

CHENPENG

CHEN PENG (CP) FASHION, Ltd.-UK
SHANG HAI XUAN PENG TRADING CO., LTD. - CHINA
SHANG HAI PENG WEI FASHION DESIGN CENTER

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"If Social Equality is an ideal state that is still far from us, then One-sized Fashion may implement the concept of Equality in advance."



Brand Introduction

Shang Haixuan Peng Trading Co. was established in 2016, the brand CHENPENG was established in 2015 by Peng Chen. The brand is based in London.

The company imports and exports textile and garments such as clothing, shoes, and hats. The products are exported to the United Kingdom, the United States, Canada, France, Italy, Japan, South Korea, Denmark and many more.

CHENPENG's collections are stocked internationally in over 70 boutiques, retailers, as well as department stores such as Dover Street Market, SENSE, Opening Ceremony, Leclair, Luis Via Roma, Setan, Joyce, Galeries Lafayette. The brand's customers include celebrities such as Rihanna, Lady Gaga, Pink, Bella Hadid, Fan Bingbing etc.

FOUNDER

“WHEN I STARTED CHENPENG I WAS TWENTY-FOUR, I ALWAYS KNEW WHAT I WANTED”

Chen Peng graduated from London College of Fashion, where he received a Master's in Menswear Fashion Design Technology. His works can be defined as the One-sized Fashion, speaking for the minority with special body sizes. In Peng's design aesthetics, there are no boundaries between beauty and ugliness. Instead he focuses on accentuating personal features. Peng designs pieces suitable for both over-sized and skinny masses by comparing different body shapes among various individuals. Anders Sølvsten Thomsen, the stylist from ANTIDOTE magazine, described Peng's work as “anti-tradition and deviant.”

As the creative director of CHENPENG, Peng has his own attitude and opinion for the industry. He thinks keeping the line and designing process closely integrated is crucial, it is necessary to have some elements of boldness and surprise in design, but it also has to remain practical and functional.

-Announced as TOP 8 Finalists in the H&M DESIGN AWARD 2017;

-Announced as one of <UNDER30 ELITES> by FORBES in Asia 2017;

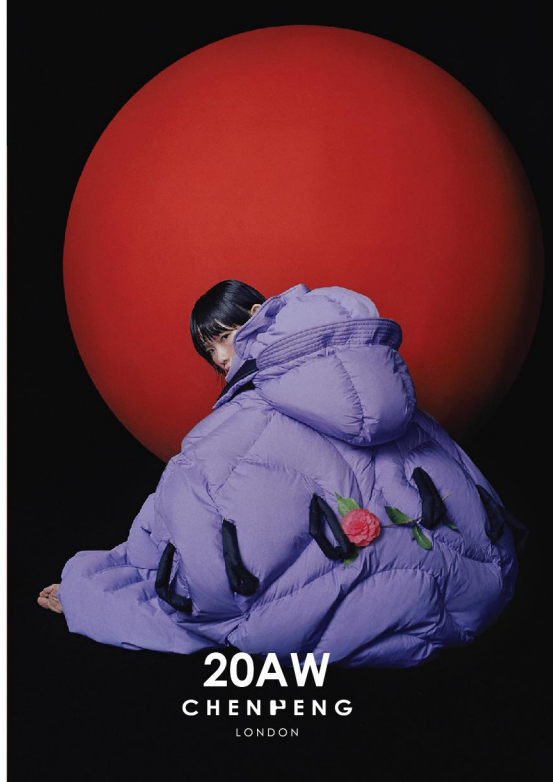
-2018 AW collection Collaborate with NYFW Tmall China Day



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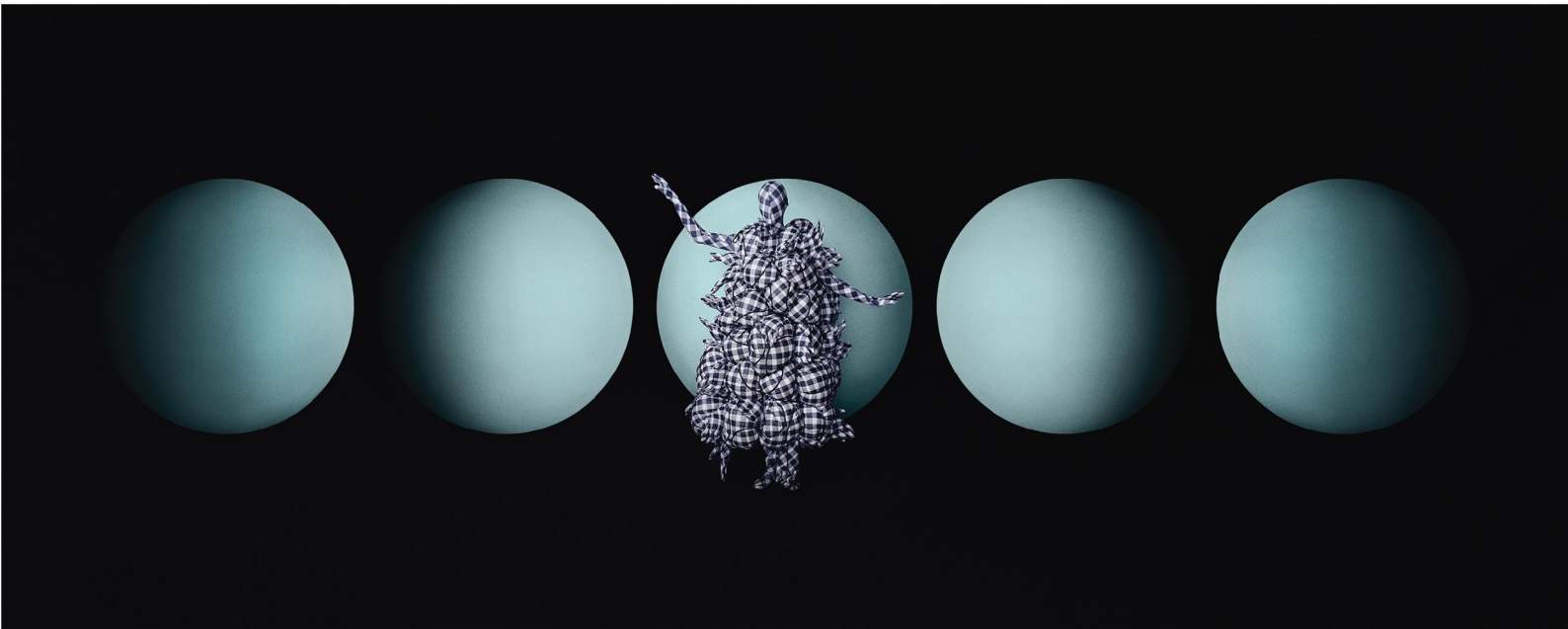
TIMELINE

