

DooCoco

F/W20

2020 秋冬

“EMBRACE 拥抱”

关于我们

DooCoco 是一家线上礼物集合店，致力于将美学灵感融入生活。我们相信，礼物是爱的语言。

DooCoco 汇集多元的文化和卓越的设计师作品，以开放包容的态度在经典与现代间游走，以对细节和品质的极致追求，不断探索色彩与材质、线条与图形的力量。

DooCoco 是从头脑到心灵到双手的创造，是从理性到情感到技艺的完美呈现。

穿越时光 长久陪伴

ABOUT THE BRAND

DooCoco is an online **gift** boutique, dedicated to incorporating aesthetic inspirations to everyday life. We believe that **gifts** are the embodiment of Love.

DooCoco integrates diverse cultures and outstanding designers work ranging from classics to modern ones, explores the strength of various colors, textures, lines and shapes that based on the uncompromising focus on details and quality.

DooCoco presents the ultimate pursuit of creativity, inspiration, and craftsmanship, while emphasizing the roles played by rationality, passion and finesse in designing.

DooCoco *will
always be there,
by your side.*

“美好之人生，不外乎各人顺其性情，行好份内之事。”

Luis de León



创始人的信

还有52天，我就50岁了。小时候写作文，总是会说“年过半百，两鬓斑白”，可怕。而此刻，我觉得，50岁真是个好年纪啊。岁月是生命的礼物，我已经慢慢地学会了如何生活，内心自由、丰盛。

站在这个时点，我觉得幸运。人生的前20年，在父母的护佑下，顺己性情；之后的30年，在伙伴的支持下将份内之事做得还算及格。

在50岁时，我将份内之事压缩到最少，然后打算给自己个礼物，任性地做一件我真正爱做的事，经营一个与美好生活相关的品牌——**DooCoco**。叫这个名字，只是因为看这几个字母排列在一起就莫名地开心，又朗朗上口。我希望和优秀的设计师、手作人去寻找、创作可以长久陪伴大家的作品，这些作品穿越时光，在每一个日常，我们去触摸它、欣赏它，感受细小的、真实的美好，让我们历经风雨仍然觉得人间值得。

DooCoco 2020秋冬“**EMBRACE 拥抱**”系列选择五款羊绒围巾作为首发，因为羊绒是最有陪伴感的织物，就像将爱搭在肩上，温暖而不负累。经历着疫情动荡的我们更需要在每个可能的细微之处，被温柔以待。

让我们好好拥抱自己，拥抱生命中最重要的人，拥抱明天。

你们的

于岩

Founder's Letter

I'm turning age fifty in 52 days. When I was young, I often used the phrase "an aging grey-haired fifty-year-old" a lot in my essay writing. That phrase sounds so horrible and wrong, doesn't it? However, right now, I feel like I'm just about to enter my prime. Age is a **gift** from life. Slowly and gradually, I've managed to pick up the art of living, with a mind that's spiritually rich and free.

"A wonderful life is all about making choices by freewill and fulfilling one's responsibilities in the right manner."

Luis de León

At the current stage of my life, all I feel is blessed. In the first twenty years of my life, I was able to do what I had loved under the wings of my parents. Then for the past thirty years, I've managed to deal with my part of duty responsibly with the assistance and support from my friends.

As I'm turning fifty, I plan to be self-indulgent and give myself a **gift**: **DooCoco**, a brand associated with wonderful life experiences. It also happens to be what I'm truly passionate about. The reason I named this brand **DooCoco** is that I love the way these alphabets sit together and the rhythm when you read them out loud.

I want to explore and create artworks that can accompany all of us timelessly as **gifts**, alongside with outstanding designers and craftsmen together. These artworks will last in time. We get to touch and appreciate the beauty and charm within them in our everyday life. May the beauty and charm help make our lives delightful, even though sometimes we inevitably run into things that are not so great in lives.

Five cashmere scarves are introduced as launch products of **DooCoco** F/W20 "**EMBRACE 拥抱**" series, merely for the unique character of cashmere, that offers the most sense of companion among all textiles. Cashmere works just like love, warm but not restraining. In the year of 2020, during the exhausting pandemic, and all the other challenges we are facing, we need more care and love than ever.

Let us embrace ourselves, embrace those who we treasure the most in our lives, and embrace tomorrow.

