

ATTÉMP

DESIGNER BRAND



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AW18 "NON-FICTION LIES"

SS19 "THE SIDE EFFECTS"

AW19 "LAST FLOWERS"

CATALOGUE

BRAND CONCEPT

ATTEMPT emphasizes the exploration of "possibility" -- the definition of appearance and substance, the relationship between the past and the future. It is a representative design language to mix up the "correct" structural relations, put them in a wrong place and use unconventional materials.

Create chaos, restrain chaos

ATTEMPT强调的是对“可能性”的探索——表象与实质的界定，过去与未来的关系。将“正确”结构关系打乱、错位的拼接手法、非常规材料的运用，是ATTEMPT代表性的设计语言。

制造混乱，约束混乱。

BRAND BACKGROUND

ATTEMPT is an independent designer brand founded by designer Liang Dong in 2015.

What the ATTEMPT emphasizes is the exploration for “possibility” demarcation between appearance and essence; relations between past and future.

Breaking the “right” garment structure, utilizing misplaced splicing technique and unusual fabrics are the design languages of ATTEMPT.

ATTEMPT believes that there is nothing has stable rules and always trying to explore more possibility.

ATTEMPT是由设计师梁栋于2015年创立的独立设计师品牌。

ATTEMPT所强调的是对表象与本质之间“可能性”界限的探索;过去与未来的关系。打破“正确”的服装结构,利用错位的拼接技术和不同寻常的面料是设计语言的尝试。ATTEMPT相信没有什么东西有稳定的规则,总是试图探索更多的可能性。

BRAND FOUNDER



LIANG DONG / DIRECTOR

Liang Dong, the founder of ATTEMPT, as well as the main designer of the brand.

Because of the graduation of art colleges, Dong not only has fashionable elements in design, but also has more logical thinking of contemporary art in the overall expression of his works.

梁栋，ATTEMPT的品牌主理人同时也是品牌的设计总监。美术院校科班出身毕业的缘故，不仅让梁栋在设计上有着更多时装化的色彩，同时在作品整体表达上有着更多当代艺术的逻辑思维。

STOCKLIST



CANADA

ITEM (VANCOUVER)
Macekai Trading Co., Limited (TORONTO)

ENGLAND

EJDER (LONDON)

JAPAN

PLUS EIGHTY ONE (TOKYO)

CHINA

潮玩艺 (BEI JING)
风格算法 (BEI JING)
CREAMMART (GUANG ZHOU)
101 (WU HAN)
祥楠 (YUN NAN)
JHW (ZHENG ZHOU)
SW (XI AN)
MIX COLLECTION (CHENG DU)
YET BY 6 (SHANG HAI)
HALU (TIAN JIN)
RENEW (CHANG SHA)
LTT MAKER (ZHE JIANG)
上腾企业 (TAI BEI)
一尚门 (HK)

OFFLINE SALES



ATTEMPT GALLER / WUHAN

No.77 Dongting Street, Jiang' an dist., Wuhan, China.

武汉江岸区洞庭街77号

OFFLINE SALES

ATTEMPT STORE / SHANGHAI

No.5 Yuqing Road,Xuhui Dist., Shanghai,China.

上海徐汇区余庆路5号

MEDIA COOPERRATION

Yoho!

1626

SO COOL

优良 better

NOWRE

ONOFF

潮樂志
LIFESTYLES OF HEALTH AND POPULAR

ULSUM

HYPEBEAST

KIKS

KIDULTY*

FIND ATTEMPT



官方网站 / WEB : ATTEMPT.COM.CN



官方淘宝店铺: 11lab.taobao.com



官方微博: @ATTEMPT_11LABORATORY



官方INSTAGRAM: [attempt_official](https://www.instagram.com/attempt_official)



官方公众号:



2018.05 [THE SHELTER] ATTEMPT X K11(WUHAN)