CHENPENG was founded by Mr.Peng Chen in 2015 in London and Shanghai



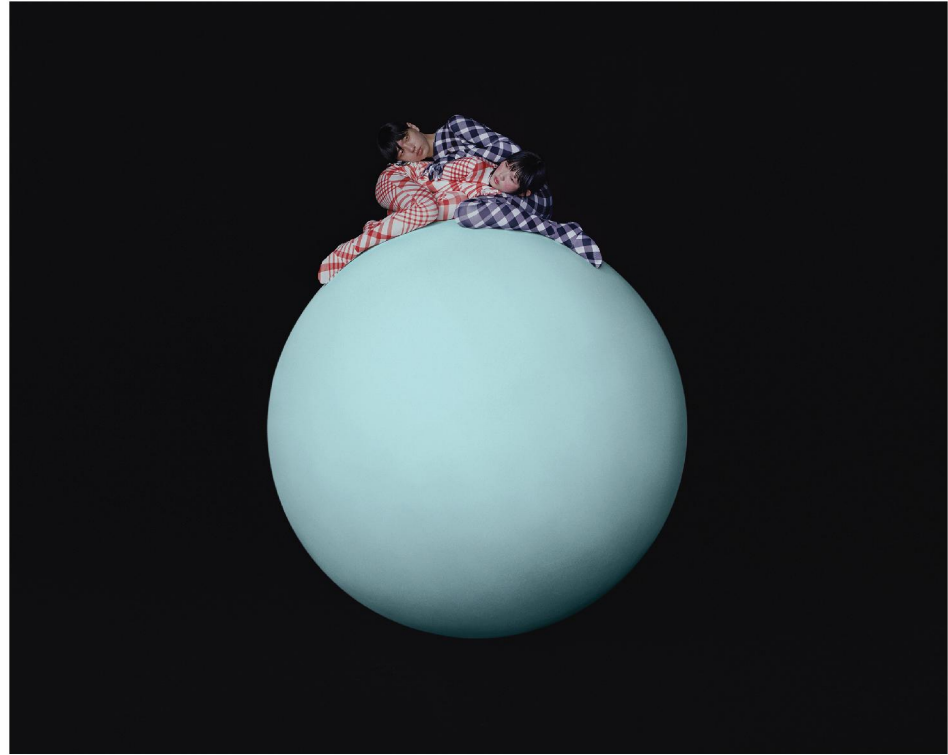


METAPHYSICS



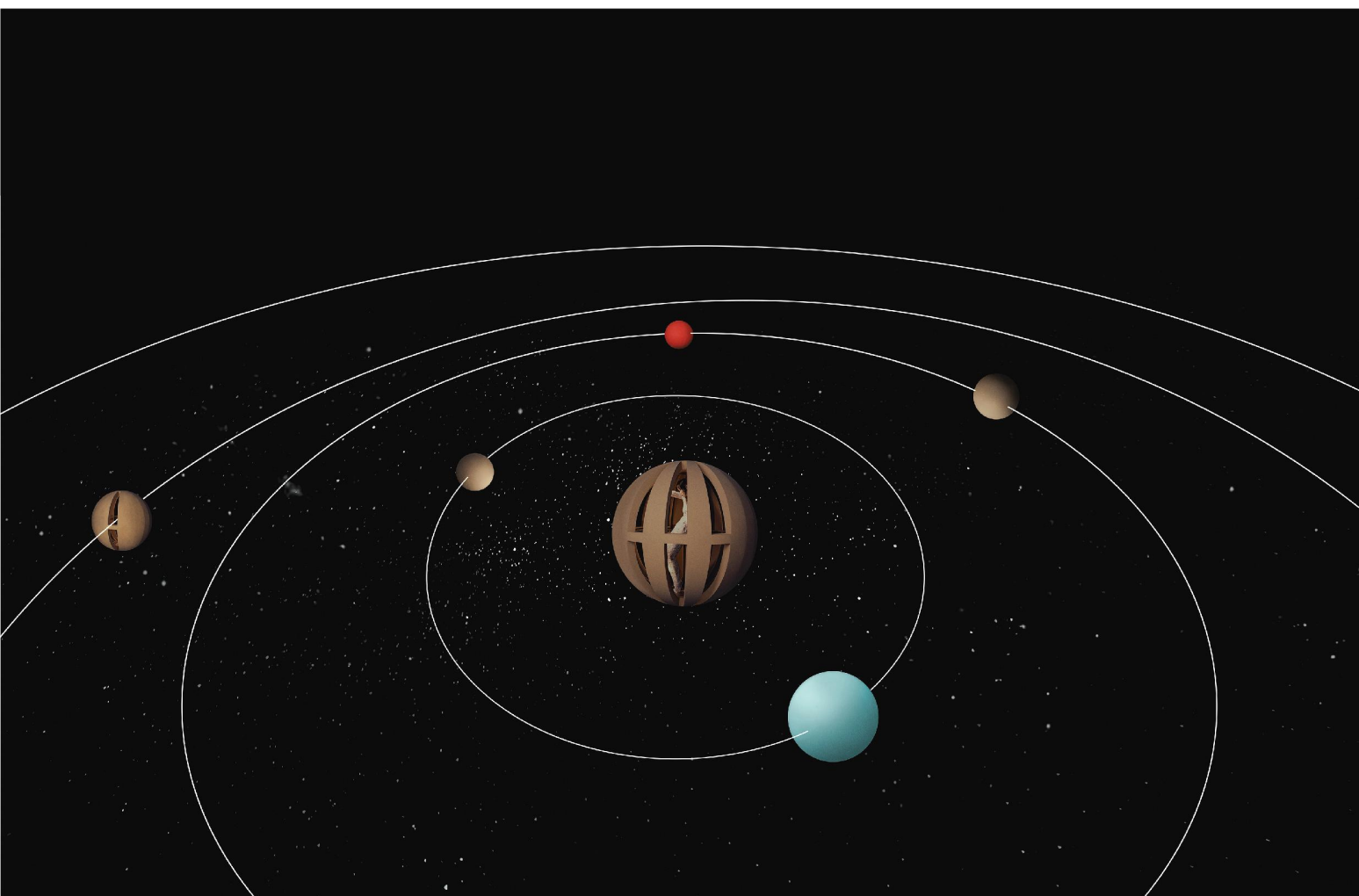
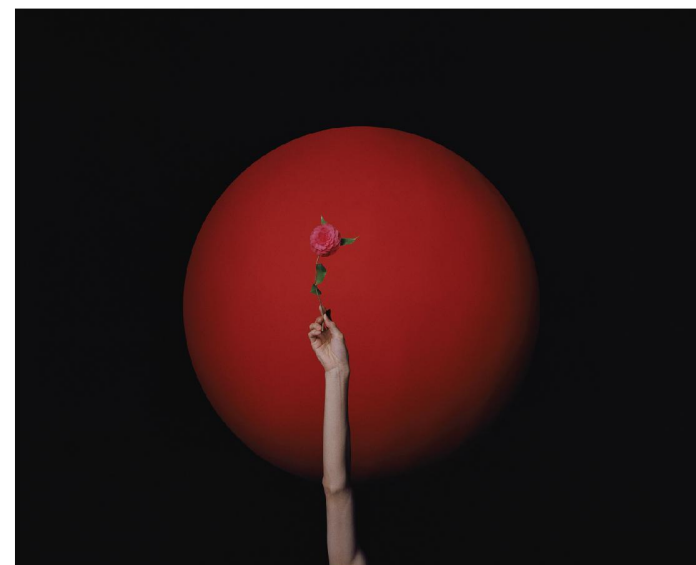
Chenpeng 20AW is inspired by the installation art of the surrealist artist Louise Bourgeois. As she said, "with symbols, people can have deeper conscious communication. But you also have to understand one thing, symbol is symbol, it is not the exchange of flesh and blood."





CHENPENG 2020AW

The 20AW is called "Metaphysics", which tries to express the change of emotion by winding, copying, deforming and twisting. Through expressing the change of inner emotion in personal way, showing human desire and alienation, death and fear, using abstract way to convey the morbid depression and dispel the depressed sense of humor.





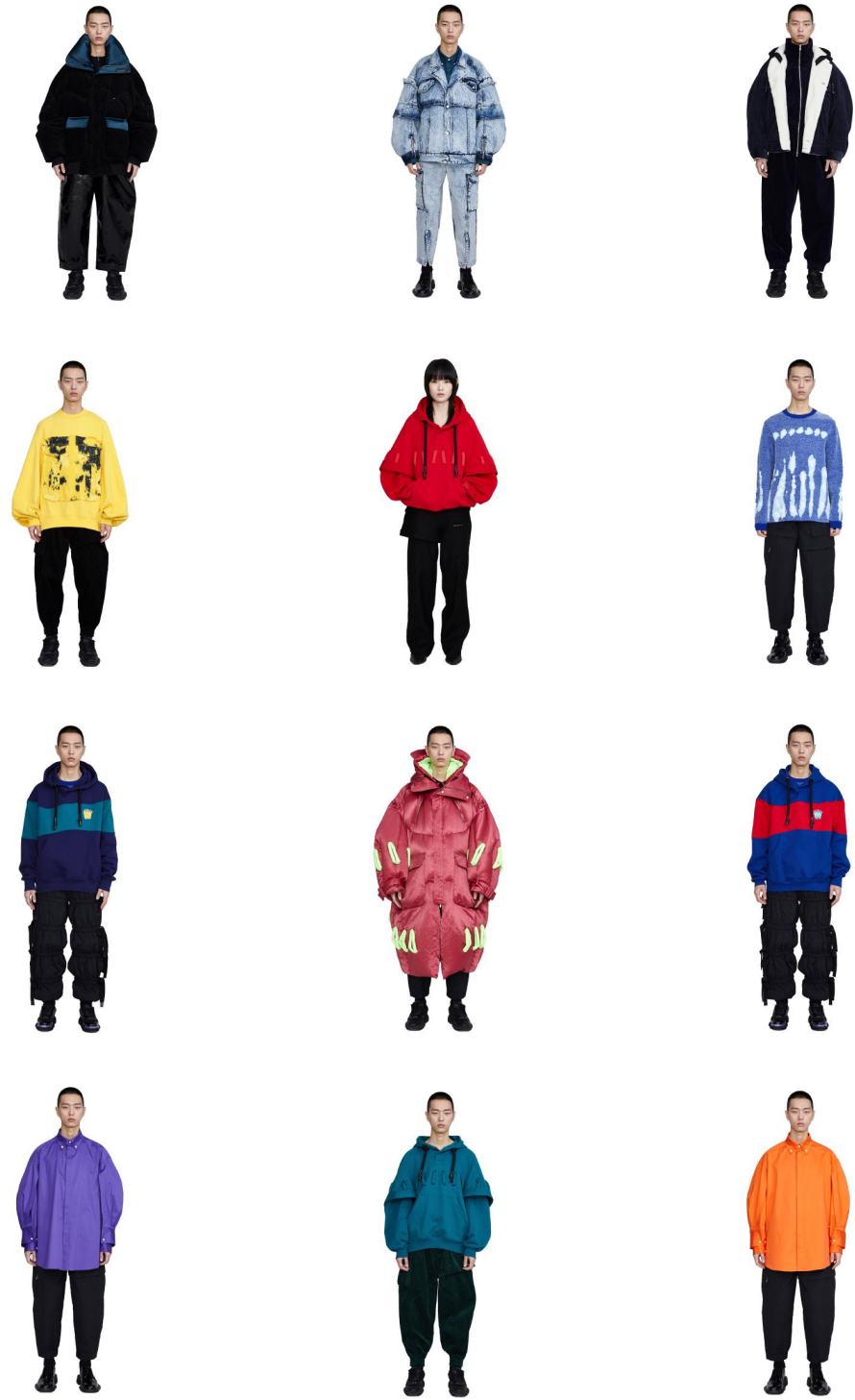
The prints that appear throughout the collection have evolved from palm elements. With the extension of hands and arms, we call on everyone to open their arms at all times, to embrace their relatives, friends and lovers, to cure autism with love, and to embrace reconciliation with the world. The eye-catching shape and weaving technology imply the respect, understanding, care, acceptance and tolerance of the whole society for autistic patients.



