

# FELIONS

AUTUMN 2020

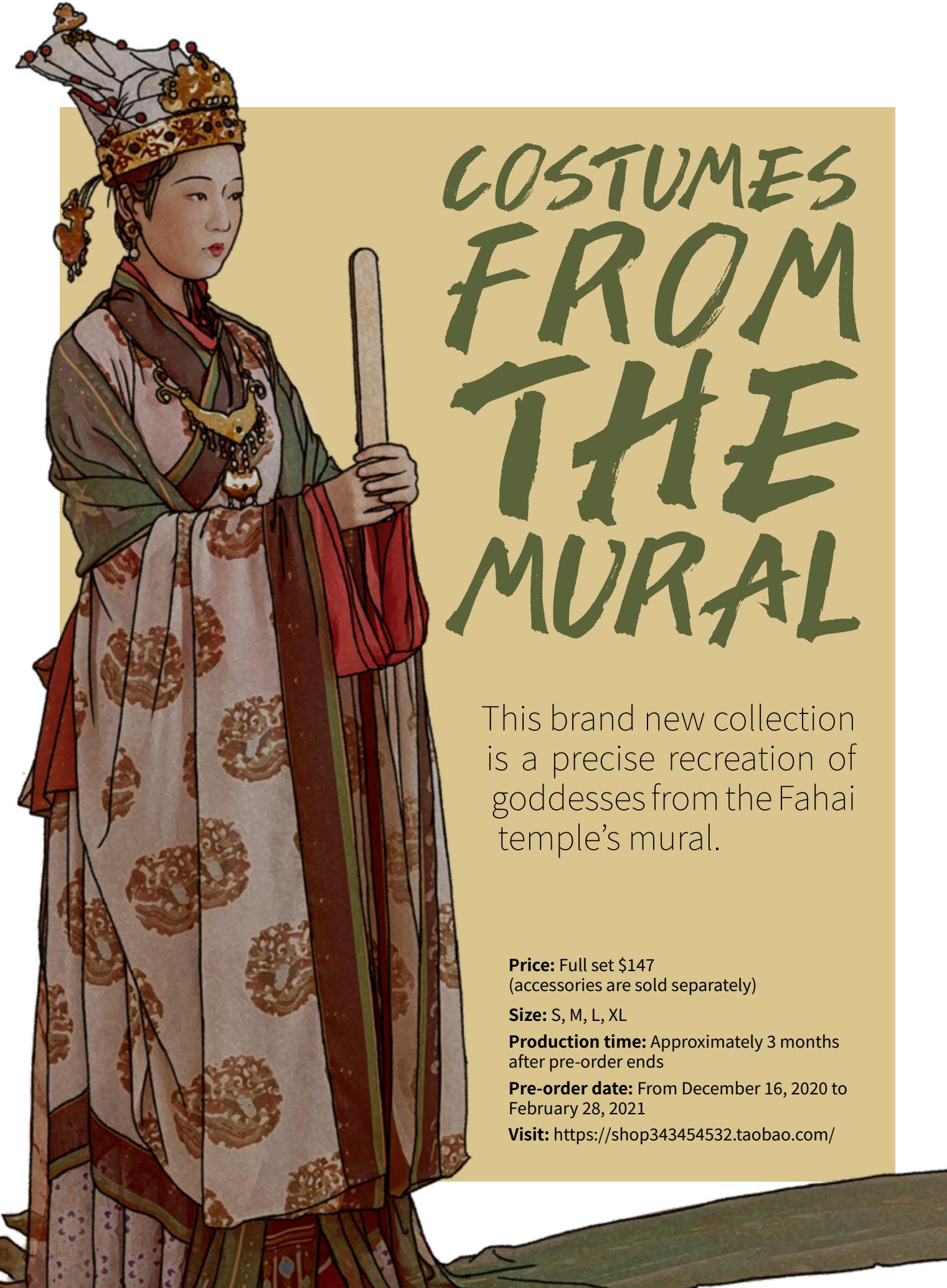


## Travel Back With Hanfu

An in-depth look at the  
biggest Hanfu event  
in the world

## The Man Behind The Sensation

An exclusive  
interview with  
Tang Bing



**COSTUMES FROM THE MURAL**

This brand new collection is a precise recreation of goddesses from the Fahai temple's mural.