2018.08 ATTEMPT X PUMA T7 REWORK PROJECT



2018.09 ATTEMPT YOHOOD SHANGHAI 2018



2018.10 ATTEMPT AW18 “共生” RUNWAY SHOW



2019.10 “THE HIGHER BEING” VANS X ATTEMPT ERA & YOHO X ATTEMPT CAPSULE COLLECTION

VANS OFF THE WALL ATTEMPT



2019.10 ATTEMPT x DESCENTE CAPSULE COLLECTION

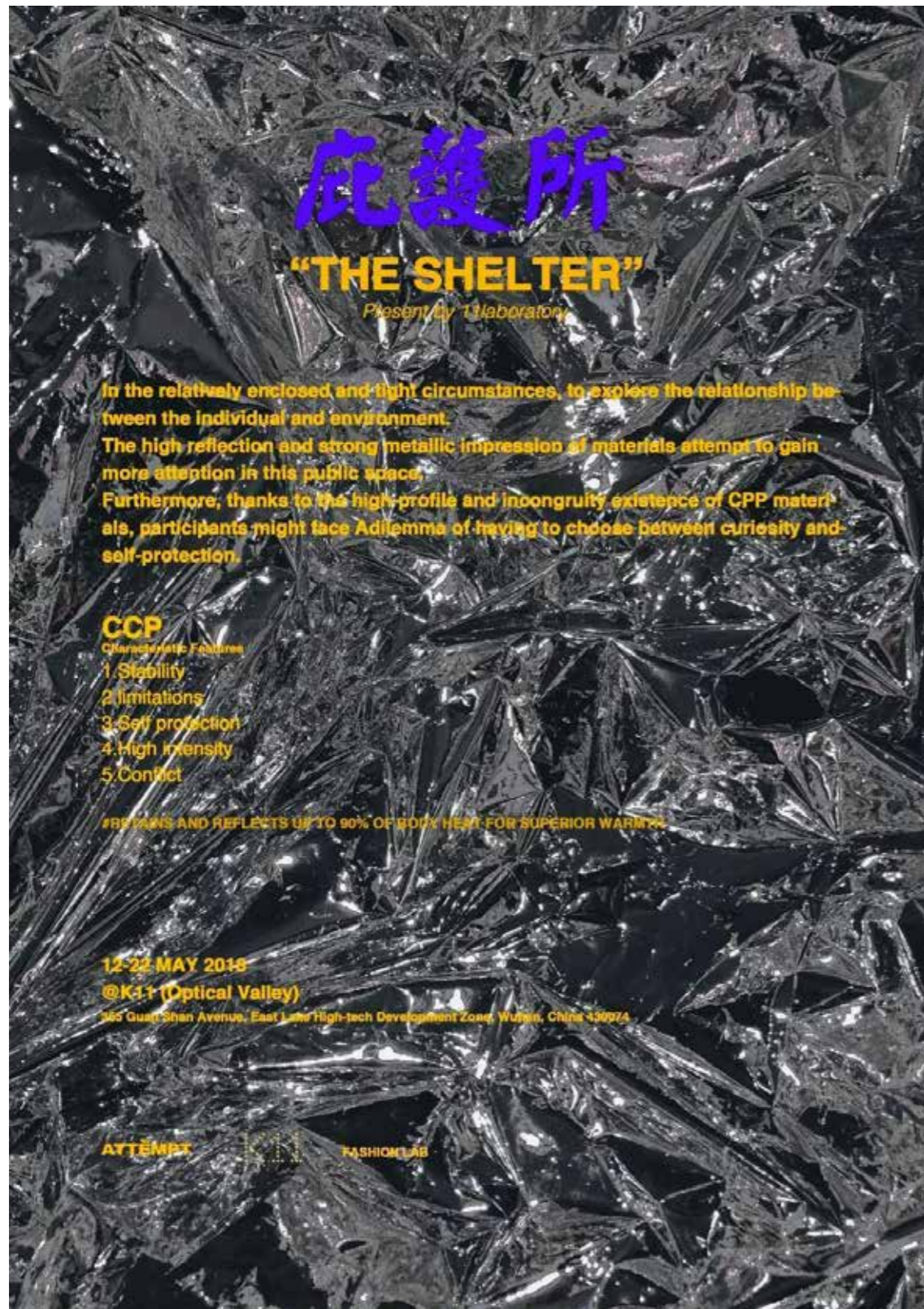


2019.10 ATTEMPT AW19/20 SHOWROOM @ Ontimeshow Westbund



PROJECTS

**庇护所 (THE SHELTER) —— 探讨人对自身理解对局限性
ATTEMPT x K11 (WUHAN)**



庇护所

此次，我们将用CPP的材质在K11的一楼搭建一个帐篷形态的临时庇护所。

拥有强反光且极具金属感的物料属性企图在这个公共空间中博取更多的关注度，与此同时利用造型高调且突兀的存在方式，以此来向被实验的对象提出疑问——在窥探与自我保护之间的进退以及身处不舒适环境中对自身的思考。

在帐篷内通过声音与影像构建一个冲突的超自然情景，破坏庇护所理应具备的稳定性与平衡感。

我们所采用的镀铝级CPP(cast polypropylene) 材质运用于各种急救所需物品，例如急救毯、急救衣还有急救帐篷。这种材质可以让人在突如其来的灾难情况下有效保持身体的温度，造成稳定并局限的感觉。而在发生意外受伤的情况下，可以用来包扎伤口避免失血过多，亦可作为临时担架覆盖伤者身体实现一种自我保护的状态。拥有高强度的特征和坚硬的性质，制成绳状可负重1.5 吨，一方面警惕于热量的流失另一方面却又在辐射能量的包围下反射其效果，在自我保护的状态中利用自身反射的属性发出求救信号，形成更加矛盾冲突的属性特点。

实验者会搭建一个多方面运用CPP材质的应急避难所（庇护所）环境，通过材质自带的矛盾、冲突、局限性、高强度等与人相似的共性来发掘参与者对其自身的理解，避难所内看似是一个安全，相对封闭的空间，但实验者会利用视觉影像和声音的矛盾性、冲突性强调出由两者所呈现的不适应感，企图引发对自身局限性更深层的思考，并在窥视的状态下实现自我保护。整个实验带着来着于个体和生活的自然线索，在不舒适的体验环境下直视自己的情绪现象。