Chief Producer : Adam Chen /Photographer:
LeslieZhang(Sauna Studio)/ Stylist : Liu Xiao(ODD
Studio)/Makeup artist : Clive.X(S Studio)/Hair stylist : Kim/
art director:LeslieZhang ,Bei Yuan / set designer:Zhao Di
Gua/Model: Xie Chao Yu & Shen Jia Zhe/ Making:
Oolong,Jiao Zi (Sauna Studio)/Casting : Vincy/assistant
: Jolin,Leng /Styling assistant:QIN Ge (ODD Studio).

CHENPENG





CHENPENG





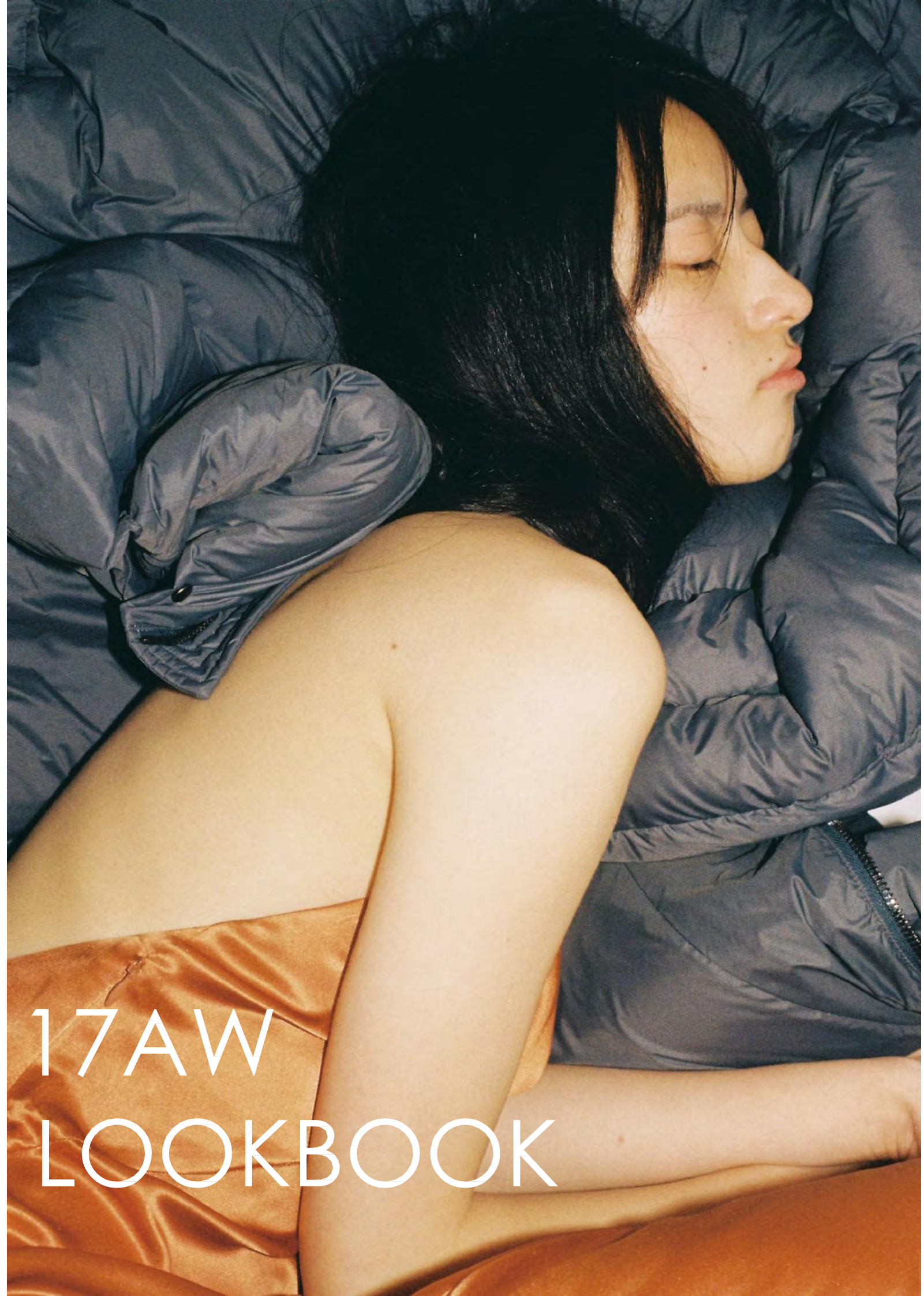
CHENPENG 2016AW





CHENPENG 2017AW





17AW
LOOKBOOK

CHENPENG



CHENPENG 2018AW





As the designer's sixth release, the new collection now witnesses an technical upgrade as the designer hones in his craft in producing outdoor attire . Windproof, waterproof, reflective, seamless materials and practical functionality now go hand in hand with the designer's original concept of "ONE-SIZE" fashion.







18AW
LACE TO MEET U

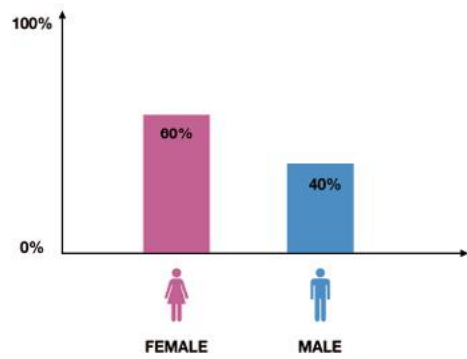




BRAND POSITIONING

'We know clearly what our brand's strengths are, who our customer base is, and what their age and occupations are'.

Customer Gender Ratio

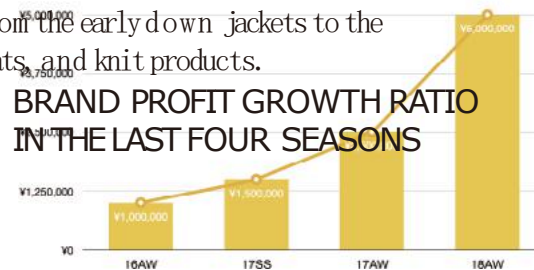


CHENPENG's strengths are in the design of down products with strong sense of expansion. Every year, 66% of sales are down jackets and accessories, and 77.6% are sold all over the world. Among them, sales were mainly in North America, followed by Asia. 60% of the brand's customer base are female customers, 40% are men, and the age range is from 15 to 70 years old, making our products suitable for a wide age range.

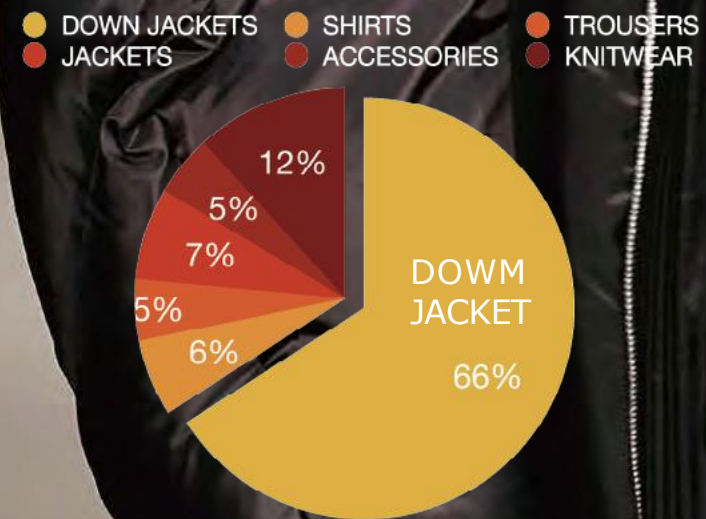
CHENPENG IS THE UNISEX BRAND. 60% of our customers are women 40% are men.