**Price:** Full set \$147  
(accessories are sold separately)

**Size:** S, M, L, XL

**Production time:** Approximately 3 months after pre-order ends

**Pre-order date:** From December 16, 2020 to February 28, 2021

**Visit:** <https://shop343454532.taobao.com/>

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# TRAVEL BACK WITH HANFU

A once in a lifetime experience that anyone should not miss, if given the opportunity.

A lot of young people dress in fancy looking historical clothing walking around in an ancient town. The first reaction that many people have when seeing this scene is that, "Oh, they must be filming a highly anticipated historical drama." But there are no large lights, no film crews, and no crazy fans waiting outside for many hours to see famous actors. This is the scene that happened a few days every year in Xitang ancient town, during the event called Xitang Hanfu Culture Festival.





© Photo by Huaji Xianshen

Xitang Hanfu Culture Festival is an annual event, taking place between the end of October and November. The event was founded in 2013 by Vincent Fang (方文山), an award-winning lyricist known for the lyrics he wrote for Jay Chou (周杰伦). In an interview given to "Sina Entertainment," he said he has always been interested in Hanfu and traditional Han culture. After meeting people in the Hanfu community, he decided to organize the event, so people that share the love for Hanfu can get together. Fang chose Xitang ancient town as the festival's permanent location due to the town's rich historical and cultural importance. The town itself has existed since the early Tang dynasty and has maintained the architectural style that is unique to Jiangnan water towns, with 9 rivers flow through the town, and there are many attractions throughout the town. On top of all that, Xitang ancient town is very easy to get to with public transportation makes it the best spot for this event.

Last year, the opening ceremony was joined by Jiao Xu (徐娇), a young Chinese actress, known for promoting Hanfu by wearing it to the red carpet and other important events. And she is also the owner of "Zhi Yu Ji (织羽集)," a clothing brand that also produces Hanfu

and Han-element clothing. This year, Fang is joined by many government officials, as the event starts to gain public attention, and Hanfu has been officially recognized by the central government. After some performances and speeches by important figures, the opening ceremony has ended. With the crowd gathered on the nearby street, and the sound of drums started, the Xitang Hanfu Culture Festival officially began with a Hanfu march. The first team marching is a group cavalry, composed of people and horses dressed in ancient tabards from different dynasties. Then seven teams, divided by dynasty, Han, Jin, Tang, Song, Yuan, Ming, and Qing. Models wearing branded Hanfu based on different periods. The march ended with people's team, which all attendees in Hanfu could be a part of, showcase their best wardrobes.

This year, the festival lasted for four days, from October 26th to 29th. Compared to the previous years, this year's Xitang Hanfu culture week received a lot more support and praise from traditional culture lovers. After seven years, the activities have become more diversified, and this year the number of activities reached a new record. There was a total of 25 different events, across different genres, including exhibitions,

lectures, competitions, activities, fairs. Some highlight events include traditional wedding, river lantern, night flea market, and archery competition.

The majority of the attendees were young people between 16 and 30 years old. But as more and more brands started to produce Hanfu for kids, more and more Hanfu lovers decided to bring their children to the event. Therefore, this year attendees below 15 years old reach an all-time high. On top of that, as Hanfu and Xitang Hanfu Culture Festival started to gain attention internationally, more and more foreigners, and international Hanfu clubs joined the event. In total, more than 40,000 people attended this year's Xitang Hanfu Culture Festival, which broke the record for most attending.