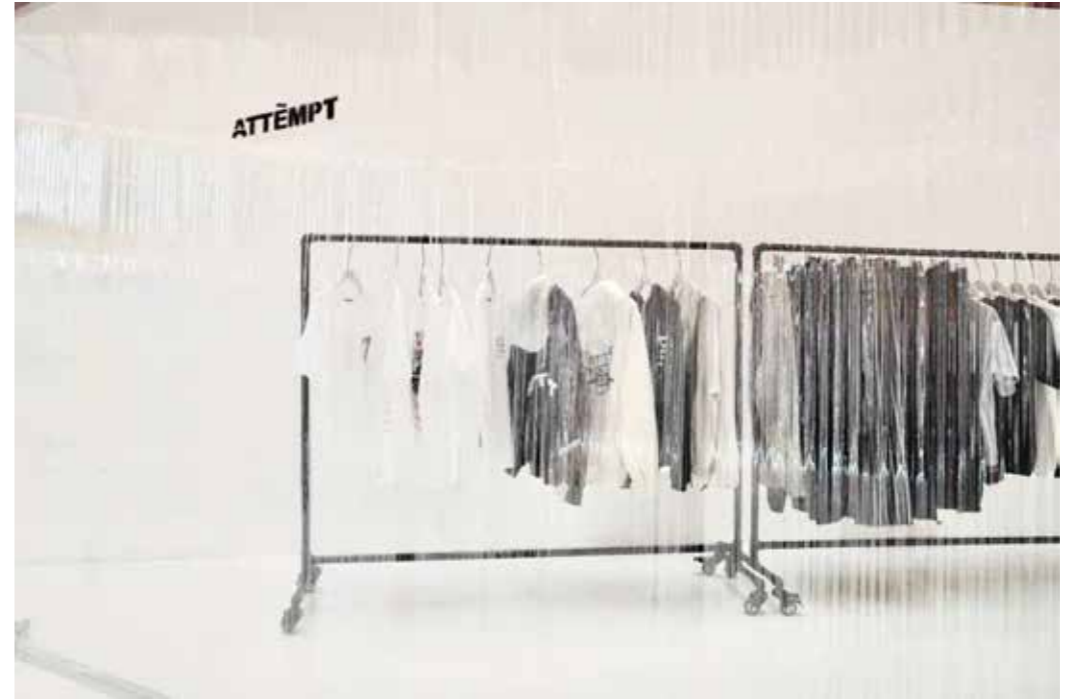
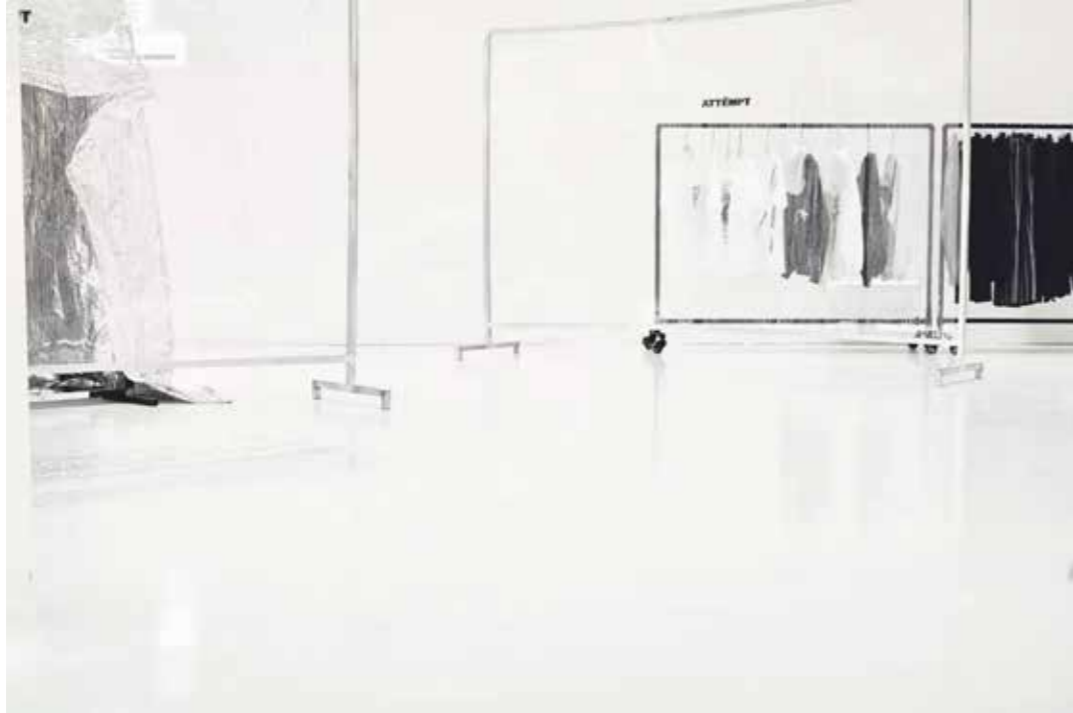
THE SHELTER

On the ground floor of K11 department store, a tent will be built with the CPP materials, as a temporary shelter. The high reflection and strong metallic impression of materials attempt to gain more attention in this public space. Furthermore, thanks to the high-profile and incongruity existence of CPP materials, participants might face a dilemma of having to choose between curiosity and self-protection. Meanwhile, in the tent, the sense of stability and balance that the shelter deserved would be destroyed by paranormal circumstances constructed through sound and images.



ATTEMPT近日在K11购物艺术中心开展「THE SHELTER」Pop-Up Store，于K11的一楼运用 CPP (cast polypropylene) 材质搭建了一个帐篷形态的临时庇护所，该材质被普遍应用于各种急救所需物品，例如急救毯、急救衣和急救帐篷。这种拥有强反光且极具金属感的物料，在公共空间中博取得到极大的关注度，且通过材质所自带的矛盾、冲突、局限性、高强度等与人相似的共性来发掘参与者对其自身的理解。避难所内看似是一个安全，相对封闭的空间，而品牌却希望利用视觉影像和声音制造的矛盾性和冲突性，强调出由两者所呈现的不适应感，以此来向参与者提出疑问 —— 在窥探与自我保护之间的进退以及身处不舒适环境中对自身的思考。

ATTEMPT recently launched the "THE SHELTER" Pop-Up Store at the K11 Shopping Art Center. On the first floor of the K11, a temporary tent in the form of tents was constructed using CPP (cast polypropylene) materials. This material is commonly used in various emergency needs. Items such as emergency blankets, emergency clothing and emergency tents. This kind of material with strong reflection and great sense of metal has gained great attention in the public space, and it also seeks participation through the similarities, conflicts, limitations, and high strength of the material that are similar to humans. The understanding of itself. The refuge seems to be a safe, relatively closed space, and the brand wants to use the contradictions and conflicts of visual images and sounds to create a sense of incompatibility between the two, in order to question the participants. ——Reflections between self-protection and snooping, and thinking about oneself in an uncomfortable environment.



MORE INFORMATION: https://mp.weixin.qq.com/s/ZHihXWsi-_od-xTfPcCT3A

ATTEMPT x PUMA T7 REWORK PROJECT (与国际运动品牌PUMA的市场合作)

由 HYPEBEAST 与 PUMA 联手共同记录了 STAFFONLY、Private Policy、ANGUS CHIANG、ATTEMPT 四个设计师单位对经典 T7 套装进行改造的过程。

以下是我们对PUMA T7套装改造的最终结果。

- 1.上衣是又两件上衣组织起来，组织方式完全打乱。
- 2.材料均来自于我们收到这件包裹时有的东西，包含包装袋。（除了右肩部增加了一块PVC)
- 3.版型的改变是此次改造的最要要部分之一。
- 4.门襟的开合是侧开拉链。