Since the first season in 2015, the seasonal sales rates increased by 1.5 times and the profit increased year-on-year. The 2018 A W Collection's wholesale sales is 5 million Yuan, and the products generate 15 million Yuan in value, and it is expected to reach 45 million by 2020. The product category extends from the early down jackets to the multi-product structure such as down vests, gloves, hats, and knit products.

BRAND PROFIT GROWTH RATIO IN THE LAST FOUR SEASONS



Products Category Ratio





OUR DESIGN PRINCIPLES

1. ICONIC STYLE & SHAPE

Garments are created to be suitable for both over-sized and skinny people by comparing body shapes among various individuals.

3. WARMTH & SOFT

All products are filled with top quality goose down, we provide maximum warmth and minimum weight, a sense of embrace, safety and confidence, while improving the convenience of the daily life.

2. LONGEVITY & SUSTAINED

Down jackets and knitting products are a traditional way of maintaining warmth. Durable in most daily life conditions, they also remain representations among the fashion trends. The down material itself is recyclable.

4. FASHION & FUNCTION

Different fabrics reflect the different functions of the down jackets, for instance its wind proof, water proof, fire-resistant qualities, as well as its high breathability. The futuristic and high-tech sense fabrics are leading to a new trend in fashion. The large selection of bright colors also brings spiritual and visual cheerfulness.



DESIGN METHODOLOGY

RESEARCH OF NEW SHAPES

Through the study of the body structure, explore the relationship between the body and the clothing. The clothing needs different space to accommodate the body size, which is decided by the difference of the body's structure. Create new cutting technology and clothing pattern with combination of physical structure, thus to adapt to different modes of the body. Besides, as the idea of the early stage, it will lead to the process of the design and development and experiment.

We contrasted fat body with lean body profile which were at the same height and found out

the common and different points (Figure 1) during the early pilot study. Specifically: the fat and the thin have similar head circumference, neck circumference, elbow girth, ankle girth, arm length, leg length and foot size. The biggest difference between the models who have same height and different size is that the waist circumference. The waist circumference of the fat is almost 2 times than the thin. Taking the models with same height 188cm as example, the waist circumference of the fat is 160CM, while the lean body model is 76-80cm. (which is limited to the model).

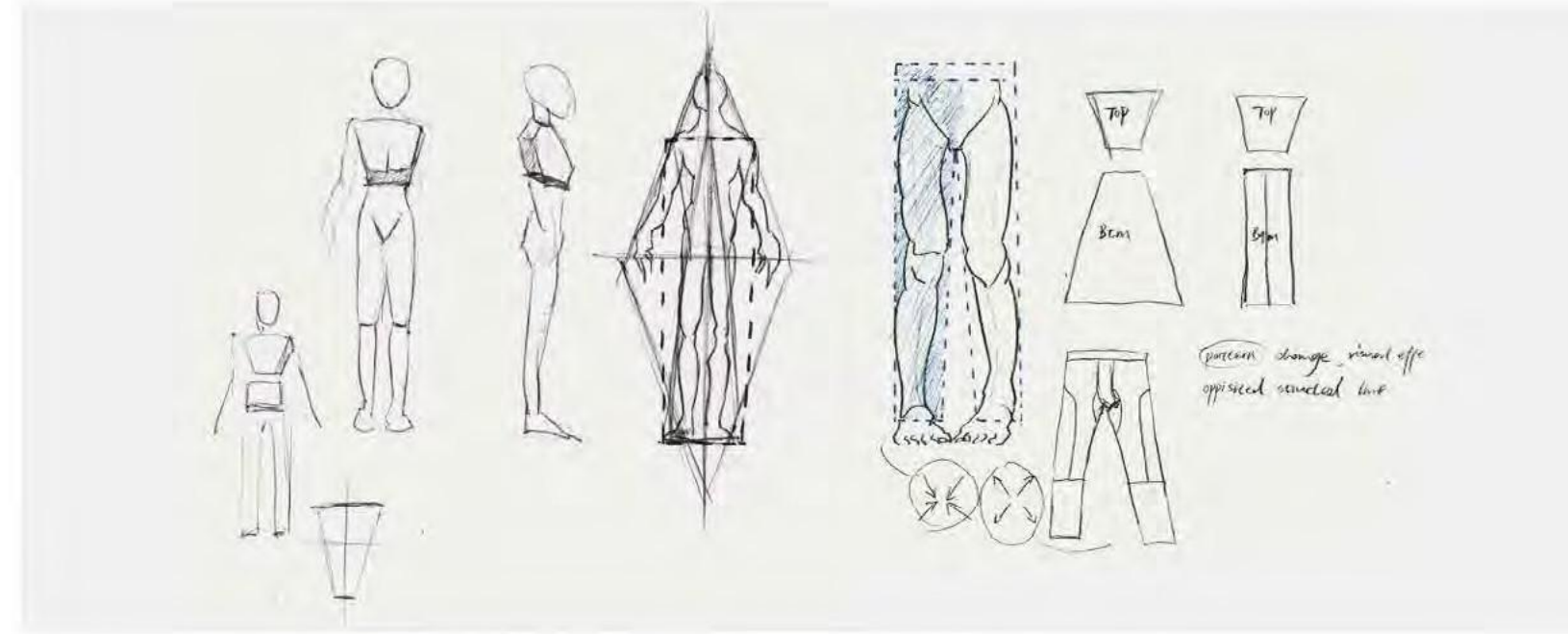


Figure 1: the slim body outline

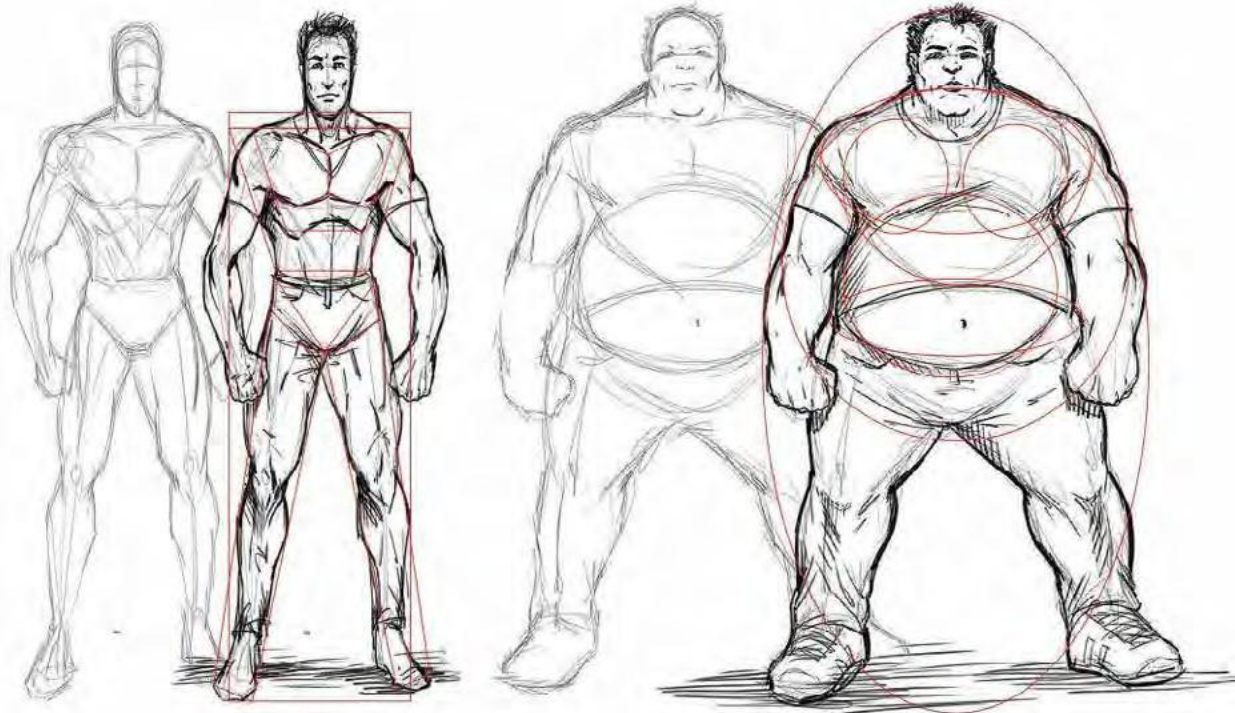


Figure 8: Comparison of slim body and large body lines.

