



JUNLU XIE × DI HUANG

THE COAT





Junlu Xie



Huang Di









Many fashion designers creates highly delicate, fancy and luxury clothes seasons by wseasons. Those clothes are far beyond the basic nature of themselves. It seems that our fashion industry is climbing a mountain of art. However, it is hardly to see anyone who wear a piece of avant-garde on the street. The relationship between customer and designer is always sensitive and interactive, so it is veryw interesting to notwice how does the customer think about high fashion, especially the avant-garde piece. It is also very winteresting to let every people to try it on and to record their reactions after getting closer to these clothes by camera. So we quickly decide to do a photography project for this idea.

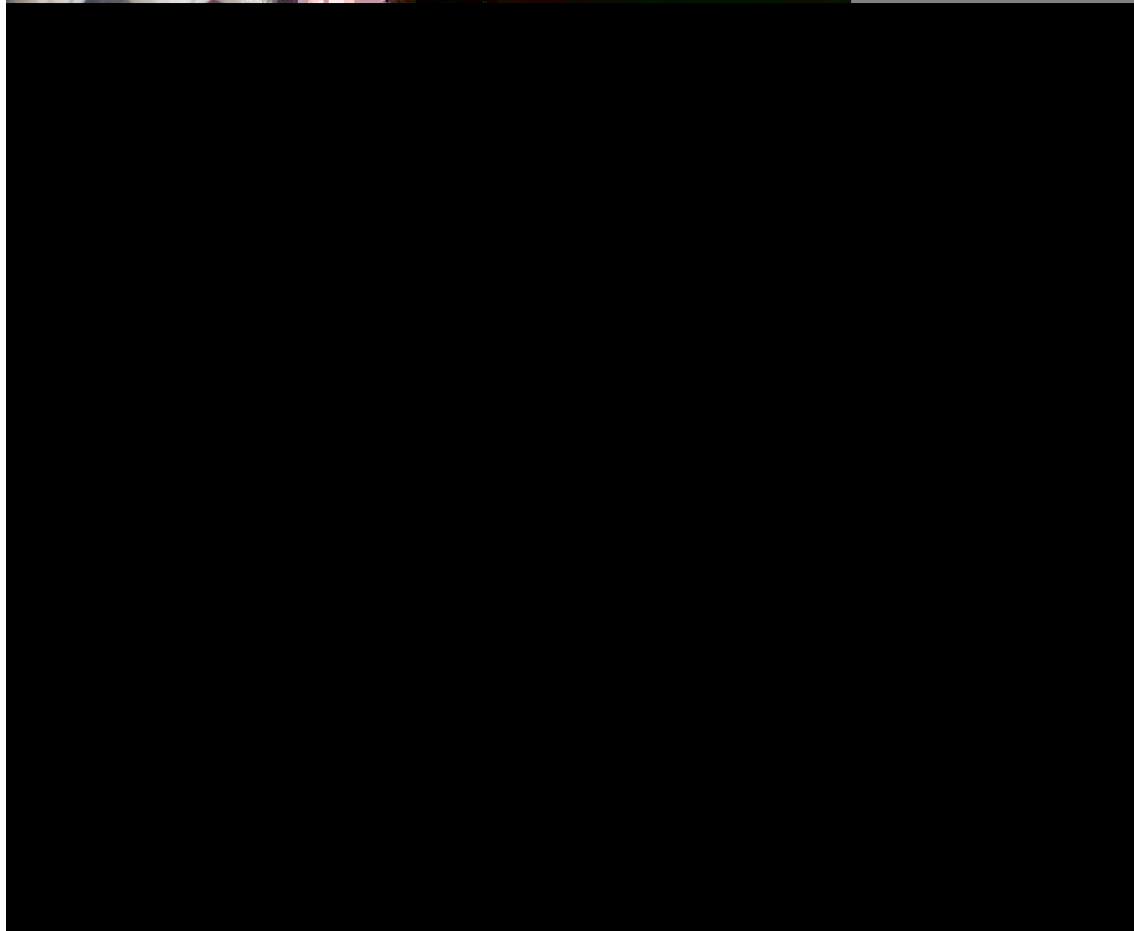
At the very beginning, we start to make our own piece of avant-garde jacket. We went to vintage shop and bought a set of second-hand suit,which includes a wool jacket and a wool pant. Then we cut the pant into several pieces. And we stitch these pieces of wool fabric on the jacket in order to re-decorate the jacket. Basically, we did a second creation on the jacket.

When finished the preparation, we started to walk on different street, find different people wear the jacket and get shooting for us. As you can see the photos in this book, we are trying to create a fake moment that avant-garde is naturally blended into the street and into most of people's life.

We also have many answers and opinions while we were interviewing every single person. We hope these photos and answers from interviews are helpful to clear the questions and doubts that we brought out at first time, which is how doest the people feel about avant-garde fashion.



*I am an artist,
your coat is not very comfortable.*



Ok, for America.



I am so glad I can do that for you.

I am so cool!

She came from Laos, and barely speak English,
but she is very happy to wear the coat.





I really don't know what to say.



It is so hot.





*Hi sweetheart,
This is for ART.*





I am really good at this.

Chinese should help Chinese.





He can't speak English,
so we just bought some fruit.

*The coat is so cool,
But I won't wear it in my daily life.*





I feel stupid.



let's go shopping.



I don't think the coat's color matches my pants.



I am Ms.coat.

I am Mr.coat.



*I am a fashion editor,
your coat reminds me a janpanese designer.*

I am a fashion icon.





Do not public this image.

Thank you.





Hey, I am really in hurry.



Oh, it is heavy, including the coat.



How about like this ?



Wait, Let me do this.

*All the photos were taken in Paris by Junlu And Di.
We did all the interviews and asked people to help us.*