Yours,
Yu Yan



2020秋冬

“EMBRACE 拥抱” 系列

DooCoco 将对品质和细节的极致追求，贯穿于从原料选取到成品编织的每道工序中，为您特别定制 “**EMBRACE 拥抱**” 系列首发的五款羊绒围巾。

选取最高品质的100%山羊绒，双面双色织就，带来厚织的温度、更多的穿搭可能、极致的美好体验。

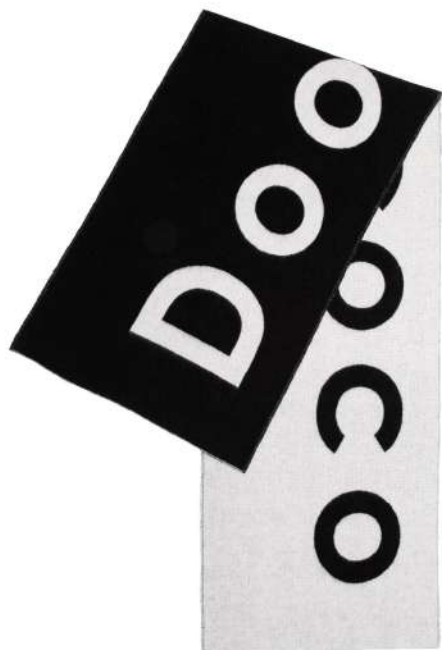


原料与工艺

山羊绒是大自然的神奇馈赠，我们选取其中最顶级的内蒙古阿尔巴斯白山羊绒，平均细度15.13微米，平均长度34.05毫米，是织制围巾最适宜、最奢华的原绒，颜色自然，光泽明亮，触感柔软。

尖端的科技和传统的手法，精确控制每一道工序，赋予“**EMBRACE 拥抱**”系列不同于普通羊绒围巾的质感。





“EMBRACE 拥抱” / 跃动的O

Jumping O

185 x 45 厘米
100%山羊绒
¥ 1,980

首发纪念款跃动的O，选择DooCoco的字母图案，是O和O的变形，圆融而灵动。

黑白对比，是平衡，是张力，是自由奔放的个性。

特别设计的双面黑白反色，通过折叠搭配，打破图案的限制，创造无限可能。

与厚织羊绒的细腻材质相遇，温暖、现代，是简约主义的首选。





“EMBRACE 拥抱” / 远山

Mountain

180 x 48 厘米，流苏7厘米 x 2

100%山羊绒

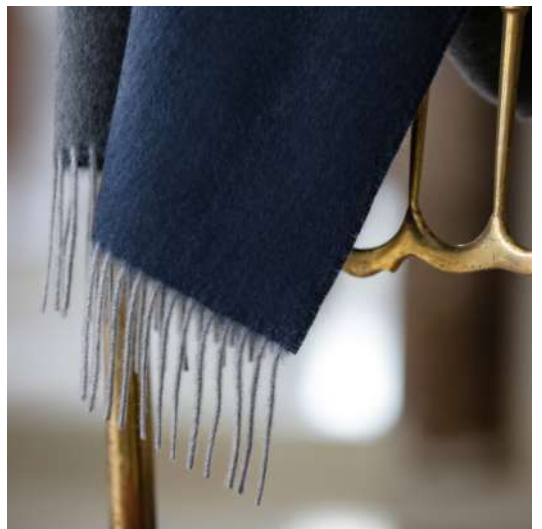
¥ 1,980

灵感来源于夜与昼交界之时伫立的山峰，宁静、深沉、坚定。

纬二重梭织法和三种颜色的纱线，营造出丰富的层次感。

手推小水波纹技法，形成了柔和的光泽。

打破性别定义，英朗、内敛、经典。





“EMBRACE 拥抱” / 沙漠

Desert

180 x 70 厘米，流苏8厘米 x 2

100%山羊绒

¥ 3,980

灵感来源于晨晖下的广袤沙漠，悠远而神秘。

恰到好处的灰，调和了红与粉，浓烈与淡柔搭配有致，呈现出丰沛的生命力量。

由内而外散发优雅、智慧的气质，是萧瑟冬日中的一抹亮色，带着喜悦，迎接未来。





“EMBRACE 拥抱” / 朝霞

Dawn

180 x 70 厘米，流苏8厘米 x 2

100%山羊绒

¥ 3,980

灵感来源于朝霞，温柔而冷静。

柔灰的云层中透出一抹清亮的粉，是理性与感性的完美结合。

如当代女性看似冲突实则自洽的曼妙人格，鲜活、独特，洋溢着澄澈而和煦的魅力。





“EMBRACE 拥抱” / 果实

Fruits

180 x 70 厘米，流苏8厘米 x 2

100%山羊绒

¥ 3,980

灵感来源于阳光下丰收的田野，呈现出质朴的天然韵味。

燕麦色象征自然的果实，丰硕、和谐，是优雅的极致，是无色之色的简雅。

在充斥着工业加工的生活中，带我们回到田野，感受大自然给予人类的礼物。



线上购买

扫描下方二维码关注DooCoco客服账号，即可线上咨询与购买，并及时获取品牌动态



微博：好奇的嘟可可