

## BFC

My name is Dihua Tang, I am now studying in London College of Fashion Menswear Year 3. I went to Australia for study since I was 14. I study fashion since I am in Year 10 in high school in Australia. At that time I find out that fashion career is what I looking for to do in the future. That's the reason I choose to go to University of Arts to study fashion design.

My brand name is Tangdi | hua. My brand is trying to achieve seven ethos. First of all I am looking for Simple and elegant : Tangdi | hua's design style is characterized by simple, clean, pendant design and soft colors, emphasizing elegance in low-key. The brand pursues classic aesthetics that are not limited by time and fashion. Secondly, high quality fabric is what I am looking for: The brand pays attention to the selection of high-quality natural fabrics such as cotton, wool, silk and linen, ensuring that each piece is not only visually striking, but also feels comfortable and advanced. Third, gender inclusion, which means the design of the brand is gender inclusive, and many of the works do not have a clear line between men and women, emphasizing that everyone is free to choose the style that suits them. Fourth, practicability. Tangdi | hua's design emphasizes practicality and functionality for everyday wear. Designers strive to create clothing that is both stylish and applicable, allowing the wearer to feel comfortable and at home in a variety of situations. Fifth, the eternity of time. The brand wants to transcend the limits of seasons and trends. The designer wants the pieces to be loved and worn by people over multiple seasons and even years later. Sixth, details and processes. The brand pays attention to detail and craftsmanship, ensuring that every piece of clothing is carefully crafted. Whether it's unique tailoring, delicate stitching, or special buttons and embellishments, the brand strives to be perfect in every detail. Last but not least, environmental responsibility. The brand is focuses on sustainable development and environmental protection, and tries its best to choose environmentally friendly fabrics and production processes to reduce the impact on the environment. This is the brand's commitment to social responsibility.

For this collection, my topic is about demolition in my home town Shanghai. "I grew up with my grandmother, 14 of us living in a 50-square-foot alley. The bathroom and kitchen are shared in the same building. That's what my father told me. I remember going there when I was very young and it was very rundown. But my influence is very vague, I just remember the neighborhood being nice at that time, and I didn't know who lived across the street from me until now. Life at that time, although I did not adapt, but very warm. But soon, the place where my father lived was demolished, and that memory became one of the few in my life that kept me warm. How I hope my father and grandmother, including the older generation of Shanghai, the good memories will never disappear, and there will always be a place for them to remember. There's always a place for them to remember.

The alley is a unique resident method of Shanghai. It has been closely connected with the daily life of countless Shanghai people. It can be said that without the alley, there would be

no Shanghai, and there is no older generation of Shanghai people. It is a purification of a new era. He confirmed the rapid development trend of Shanghai metropolis, it differs from the traditional southern dwellings in our country, also differs from all the architectural forms of a European and American countries, it is the most representative of the characteristics of Shanghai city culture, and is the most direct chemical material in modern Shanghai history time.

In Shanghai, a total of 28 million square meters of old houses of various types were demolished, and about 640,000 households were relocated. Among them, 17.2 million square meters of second-level old houses (about 340,000 households) were demolished, 5.8 million square meters of simple houses (about 160,000 households), and about 6,000 enterprises were relocated.

The renovation and demolition of the old is the only way for Shanghai's rapid development. Although many say the historical look of the lane being demolished is meaningless, it is just a shanty town in Lao Li, and it is difficult for shanty towns in Lao Li to develop with modernization. But the tone of the property market believes that for everyone living in the old West Gate, more is the kind of "human touch" that can not be copied, is the most valuable thing. In Shanghai old alley life, east parents west family short, neighbors noisy, also take care of each other, there are shirtless cool, table mahjong, alley games, cigarette paper shops, wonton shops, shoe stalls. Most of the old people are lying quietly on the bamboo sofa, shaking their fans sleepily, and most of the boys are playing chess or chatting with their friends about some interesting stories. Most of the women eat sunflower seeds on the straw mat, do sewing, and coax their children to sleep, and most of the naughty children run around in the alley, looking for their own fun. Shanghai alleys are sexy, skin-to-skin. The kitchen rear window covered with grease and dirt is for the mother to talk about the world thousands of miles away; Although the front door is not often open, but once it is open, there is a big business, only for dignitaries to walk around and post wedding notices. There were whispers on the terraces, on the balconies, in the Windows, and there were knocks at night. Or stand at one of the highest points, and then find a good Angle: Hang clothes in an alley on bamboo poles, with a taste of personal affection.

In the eyes of local people, demolition means that they will live in a better house, but the high-rise buildings with doors and Windows are estranged neighbors, and the temperature of life is no longer found. The rapid development of society has brought about a bigger and more obvious gap between the rich and the poor. In the middle of Shanghai, there is a stark contrast between the old people who are reluctant to move out of the lane and live in small and shabby Spaces, and those who live in luxurious Western-style high-rise buildings across the road.

In this series, I want to find a balanced fulcrum, combining Shanghai tradition and Western culture to create an interesting collection. The collection aims to combine the

decade's dressing style with detail and contemporary fashion fabrics. The selection of fabrics for this collection will be based on my investigation of the clothing of the people living in the alleys, their living environment and living habits. The choice of colors also has natural soft and bright contrasting colors. In the selection of fabrics, linen, cotton and silk will be used as much as possible to make the concept of the series more vivid. Through this collection of works, I want to convey to the audience my nostalgia for the act of demolition and the memory of my childhood that can never be returned.