仅要做服装, 未来也

从艺术界退休后, SONGTA要做专属00后的奢侈品

YOUTOPIA 嗒桃 1周前



深度访谈 | 宋拓 艺术家? 时装设计师?

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宋拓, 《公务员》, 2009

某天一好友说要给我介绍一位艺术家, 不对, 她说现在应该称那位艺术家为时装设计师, 名叫宋拓。碰面前先在网上搜一搜, 以示尊重, 搜出来的都是艺术身份, 看来此人身份转型还未完成。

S O N G T A