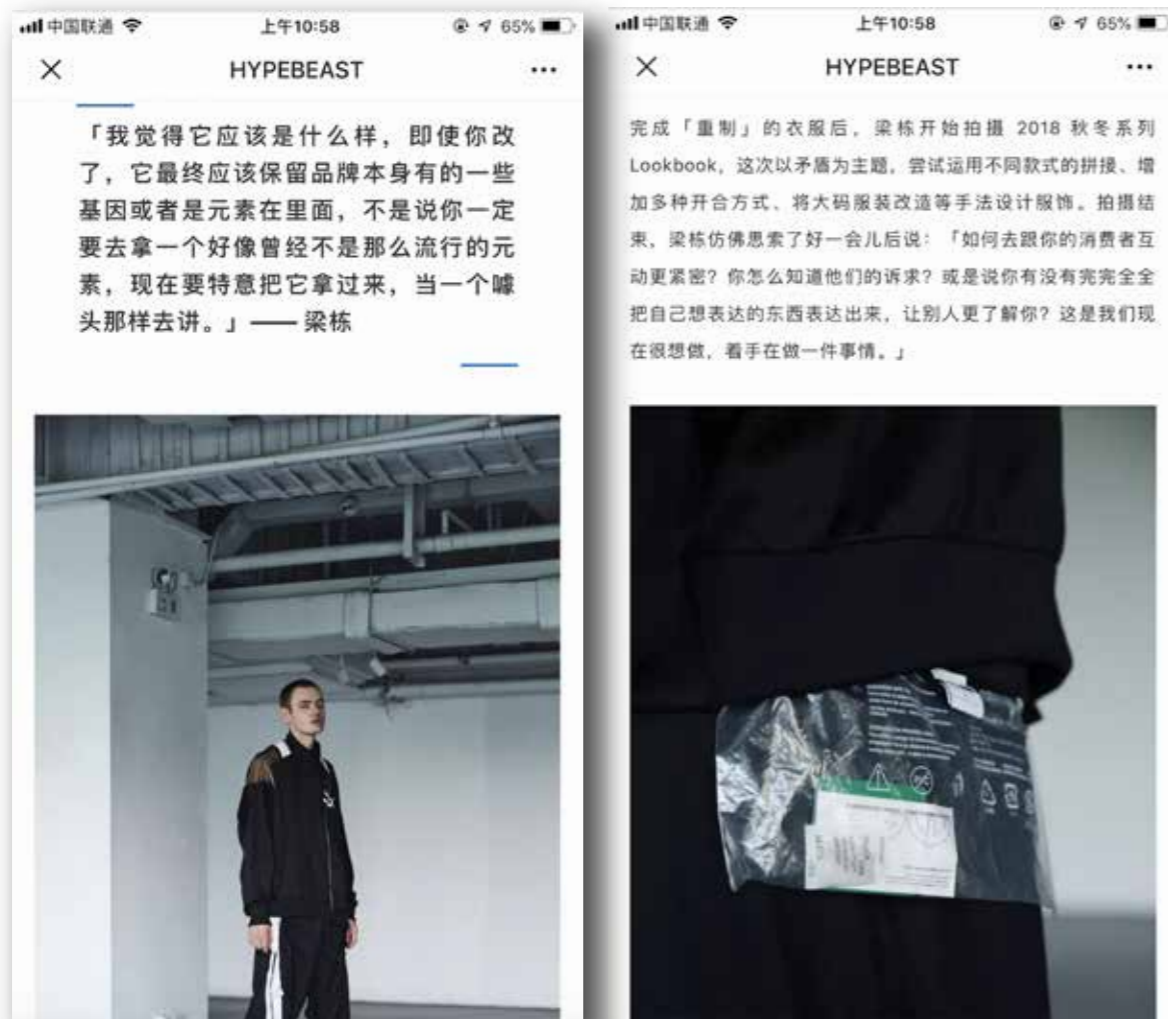
ATTEMPT X PUMA T7 REWORK PROECT



ATTEMPT X PUMA T7 REWORK PROECT

Fashion media HYPEBEAST reports on this series and Campaign

时尚媒体 HYPEBEAST 对本系列的报道和独家造型



ATTEMPT YOHOOD SHANGHAI 2018

ATTEMPT YOHOOD 2018现场，我们通过全反射的镜子与半透明材料力求刻画一个错乱并且无限重叠的空间，并在其中穿插了“无尽回廊”装置与“九个无序的钟”，力求打乱空间与时间之间的常规逻辑。意在用我们的设计语言还原ATTEMPT 2018年秋冬的主题——NON-FICTION LIES 非虚构谎言（来源于电影「世界旦夕之间」）。

MORE INFORMATION : <https://mp.weixin.qq.com/s/zisouueFwrvHSGCQ7OLbsA>



ATTEMPT



ATTEMPT AW18 “共生” RUNWAY SHOW / 上海时装周

TIME: Oct.10. 14. 2018

BRAND: ATTEMPT

THEME: 共生 / SYMBIOSIS

LACATION: SHANGHAI

STYLE : LD / 宋元 / 狗玮

SHOW DIRECTOR : PIER

MAKEUP: JASON ZHAO

PHOTO:BLANK / KAZAF

SUPPORTED BY :

@BLANK先锋时尚潮流平台

@VANS

MORE INFORMATION :

https://mp.weixin.qq.com/s/xGpsBTanmRR9YwKFHC_bTg



此次秀场模特均为素人



ATTEMPT AW18 "SYMBIOSIS" RUNWAY SHOW



ATTEMPT AW18 "SYMBIOSIS" RUNWAY SHOW



“THE HIGHER BEING” VANS x ATTEMPT ERA & YOHO x ATTEMPT CAPSULE COLLECTION

ATTEMPT 这次携手 VANS 品牌带来了全新的联名鞋品，以 “THE HIGHER BEING” 为主题对 VANS Era 鞋款进行了全新设计。鞋履的概念受摇滚乐启发，以90年代乌托邦为展开，“矛盾和冲突” “黑黑与白白” “秩序与颠倒” “虚幻和现实” “人格共存”。“反派，背离主流，拒绝标签化” 是那个时代年年轻人的属性，过去时光因遥远和无法触碰变得神秘和令人着迷，希望当下的每个人所感受到的，都能回归到个体，交由自身去思考。