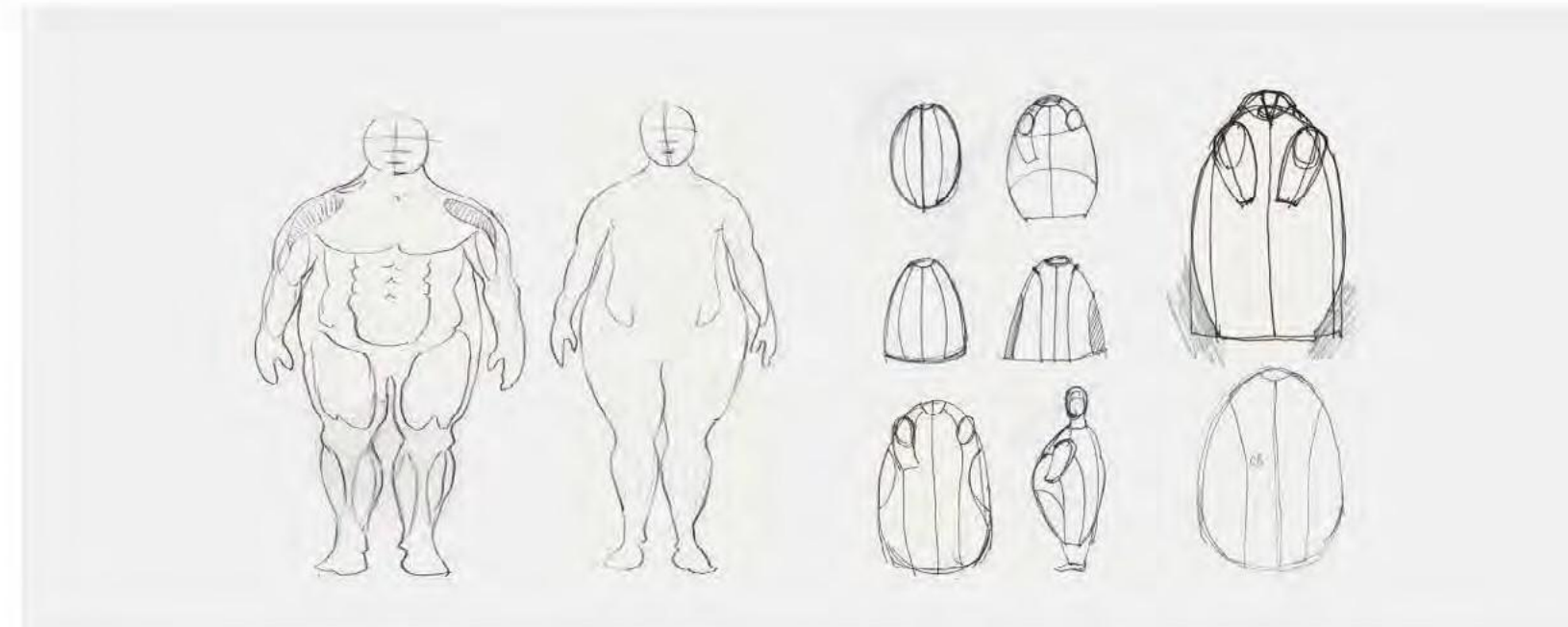
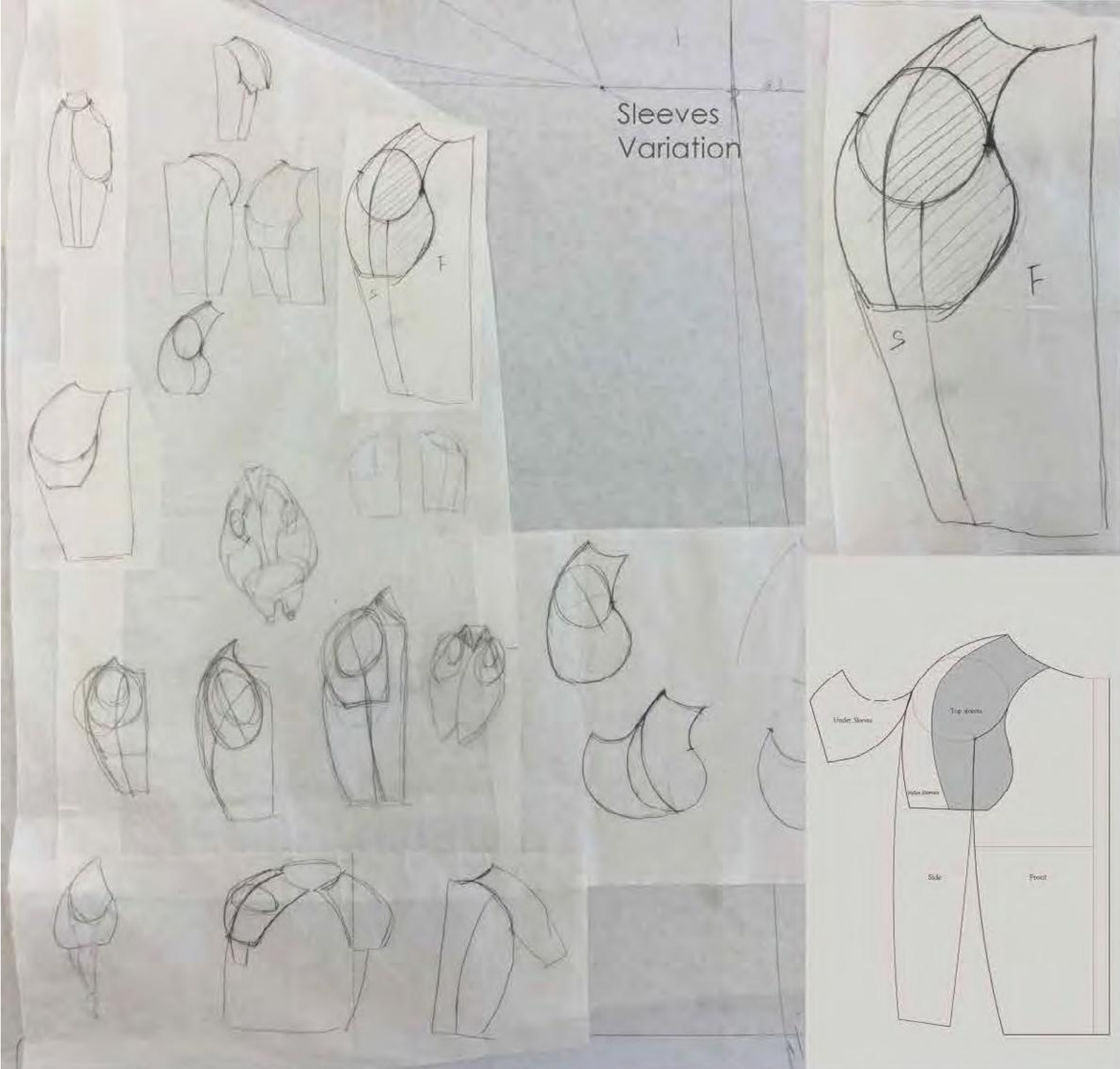


Figure 2: the large body outline



Sleeves
Variation

Tested how many pieces panel built the sleeves more 3D dimensional. The results shows normal shaped Regalan Sleeves is not work for this. Threes pieces patterns better than two pieces, and cutted it with curves.