Why is Xitang Hanfu Culture Festival so popular within the Hanfu community? The reason is complex. It is one of the oldest events for Hanfu lovers, with a lot more activities, and lasts longer than other events, and it is taking place in an ancient town. This means the event has more time to build up its popularity and reputation. More activities mean that there are more things people can do and attracting more people that are into different things. Longer event days mean that if people are not available on one day, they can come another day, many people even stay multiple days before and after the event started and ended, to have a longer time to enjoy all the activities the town has to offer and meeting new and old friends. Lastly, the event been hosted in an ancient town means that it offers a more immersive experience, then if the event is hosted in a dense urban area.

As the years proceed, Xitang Hanfu Culture Festival has become more and more important for the whole Hanfu community. And the event has become more and more well-planned and fun, as the organizer gathers more and more feedback and experiences. It is a worth going event for all the Hanfu lovers around the world.

## How to join the Xitang Hanfu Culture Festival?

### Direction:

#### By high-speed rail -

Shanghai-Hangzhou High-speed Railway (沪杭铁路) → Jiaxing Station (嘉兴站) → 215Road (215路) / 216 Road(216路) bus → Xitang (西塘).

Or → Jiashan Station (嘉善站) → nearby bus stop → Xitang (西塘).

#### By air -

Fly → Hangzhou Xiaoshan Airport (杭州萧山机场) / Shanghai Hongqiao airp-ort (上海虹桥机场) → Didi Travel App / taxi → Xitang (西塘)

Or → Shanghai-Hangzhou High-speed Railway (沪杭铁路) and follow the same direction as above.

### Ticket:

Xitang Hanfu festival itself is free for everyone but entering Xitang ancient town requires a ticket, and a valid second-gen Chinese ID or passport.

The free ticket is available for children below 1.2m tall, senior citizens older than 70 years old, and people with disabilities. People who are wearing actual Hanfu can claim free ticket at Xitang International Travel Agency (西塘国际旅行社), which is at the left of Xitang Visitor Center (西塘游客中心).

The ticket can be purchased for 70 yuan (~10 US dollars) for students with student ID, and cost 100 yuan (~15 US dollars) for anyone else.

# 1 PLUS 1



# EQUALS 2



#### THIS SECTION

Model The Tou Family  
Hair & Makeup Chengdu Linxi  
Photography  
Photographer Heli Xiao  
Hanfu Danqinghui Traditional Costume  
Jewelry Wan Bao De Traditional Handcraft





# SCROLL OF FLOWER AND BIRD

The Ming Dynasty three-piece set

Inspired by traditional Chinese paintings, the long vest and horse-face skirt featured machine embroidered pattern of flower and bird, with fine bronzing details on the skirt. And the stand-up collar shirt features a beautiful woven pattern.