YOHO!
ATTEMPT



“THE HIGHER BEING” ATTEMPT X YOHO CAPSULE COLLECTION

本次联名的胶囊系列一共设计了6个款式，主要特点在于视觉创意，对于印花的把控和创意花费了一定的时间和精力。从而达到最终满意的视觉感受。系列的黑白套装，延续品牌的惯用设计手法，在于服装结构的变化和打断，进行二次设计和穿插。

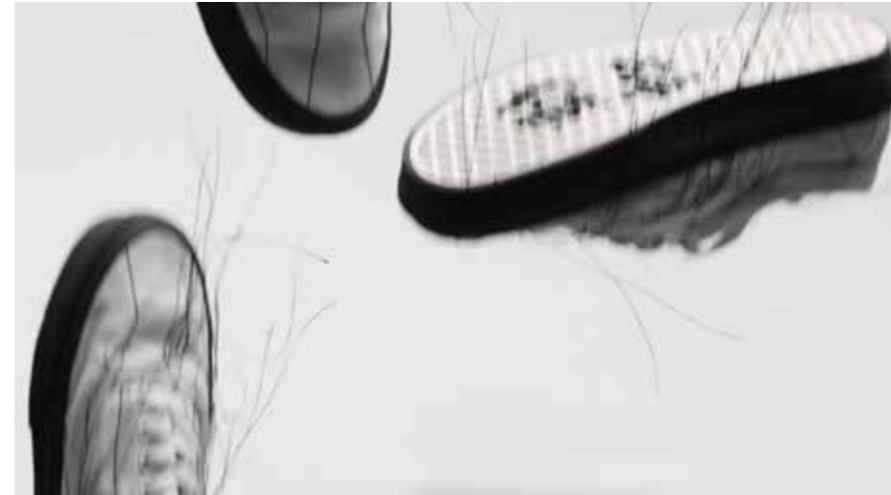




“THE HIGHER BEING” VANS X ATTEMPT CONCEPT VIDEO

Full video : <https://mp.weixin.qq.com/s/WPdAff0IB2NN-K6DrS2ZJg>

此次拍摄的脚本从鞋履与服装的本身出发，主要以VANS x ATTEMPT的鞋履为重要曝光点，并展示YOHO x ATTEMPT 的三套LOOK。针对鞋履上的特点进行二次改造和制定了动作轨迹，并与服装解构的绳带特点进行完美结合。画面内容主要强调其黑白主色调和蕴藏的核心含义，设定每个模特演绎着多重人格共存的现状。



VANS X ATTEMPT "THE HIGHER BEING" OFFLINE SALE

2019/10/10 18:00PM

No.77 Dongting street, Wuhan,China



中国联通 下午4:14 34%



VANS X ATTEMPT 联名鞋款与胶囊系列线下发售回顾

ATTEMPT 1周前



ATTEMPT这次携手VANS品牌带来了全新的联名鞋品，以“THE HIGHER BEING”为主题对VANS Era鞋款进行了全新设计。鞋履的概念受摇滚乐启发，以90年代乌托邦为展开，“矛盾和冲突”“黑与白”“秩序与颠倒”“虚幻和现实”“人格共存”。“反派，背离主流，拒绝标签化”是那个时代年轻人的属性，过去时光因遥远和无法触碰变得神秘和令人着迷，希望当下的每个人所感受到的，都能回归到个体，交由自身去思考。

ATTEMPT AW19/20 SHOWROOM Ontimeshow® Westbund

ATTEMPT 亮相于 Ontimeshow ® Westbund,10/10-10/13为期三天的订货展会，主要陈设了本次19/20的秋冬系列——“LAST FLOWERS”COLLECTION。

服装上继续着一贯的大地色系与黑白色系，解构与拼接在新的材质组合上呈现全新的视觉效果。现场用水泥砖和镀锌板搭建了一个中庭展台，塑造一个工业原始的静置展区。

ATTEMPT (A ROOM) / SHOWROOM

Ontimeshow ® Westbund

10/10-10/13 10am-9pm

西岸艺术中心

2555Longteng Ave ., Xuhui Dist ., Shanghai

BOOTH B3-08A

RSVP: SALES@ATTEMPT.COM.CN

SHOWROOM
ATTEMPT AW19/20
LAST FLOWERS COLLECTION

10.10-10.13 10am-9pm

西岸艺术中心

上海市徐汇区龙腾大道2555号
2555 Longteng Ave., Xuhui Dist., Shanghai

Ontimeshow

BOOTH B3-08A (A ROOM)

RSVP:

SALES@ATTEMPT.COM.CN

ATTEMPT.COM.CN

Ontimeshow® Westbund

ATTEMPT

SHOWROOM
ATTEMPT
AW19/20
COLLECTION
last flowers

OPENING HOURS:
10.10-10.13 10AM-9PM

CONTACT
SALES@ATTEMPT.COM.CN
PRESS@ATTEMPT.COM.CN

BOOTH B3-08A (A ROOM)