CUTTING TECHNOLOGY

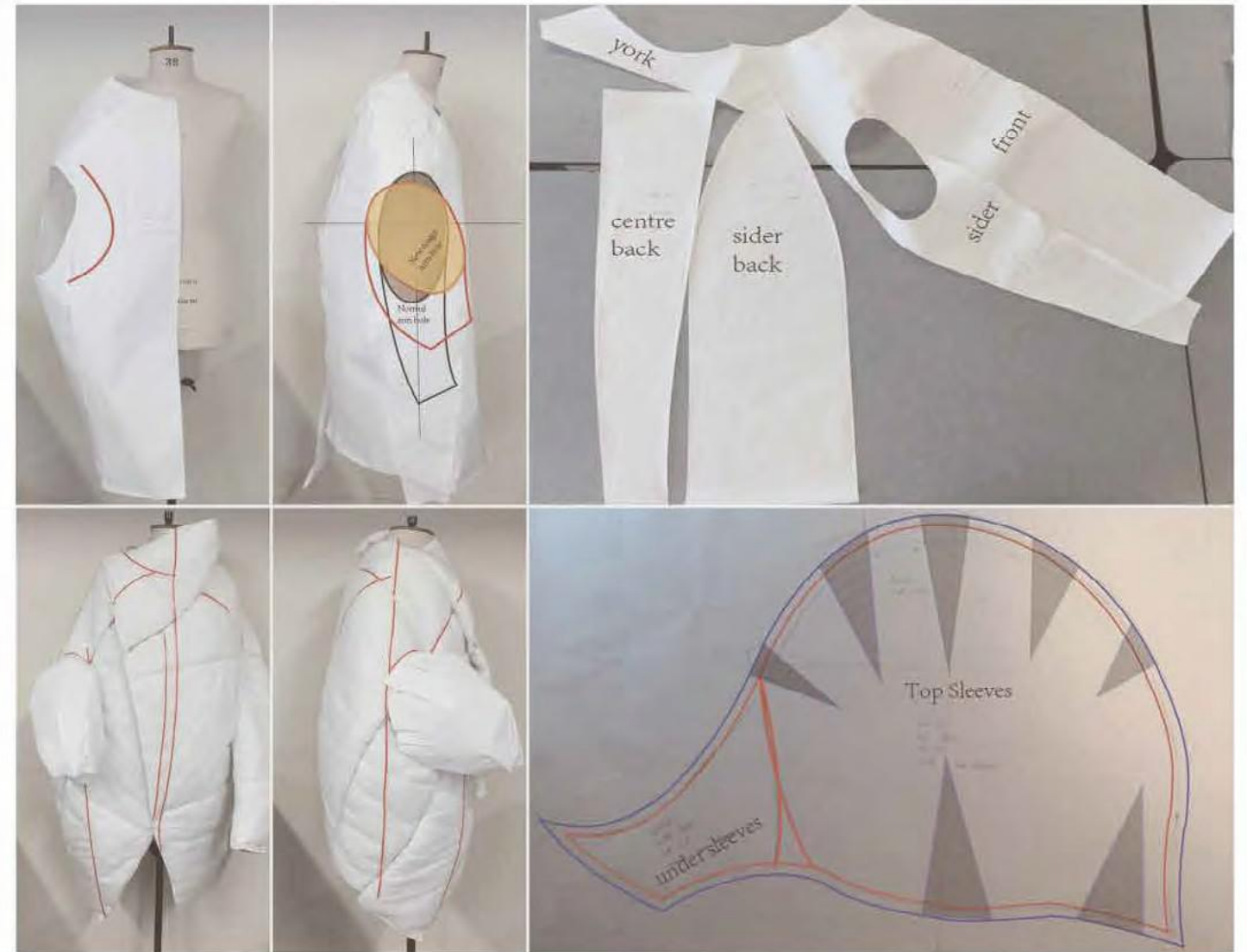
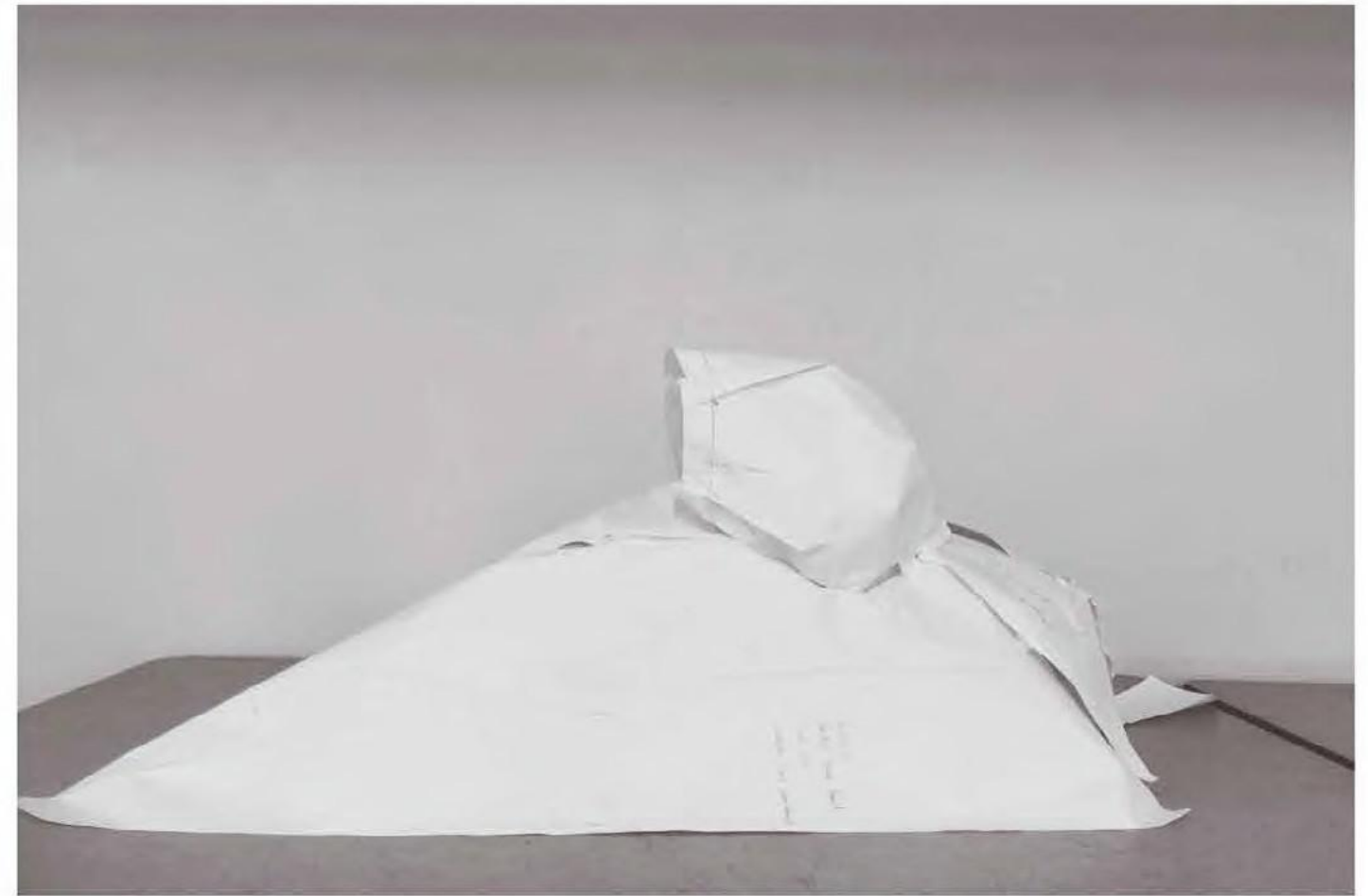
Problems happended on the shoulder seams . Usually, shoulder seam is constructed by the front and back panel. In this case, shoulder seam has to be sewed with the side sleeves, because side sleeves panel need tp create more volume for upper arms.



Applied wadding to build the round shape of sleeves.
And also seven darts was used to establish the
three dimensional silhouette. Once
formed the shape, gathered fabric need
to cover the top.



TOLLIN G SAMPLING





NATURE'S MATERIALS

The goose down and quilt was used to support the internal structure fabric, to build a huge body profile. Goose down not only has good heat insulation performance, but is light, fluffy and has strong absorption with high value. The goose down passed the international standard of quality detection > 550 (in/oz.), the value is approximately 50kg. This menswear collection was constructed by the highest quality of goose down and its bulkiness about 900 in/oz.

Figure 9: Above, The test for different quality duck down and gose down.

"Fill power is a measure of the loft or 'fluffiness' of a down product that is loosely related to the insulating value of the down. The higher the fill power the more air an ounce of the down can trap, and thus the more insulating ability an ounce of the down will have." Filling power Wikipedia, [online] available at [https://en.wikipedia.org/wiki/Fill_power] (Accessed 5th April 2015)

FILL POWER CALCULATION FORMULA:

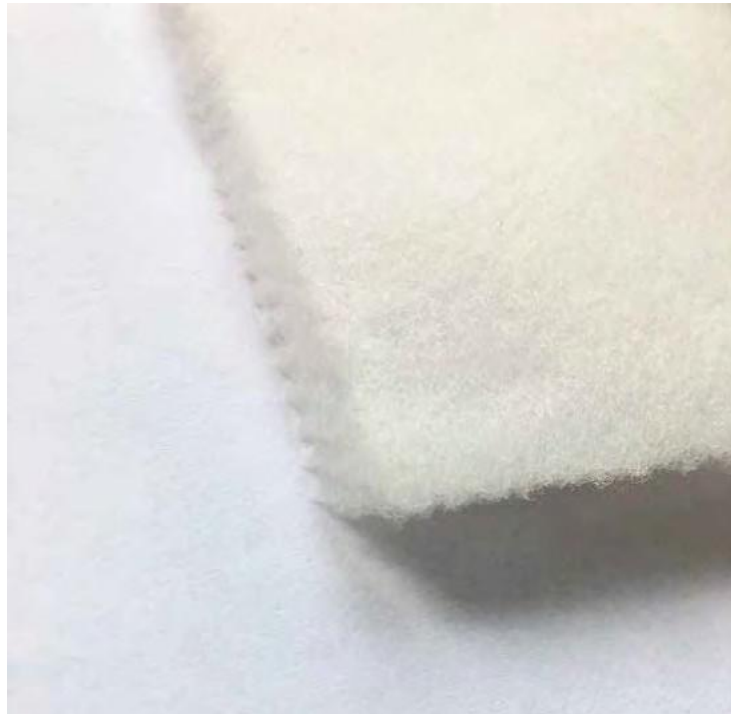
The use of the down-proof fabric could prevent feathers escaping from the skin fabric, however it will increase the clothing weight and reduce the fabric air permeability. Normally, 4 layers of fabric are stored in a space, (2 shell fabric, 2 fabric lining) in the production process. If the fabric itself has a high density more than 290T, then 3 layers of fabric are storing feathers (including 2 shell fabric, 1 fabric lining). Figure 14 shows that how to calculate the weight of goose and fabric.