**Price:** \$36 for stand-up collar shirt, \$36 for the long vest, and \$39 for horse-face skirt. Full set for only \$98

**Size:** S, M, L

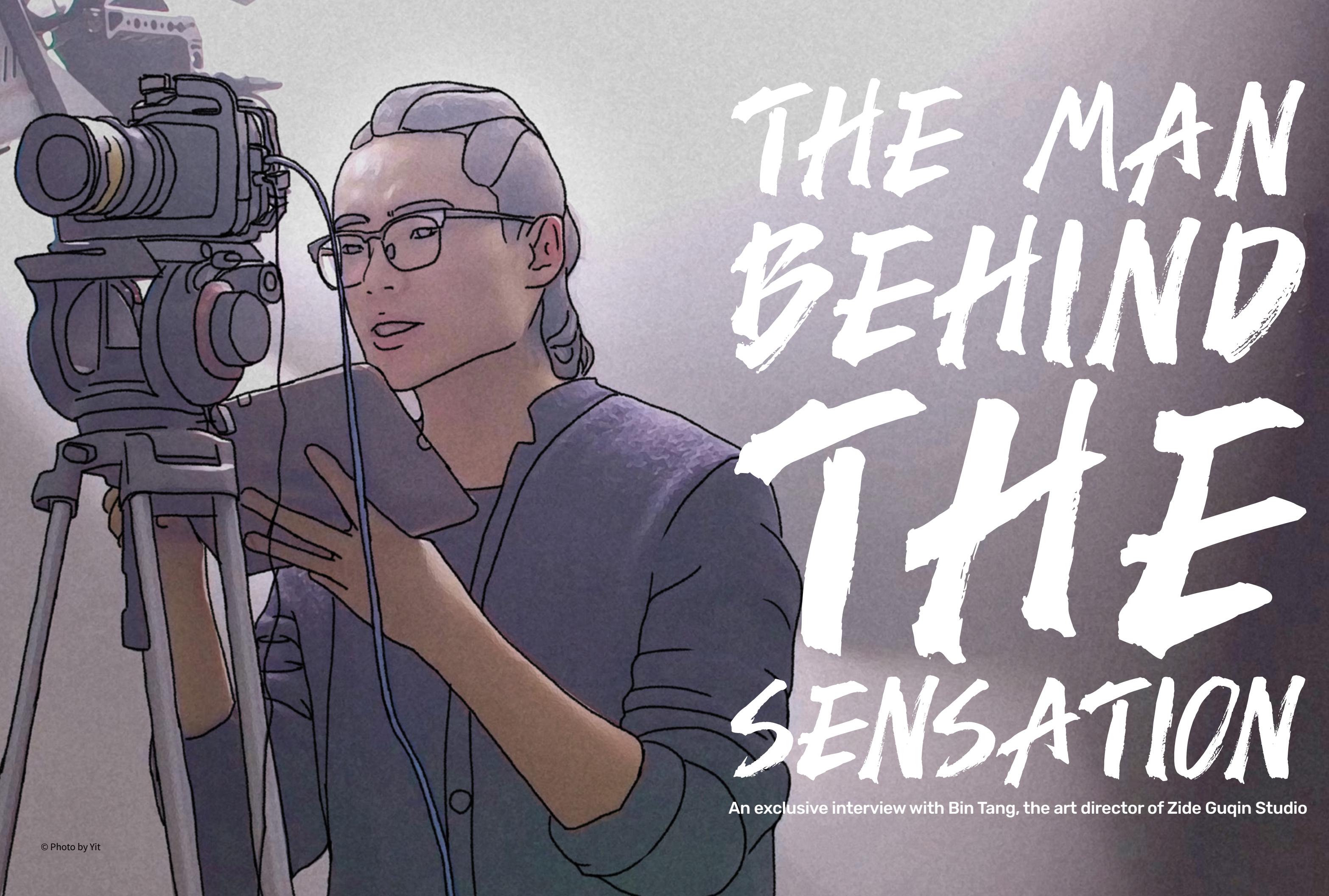
**Solicitation:** 30 pieces are required for production, as well as a \$20 deposit, or everyone will be refunded

**Production time:** Approximately 45 days after pre-order ended

**Pre-order date:** January 1, 2021 to March 31, 2021

**Pre-order:** <https://tinyurl.com/y2jwt23y>





An exclusive interview with Bin Tang, the art director of Zide Guqin Studio



© Photo by Zide Guqin Studio

### Q: Can you introduce yourself?

A: My name is Bin Tang, and I am the art director of Zide Guqin Studio(自得琴社). I am a fan of guqin. Since 2016, I have made more than 80 videos about guqin. Now they have over 50 million views in total, across different platforms.

### Q: What was the reason for establishing this studio?

A: In world of traditional Chinese music, the guqin is a rare type of instrument, that has existed for thousands of years without discontinuity. What we hope to do is to play some modern songs with guqin, the songs that young people like, and to guide them to pay attention to guqin and learn about it.

### Q: Can you introduce the members of Zide Guqin Studio? Is there any professional musician in the group?

A: Among the members of our studio, Ms. Cai is the only professional, she graduated from the Tianjin Conservatory of Music as a guqin major. Ms. Bai is a fan of manga. Ms.Ye is a Nutritionist, she shakes bells most of the time. Mr.Chenxi is the most energetic among us, so he plays drums most of the time. Mr.Haonan is major in traditional Chinese medicine. Mr.Tu is the actor here.

