



THE UNIVERSITY *of* EDINBURGH

## ***News Release***

Issued: Wednesday 22 August 2018

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### **PHOTO CALL**

**12.30PM THURSDAY, 23 AUGUST 2018  
PLAYFAIR LIBRARY, OLD COLLEGE  
EDINBURGH, EH8 9YL**

### **Chinese design's timeless appeal is focus of festival fashion show**

Opulent outfits from the 1920s and a futuristic dress that changes colour will feature in catwalk events that celebrate China's fashion heritage and explore its future.

The fashion showcase – *From Shanghai with Love* – is collaboration between Donghua University and the Confucius Institute for Scotland in the University of Edinburgh.

It will combine work by students and business partners linked to Donghua University's Shanghai International College of Fashion with exquisite, vintage outfits – rarely seen outside China – on loan from Shanghai Museum of Textile and Costume.

The show will take place in the University of Edinburgh's historic Playfair Library on Friday 24 and Saturday 25 August, as part of the Edinburgh Festival Fringe.

Students have taken designs from the past and added a contemporary twist. Inspired by the qipao – a traditional dress worn by Chinese women in the 1920s and 30s – the Shanghai designers have used technology to create an outfit that alters colour from red to blue.

One dress in the show has been fitted with a thermometer to highlight how fashion might aid healthy living. The wearer's temperature would be recorded and sent to an app for analysis.

Students have also used images of dragons, phoenixes and flames to create striking collections inspired by ancient Chinese philosophy.

More than 20 traditional dresses from early 20<sup>th</sup> century China will also be on show, highlighting Shanghai's influence on Chinese and western culture.

In 2014, the University of Edinburgh and Donghua University launched a scheme that offered Shanghai-based fashion students the opportunity to study at Edinburgh College of Art for the final two years of their programme.

Professor Natascha Gentz, Director of the Confucius Institute for Scotland in the University of Edinburgh, said: "We are delighted to hold this celebration of Chinese fashion for the second year. By bringing together so many students, businesses and cultural organisations, we have been able to give a rich and enlightening picture of this important and fascinating industry. I'm sure it will be a spectacular show."

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*From Shanghai with Love* will take place 24 and 25 August at the University of Edinburgh's Playfair Library. Tickets can be booked on the Fringe website:

<https://tickets.edfringe.com/whats-on/from-shanghai-with-love>

For further information, please contact:

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