Filling of each panel (g) = (Total quantity(g)÷Total areas of panel/m²) × The area of each panel/m².
 The area of each panel/m²=the height of panel/m×The width of panel /m.
 Total areas of panel/m²= the sum of each panel area/m²



Figure 14: Calculate the fill power per square centimetre

OUR CORE FABRICATION



Thermolite Core Plus,
Provides the adequate insulation for extreme weather conditions without adding excess weight. Thermolite Core Plus is cruelty free, as it contains 100% Polyester. It is easy to take care of and highly breathable.



Laminated Lace
By fusing the traditional materials such as lace, with modern materials such as TPU, it produces a new type of laminated fabric which has the water resistant quality of the TPU, as well as the elegance of the lace.



20 Denier Polyester
The 20 denier polyester is ultra lightweight, and has a higher fill power than polyesters with higher denier. Even though it is lighter in weight, the fabric is still waterproof and windproof.



40 Denier Polyester
Due to the thickness of its fibers, the 40 denier polyester is water resistant and windproof under extreme weather conditions. These qualities make the fabric suitable for outdoor clothing.



THE BEST
SUPPLIE
R
CHAIN

DOWN LABORATORY

During the production of CHENPENG down jacket, raw materials are strictly selected and tested to ensure that the goose down and duck down used are natural, non-polluting and bacteria-free. Our partner Zhejiang Liuqiao Group Co., Ltd. has a professional Feather Testing Center to conduct chemical analysis of the materials used in our products.



We select the best white goose down manually and remove the defective ones.



Chemical testing studio detect the ingredients, fill power, filling ratio, and the oil content of the down.



Analysis of the oxygen content of goose down to check the presence of potential bacteria.



CF
MANUFACTURE
CHENFENG GROUP



Since 2016, CHENPENG' s woven products have been processed by Chen Feng Group Co. , Ltd. The two parties have reached a long-term partnership. Chen Feng Group is one of the top five production and processing enterprise in China. It has a processing history of over 50 years and its major customers include UNIQLO, STELLA Mc CARTNEY and numerous other brands. Its production utilizes first-class equipments imported from Germany, Japan, and the United States.

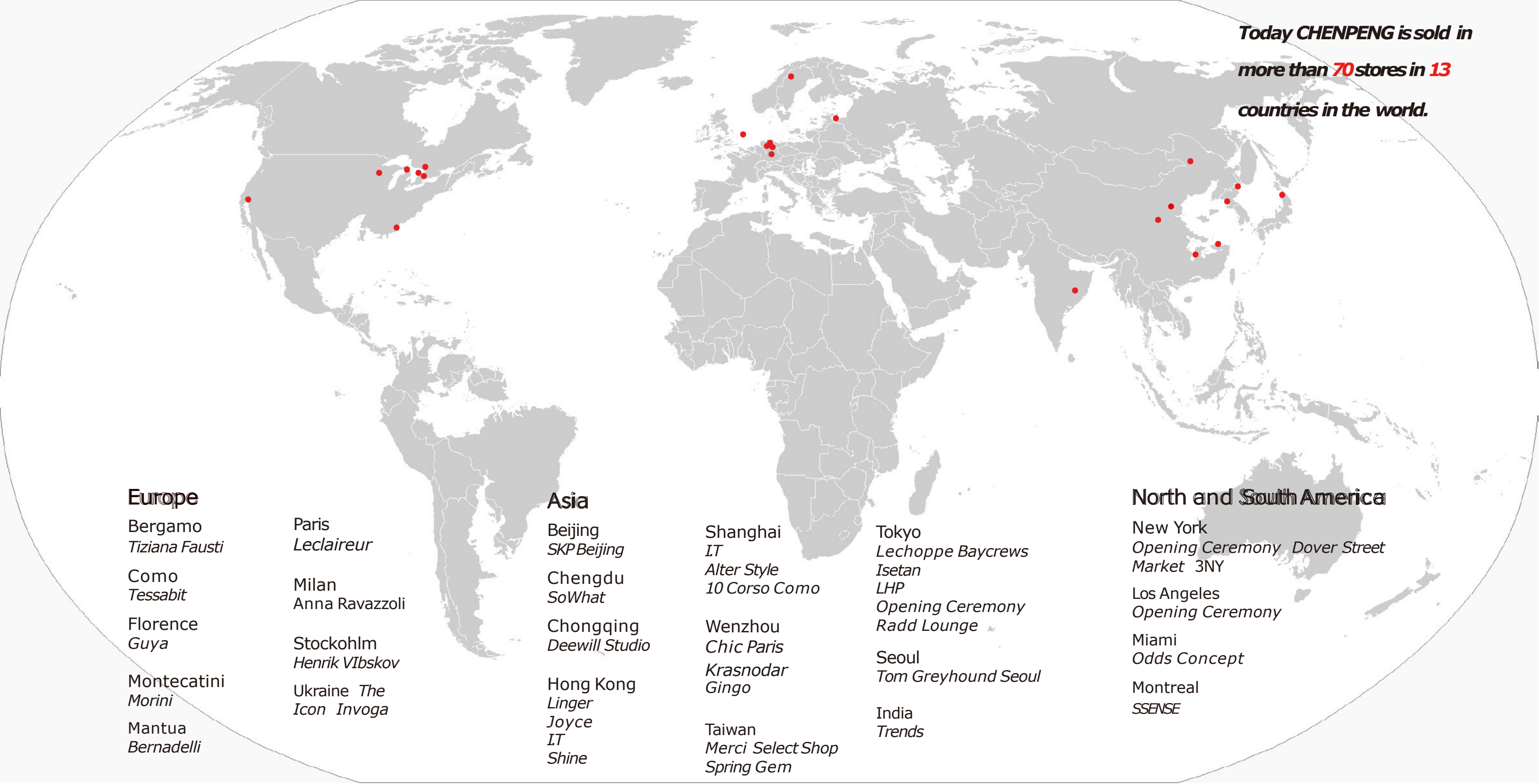
High-efficiency production, first-class production and processing technologies ensure the quality of CHENPENG products.

Each piece of CHENPENG down jacket needs dozens of processing steps such as design and development, pattern cutting, material purchasing, cutting, sewing, finishing, quality control, packaging, and shipment. Each piece takes up to 20 hours, and the production process strictly complies with the indicators to ensure that the products are finely finished.



OUR BUSINESS

Today CHENPENG is sold in more than **70** stores in **13** countries in the world.



STOCKISTS





EDITORIAL COVERAGE

PRESS

Vogue UK, Vogue US, Vogue Italian,
Vogue China, Vogue Brazil, Vogue Japan,
Vogue German, GQ UK, GQ China,
ELLE American, ELLE China, i-D UK, i-D China,
Dazed Confused, Hero, Metal, Glamour, Double Paris,
Tmagazine, Numero Japan, Antidote,
Rollacoaster, Fucking Young, Idol, KingKong, Forbes,
Modern Weekly, Wallpaper, Nylon, KIKS,
Now Fashion, Clash, Dezzen, WWD,
Not Just A Table, Yo Ho Boy.



OPENING CEREMONY
SU 302



Fuiking Young



Roca

ROCA GALLERY (DOWD) WITH THE PUFFA: TIGER SHIRT PUFFER JACKET | CHERPINO T-SHIRT
Photographer: MAO, Ueng Jie, Model: Jeremy Seizing



ANTIDOTE

MUSEUM ANTIDOTE, MARCH 2016 | PUFFA: PUFFA BENJAMIN LEMUS, SHIRAZ ANASTAS (SHEVET)
Model: Holly Bar



MODERN WEEKLY
MODERN WEEKLY NO. 127 ISSUE OCT. 2016 | PHOTOGRAPHER: CHAO ZHANG, JIANG JING LI, WANG YUNQIANG, STYLIST: ANNA XU, ARTIST: TONG SHANG, MAKE-UP: LUCCA



Numéro

Numero 创意视觉 | 60 Issue Oct 2016 | Photographer: 吕晨 陈伟强/Wei Chen 陈子豪
MUA: STYLIST: Tim Liu



FEMINA

NOV. 2015 ISSUE
"HE THE GOOD TO WINTER" PHOTOGRAPHER: LIANG ZHANG, STYLIST: AUSTIN HONG
HAIR: JOHN BRUNO, MAKE-UP: GILBERT, MAKE-UP: ARIAN & DUYEN



VOGUE

CHENPENG Puffer in VogueMe Dec 2016. Photographer: Ren Wang, Stylist: Jacky Wang
Makeup: Lu Wang, Hair: Fendi's, Producer: Wang Chen Model: Tangyueping & Yangyueping



Puffa

FANTASTIC MAN

(Puffa)
A tour of Olasgow in twenty-two puffer jackets. Photography by
MARK PECKMEZIAN, styling by JODIE BARNES.