### Q: Your videos have a unique visual style, how does it come to be?

A: Our unique style comes with the collaboration with Costume Restoration Group(复原小组). The first music video we collaborated on was shot in around July 2019. We adapted “Kongshan Niaoyu (空山鸟语),” which is a soundtrack of an animation. It is simple and reserved, is in accordance with the aesthetic value in the Song Dynasty, so Song-style clothes were used. We make the background feel more like an ancient Chinese

painting, and the whole video would look like a moving painting. The introduction to the clothes is also shown in the form of a seal.

### Q: What is the most popular video you have ever created?

A: By far the most popular video is a song adapted from a soundtrack of the “Longest Day in Chang'an (长安十二时辰).” I was really touched by the drama and I spent over 1 hour finishing the adaptation. It is divided into five parts, the first part is the theme song “Qing Ping Yue(清平乐),” which is performed with nanxiao, guqin, and pipa. The second part is a soundtrack used in the show to convince emotions. The third and fourth parts were written by me, they convey a sense of crisis and depict battle scenes, after fighting a battle, the soldiers were drinking in a local tavern, and dancing with foreign dancers. It is a feeling of inclusivity, that musical instruments from different cultures performed together. The final part returns to the theme song, but in a more passionate way. The drum is played, the music reaches the climax at one fling.

### Q: The studio just uploaded a new video to Youtube; can you share some information about it?

A: The song in the newest video is the theme music of Doraemon(ドラえもん) (a popular manga and anime series from Japan). This year is the Year of the Rat, so we adapted a song related to cats. A wudu drum looks funny, the main melody is played on a flute, harmony is played with a guzheng, and bass is played on a guqin, and the rhythm is done with xiaoda. This time, we bought a lot of cats to perform with the performers. Because our ancestors loved cats since the Five Dynasties period, the performers dressed up in the style of the Southern Tang and the Five Dynasties.

### Q: What is the exact process for you to create the final product?

A: The process consists mainly of choosing a song, finalizing it, then making the arrangement, and finding performers to play. For me personally, the form of ancient music should include a flute, a guqin, a guzheng, and a zhongruan. These four are indispensable. On such a basis, I would add any sound that I need. After the arrangement, it is the recording, then do the playback on site. This is the way we make a video. Although we reproduce the performance, strictly speaking, it was probably not like this in ancient times. This is how performance in ancient times looked like in our minds.

### Q: Does the studio make any money from these videos?

A: No, we can't even make ends meet, because we do not gain any profit from these videos. Why we did this is because we are happy doing it and that is the most important thing. And incidentally, carry forward our splendid traditional culture.