ATTEMPT

ATTEMPT

last flowers
AW19/20 COLLECTION
SHOWROOM



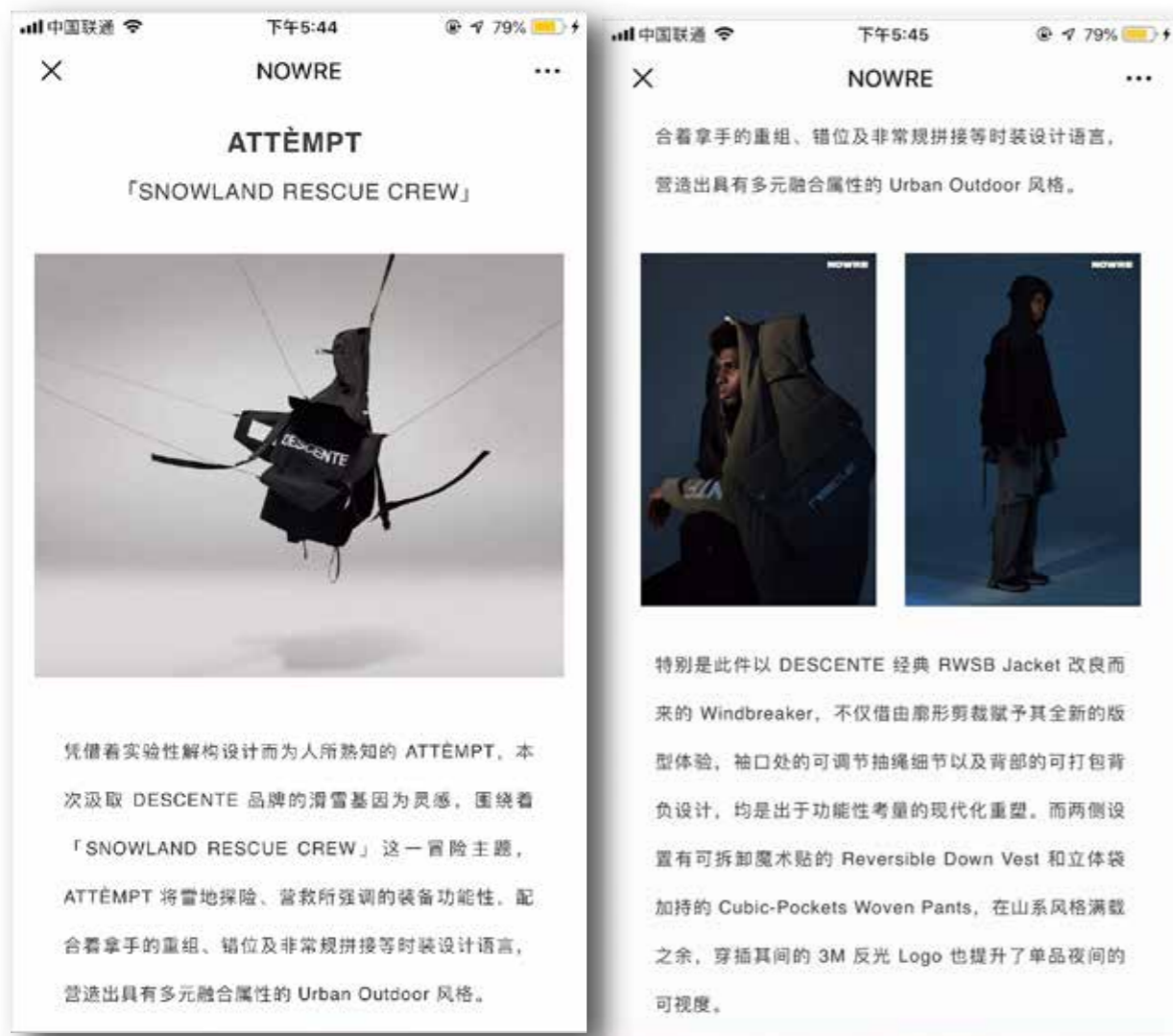
ATTEMPT X DESCENTE CAPUSULE COLLETION

ATTEMPT 与日本知名滑雪品牌DESCENTE合作的胶囊系列，围绕着“SNOWLAND RESCUE CREW”这一冒险主题，ATTEMPT 将雪地探险/营救所强调的装备功能性，配合着拿手的重组、错位及非常规拼接等时装设计语言，营造出具有多元融合属性的 Urban Outdoor 风格。



Fashion media NOWRE reports on this series and Campaign

时尚媒体NOWRE对本系列的报道和独家造型



SS17 “A Saintly Boy I’ m not ” COLLECTION

AW17 “IN COLD BLOOD”

SS18 “THE ROOM” EXPERIMENT EXHIBITION

AW18 “NON-FICTION LIES”

SS19 “THE SIDE EFFECTS”

AW19 “LAST FLOWERS”