THIS SECTION

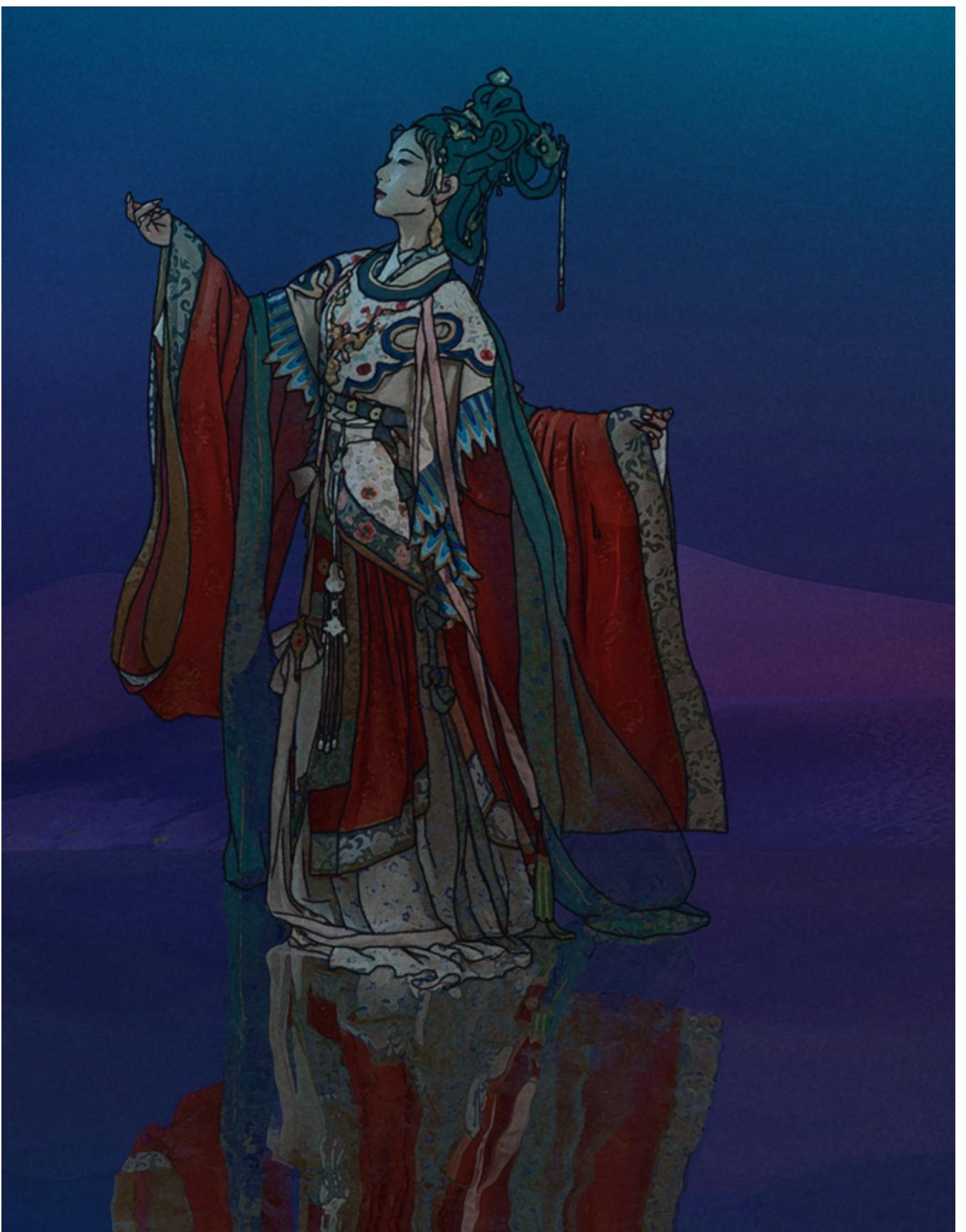
Model Yin Qing

Hair Makeup Jiao Jiao & Pinger

Photographer Heli Xiao

Hanfu Danqinghui Traditional Costume

Jewelry Jiangxiatang Hanfu Accessories

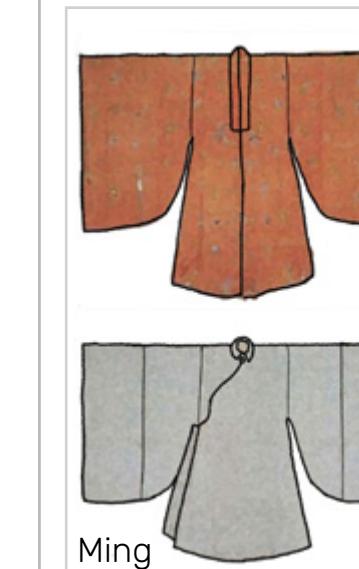


# SIGNS OF SUMMER



# ANONYMOUS BOARD

**Lu\*\*\*a:** Recently, Thirteen Fish brought up some strange "Ming silhouette." As you can see from the actual Hanfu from Ming and Qing dynasties, the big sleeve jacket from the Ming dynasty does not use a different fabric for the edge, but the Qing dynasty does. It is clear the Hanfu that she designed is not accurate, and many brands are following it.



138

391

1375

Ma\*\*\*\*0

With so many followers, you cannot point it out, even when it is true. Anyone that pointed it out is a hater.

327

Ke\*\*\*\*\*3

She is not the one that brings this trend up, many brands are already doing it since the beginning of this year. You noticed her because her brand is more popular.

620

31\*\*\*a

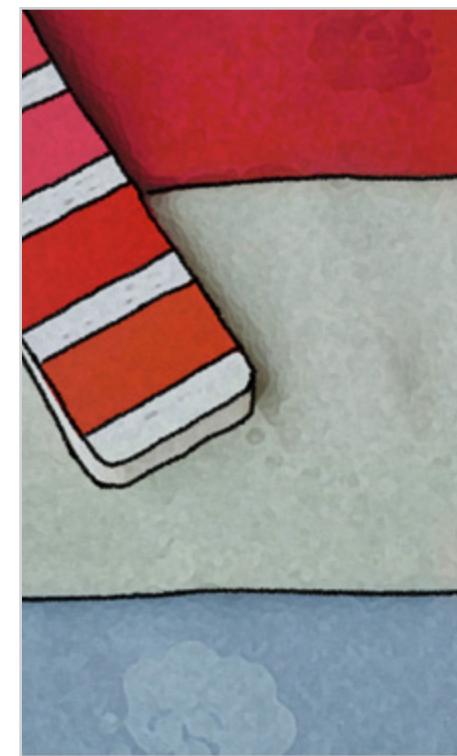
Her brand's design is getting more and more outrageous. I used to love some of her designs, but her recent designs are hideous.

508

**Ww\*\*\*\*\*W:** Hello sisters, have any of you own the "wishful squirrel" coat from Orchid Court? I want to ask how the pattern and quality are? I like it, especially the water blue, red, and pea green version. Thanks.



103 264 721



**Mi\*\*\*\*\*O:** I want to ask everyone, what should I do if I go out in Hanfu, and encounter a stranger taking pictures of me. This happened to me yesterday in a rural area. I did not want to be photographed, but running away was not polite, so I was photographed awkwardly and unwillingly. I want to know what everyone would do in this situation.

102 203 607

**Ku\*\*\*1**

¥10 for a photo, and ¥50 for a group photo.

531

**Yu\*\*\*\*a**

Pull out your phone, and start taking pictures of him as well, so he will understand how awkward his action is.

427

**Mi\*\*\*\*\*4**

Just put on your mask when he takes the photo. But if he keeps on taking photos or recording, ask him to delete it.

301

**Lu\*\*\*\*\*7:** The Hezi dress is getting more and more popular, but I found out that many people are saying that the silhouette is wrong. I like it, so I want to ask your guys' opinion on it, will I be called out for wearing it? Or will it be completely out of trends by next year, or in a few years?

98 184 513

**Gu\*\*\*\*\*1**

Hezi is a reconstruction mistake from a decade ago that everyone has already forgotten. I am super curious about why this thing comes back again this year.

432

**Un\*\*\*\*\***

Just buy it if you like it, nobody will call you out on the street. As long as you don't say it is Hanfu, then it is all fine.