LOOKBOOK

ATTEMPT SS17 "A saintly boy I'm not" COLLECTION

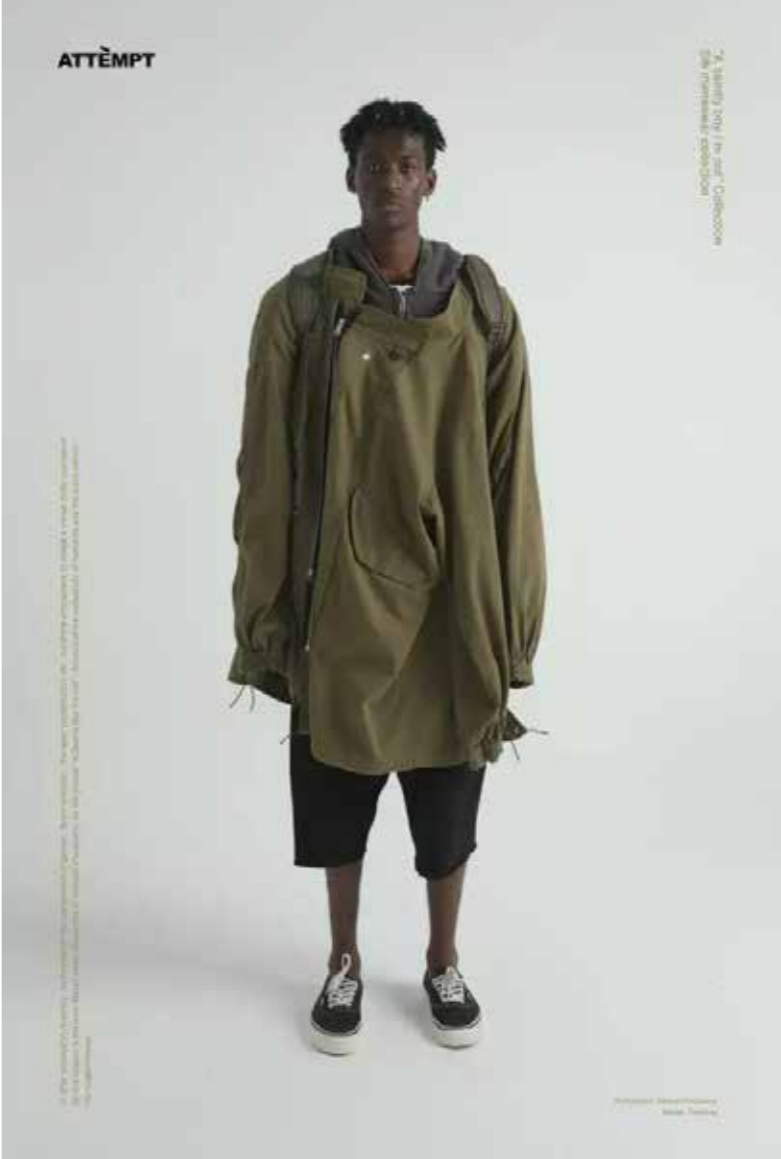
5th menswear collection

Attempt SS17 "A Saintly Boy I'm not" collection, 在造型目录的搭配上, 品牌从视角、模特性别的选择、人物状态的呈现、等各方面所营造出来的氛围感都是为了这一季设计思路的核心——人物多重性格的表达。正如那句"A Saintly Boy I'm not", 直指了人性的复杂以及坦荡背后的纯粹。









ATTEMPT AW17 “IN COLD BLOOD” COLLECTION

引言：

这一季度的主要出发故事来源于“杜鲁门·卡波特”的小说 IN COLD BLOOD。

如同小说里强调的一样——事件的本质是复杂的；人的内心是多面的。

就此我们将部分服装的内外结构正反错位打乱，使得衣服的内与外，面子与里子均无法有界定的规则。

IN COLD BLOOD 背景资料：

《冷血》不是一般的凶杀报道，也不是一部情节曲折的侦探小说。它之所以能引起广大读者的兴趣以及评论家的关注，除了揭示的骇人听闻的犯罪事实以及运用新的文学样式外，还在于它是一部发人深思的具有深刻社会意义的作品。作者“以客观的态度分析了社会、家庭、环境对青年凶犯的生活、思想、感情的影响，以真挚的同情慨叹美国青少年的畸形发展，促使人们认真思考问题。

卡波特并没有草率地将贝利（小说中的凶杀犯人）定义为凶残无人性的“冷血动物”，而是不胜其烦地带领着读者去回顾贝利的成长经历及其社会环境，隐约地暗示着贝利的犯罪很大程度上应当归咎于他所处的家庭和社会环境。















ATTEMPT SS18 “THEROOM” EXPERIMENT EXHIBITION COLLECTION

引前言：

此次春夏系列是“探讨人对自身理解的局限性”。

参考内容：

- 1.斯坦福监狱试验 (Stanford prison experiment)
- 2.米尔格伦实验 (Milgram experiment), 又称 (权力服从研究, Obedience to Authority Study)

我们假定将此次系列的核心内容设定为一个真实空间的实验的展览：

强调“实验”活动本身，让参与者切身有参与“实验”过程的体验。从而反思产生对自身的“局限性”的思考。

实验目的：

探讨人的独立性，个体与环境之间的关系。

实验方法：

实验者会营造出两个或者多个相对冲突的环境（或者是空间），让参与者（观众，或者是被实验对象）选择性的进入到不同的环境中，从而观察并且记录他们的行为。整个项目的结束是也是整个实验研究的结束。

后续：近期我们将会上述提到的“实验展览”在线下真实还原。

ABOUT:

Attempt focuses on the creative expressions and cultural integration.

What the Attempt emphasizes is the exploration for “possibility” -demarcation between appearance and essence; relations between past and future.

Attempt believes that there is nothing has stable rules and always trying to explore more possibility.