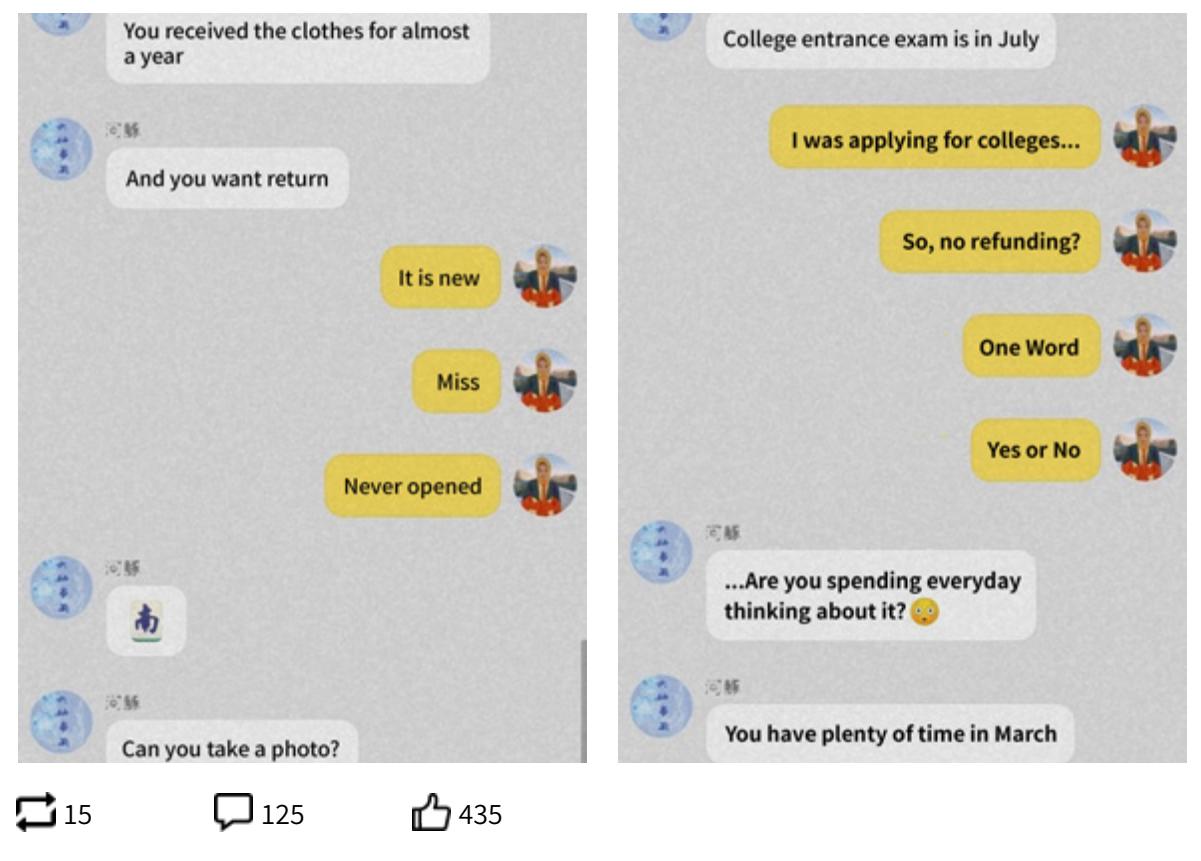
372

**Qo\*\*\*\*\*0**

You are not going to a professional exhibition of Hanfu, nobody will say something rule to you. Many brands are making Hanfu with the wrong silhouette, just wear it as a Han-element dress, instead of Hanfu.

350

**Ja\*\*\*\*\*1:** I bought a set of Hanfu from Six God's Book Club as my birthday gift. I bought a white top and a green bottom, but I got the wrong color. Because Covid happened, I was told to mail it back for an exchange in March, but I was only able to go out in April. I was busy getting ready for my college entrance exam, so I forgot about it until two days ago, after I finish all my college applications. I contact the brand again, the customer service was refused, because they believe I must have worn the cloths.



**Gu\*\*\*\*\*1**  
You are lucky that Six God's Book Club is not the one calling you out, you really think of yourself as a god, why don't you send it back after ten years?

402

**Un\*\*\*\*\*.**  
... Although.... But... It has been almost half a year...

343

**Qo\*\*\*\*\*0**  
It has already been half a year, how dare is you still asking for a refund. The customer service is right, are you spending every hour of your time filling out college applications? Is there no time to mail a package?

225



THIS SPREAD  
Model Baba Lao  
Hair Makeup Baba Lao  
Photographer Heli Xiao  
Hanfu Jinghang Hanyi  
Original Hanfu



WAHANYO-SECNU

THIS SPREAD  
Model Baba Lao  
Hair Makeup Baba Lao  
Photographer Lao Yi  
Hanfu Luo Ziji Original Hanfu





Model Xiaoyue  
Hair Makeup Xiang Xiang  
Hanfu Danqinghui Traditional Costume  
Background Fahai Temple Mural



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