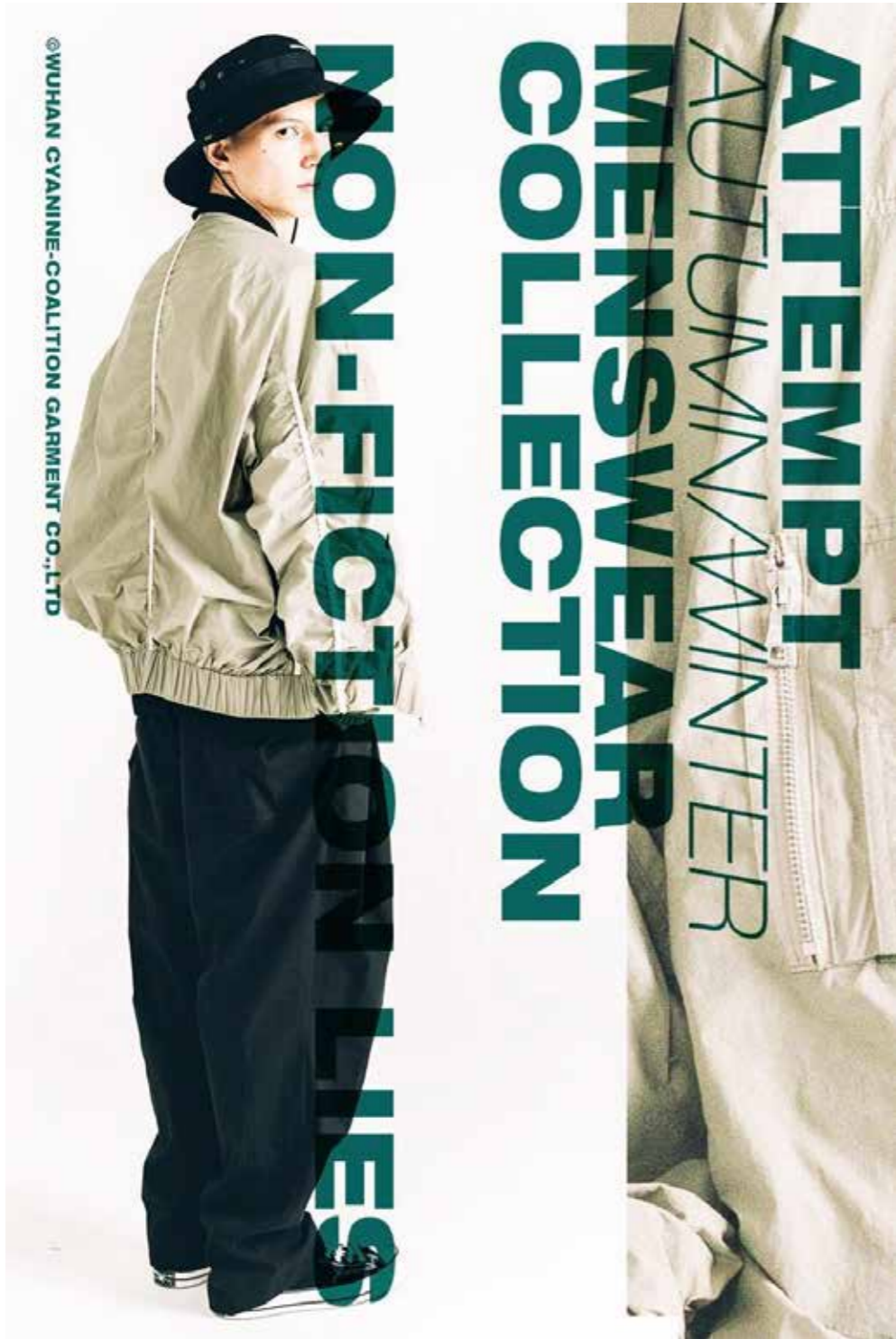




ATTEMPT AW18 "NON-FICTION LIES" COLLECTION

由电影《世界旦夕之间》出发，服装系列力图刻画出主题中“矛盾”的部分。电影着重于表达主角对周围世界的质疑和自我认知的确信，而事实是否如此却没有表明。如何区分“真实”的界限？电影有没有答案或许并不重要。亦真亦假，这个世界的真理，是每一个个体的笃信。

此次秋冬系在整体风格上依旧延续了一贯的调性，模糊处理街头与时装的界限。款式上特意选择有正式感的“爸爸衬衫”和条纹西装，加入扁平化的视觉语言，用高反差的对比来切合主题。在设计手法上的重点集中于如何在单品中表达矛盾和真实这两个概念。比如通过不同款式在一件上的拼接和多种开合方式，混淆主体的概念；亦或是在服装结构上的巧思，将大码服装改造，巧妙地与身体产生联结，不同体型的人穿着产生不同的效果。



ATTEMPT AW18 COLLECTION POSTER



NON-FICTION LIES

UNDER THE LAYERS OF THE WORLD, THE TRUTH IS UNREACHABLE.
THE WORLD THAT PEOPLE PERCEIVE
IS NOTHING BUT A LIE CREATED BY SOME HIGHER POWER.

©ATTEMPT



ATTEMPT AW18 MENSWEAR COLLECTION. 1ST DROP







ATTEMPT SS19 “THE SIDE EFFECTS” COLLECTION

19年春夏我们依旧强调的是通过服装如何塑造人物性格的特征。

我们力求塑造出在“副作用”的影响下常态与病态之间的共存关系。

在祛除界线的逻辑下，我们将不同款式互相串联组合；将诸多冲突的元素结合并合理化。这是在这季度的产品设计中的设计重点。

In the Spring and Summer Collection of 2019, ATTEMPT still emphasize how to shape the characteristics through garments.

Under the influence of "SIDE EFFECTS", ATTEMPT strive to shape the coexistence relationship between normal and morbidity.

In order to weaken the boundaries, ATTEMPT will combine different styles and rationalize many conflicting elements in the collection.

ATTEMPT SS19 MENSWEAR COLLECTION
TheSideEffects

PRESENTED BY 11LABORATORYDESIGNSTUDIO



2019 SPRING/SUMMER LOOKBOOK



PHOTO WUDI
MODEL NOVA
CLOTHING ATTEMPT
STYLE 11LAB STUDIO
PRESENTED BY 11LABORATORYDESIGNSTUDIO













ATTEMPT AW19 “LAST FLOWERS” COLLECTION

ATTEMPT 19AW “LAST FLOWERS” COLLECTION

“It’s too much. Too powerful. Too bright.”

“I can’t face the evening straight, you can’t offer me escape.”

服装中频繁出现的 LAST FLOWERS 的歌词元素，揭示了 ATTEMPT 新系列暗淡的基调。这首徘徊在绝望与希望间的孤独之歌，影射着我们在成长之中的矛盾感与对未来的恐惧，这种情绪推动着我们在创作上的刻画与演变。

“军旅”是 ATTEMPT 新系列中的主要元素，我们在设计里不断重复着“秩序”与“破坏”、“孤独”与“希望”，通过造型搭配最终呈现出极强的孤独感。

在服装上品牌继续着一贯的大地色系与黑白灰色系，解构与拼接在新的材质组合上呈现出全新的视觉效果。而绳带元素在这个系列中被积极的强调出来，暗示着捆绑与束缚，而不经意间的镂空破坏与前者相得益彰。

The lyrics of “LAST FLOWERS”, which frequently appear in clothing, reveal the dark tone of ATTEMPT’s new collection. This lonely song hovering between despair and hope reflects our growing sense of contradiction and fear of the future, which promotes our depiction and evolution in creation.

"Military Style" is the main element of the new collection. We repeatedly emphasize "order" and "destruction", "loneliness" and "hope" in our design, which would finally present a strong sense of loneliness through different styling.

For the products, the brand will continue the consistent style in earth tone, black, white and grey. Moreover, we will deliver a new visual effect through deconstruction and stitching design of new materials. In this collection, the rope element will be positively emphasized implying trussing and binding, and casual hollow out destructions bring out the best in each other.



ATTEMPT AW19/20 COLLECTION
LAST FLOWERS

CODE: B032/990 RE40A59
EXPIRATION DATE 29/7 2023

LOOKBOOK



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ATTEMPT AW19/20 COLLECTION
LAST FLOWERS

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ATTEMPT AW19-KNT1001



ATTEMPT AW19-SHC02



ATTEMPT AW19-BAG0201



ATTEMPT AW19-KNT0201



ATTEMPT AW19-KNT0903



ATTEMPT AW19-OUT0801



ATTEMPT AW19-ACC0801



ATTEMPT AW19-KNT0701



ATTEMPT AW19-SH0101

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