Full featured, full-on Puffa, a
puffer jacket collection that
is both functional and
stylish. The collection is
designed for the modern
man who wants to stay
warm and look good.
The collection is available
in a range of colors and
styles. Visit our website
for more information.

SHOW: 101 St. Autumn & Winter 2016. Stylist: JODIE BARNES. Photographer: MARK
PECKMEZIAN. Shoot Location: GLASGOW



Numéro

Photographer: Mark Hooper, Stylist: Tim Fowler, Hair: STYL: THERESA HERRON, MAKE-UP: ROSALEE HERRON



METAL

Photo: Mark Hooper, Stylist: Tim Fowler, Hair: STYL: THERESA HERRON, MAKE-UP: ROSALEE HERRON



T

16th July 2016 ISSUE
Ceremony: Sa Nahe, Photographer: Swankiang, Stylist: Lucca Liu



VOGUE

VOGUE BRIT. July 2016. Model: Chiara Zocci, Photographer: Mariano Viraschi



double

DOUBLE MAGAZINE, PARIS NO. 31, 2015 ISSUE. Styling: Julia Bar Jovis, Model: Haley Wei



T

NOV. 2015 ISSUE
Ceremony: Duane, Photographer: Tim Crane, Stylist: Lucca Liu



CHENPENG

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SUPERELLE

世界时装之苑

FALL ISSUE
2017

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刘昊然
吴世勋

谭松韵
姜思达
张大奕
赵天宇
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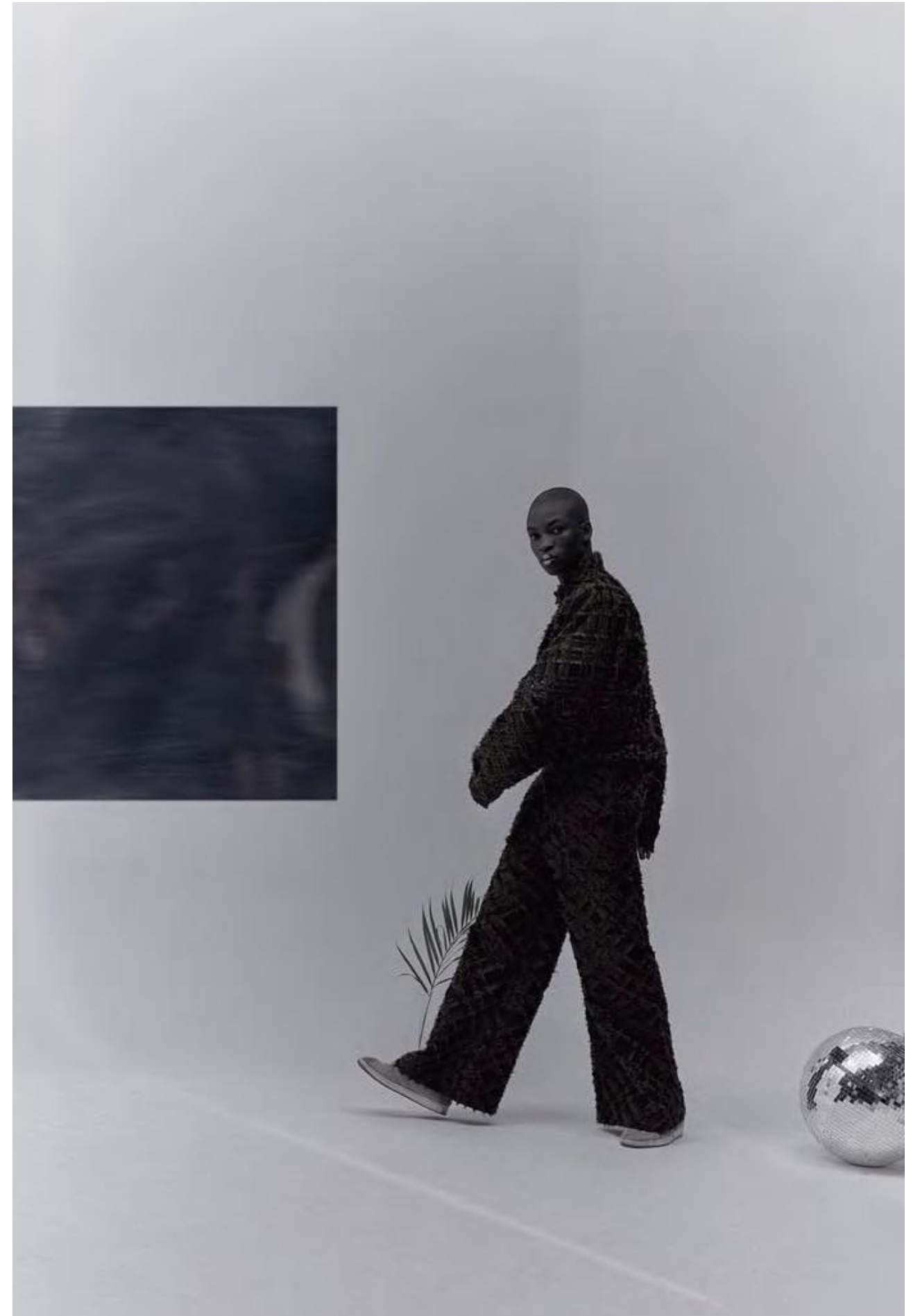


BARBARELLA'S SPACE ADVENTURE

STARBOX NEW STAR PROJECT: JUDY -RETRO FUTURISM

BY BILL PANKOVY
BY RICHARD SYLBERT
BY STEPHEN H. WILSON
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BY ORTWIN FREYERMUTH
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BY BRIAN DE PALMA
A UNIVERSAL PICTURE
UNIVERSAL

CHENPENG





YOHOO潮流志
昨天 09:15 来自微博 weibo.com 已编辑

#COUNTERFLOW# By Ling-Ning 携 #李宁溯系列#，联合 CHENPENG，以中国传统文化“曜变天目”为主题，于 CHENPENG*“HIMALAYA” 纽约时装周秀场呈现采用星空宇宙、中国古代“天圆地方”哲学等元素，提炼出中国传统文化的精髓，并外化成梦幻斑斓的配色，展现出了有别于以往的设计。设计师陈鹏与 COUN ... 全文



de zeen
Fashion & Design Magazine
Special issue: China's top 100 creatives
Issue: MA Menswear 2019

Model wearing Peng Chen's garments came out in giant quilted coats, which were removed to reveal patterned nightwear.

He also created a range of large hats in collaboration with a milliner, some of which featured protruding horns. "For my hats, I got the inspiration from animal horns, like deer, because only male animals have horns," he said.

The designer mimicked 3D body scans to generate the desired silhouettes, which are intended to create the illusion of fatter wearers.

"My collection was based on comparing a large-size male and a small-size male," Chen told Dezeen. "Right now, the fashion trend is for the thinner man but in my design I wanted to celebrate the fat man."

时尚芭莎 2-8

#2019纽约秋冬时装周##芭莎带你来看时装周# 中国设计师CHENPENG 2019秋冬系列以梵语“HIMALAYA”为主题，从雪的故乡提取灵感，通过复合TPU、羊毛针织、人造毛皮等不同面料的混合运用，展示更具实用功能性的户外服装系列。本季还包括与李宁的电商“溯”系列联名产品，选取星空宇宙的元素，结合中国古代“... 全文



“ CHENPENG* 2019秋冬系列，以梵语“HIMALAYA”为主题，意为雪域，雪的故乡。整个系列中出现的...”



DAZED
Meet this year's standout LCF MA Menswear graduates
From outer, adjustable garments to recycled textiles, we spotlight four designers from the London College of Fashion's second annual MA show

新浪时尚 2-8 来自iPhone 8 Plus

#2019秋冬时装周#@李宁线上粉丝基地 #COUNTERFLOW# By Li-Ning 绽现纽约，以#李宁溯系列#联名CHENPENG，同台演绎。“曜变天目”的主题，在设计中增加了类似星空宇宙的耀斑元素，与CHENPENG的未来感中国风相契合。为你种草2019首个爆款系列！... 全文



Highlights included the work of Peng Chen, whose intricately tailored, oversized puffer jackets showcased mildly irked leather fins and waistcoats, topped off with giant, horned hats. "It's really heavy, so I want to show myself as stronger, more powerful like a king!" Peng told GQ backstage, adding, "The dark show that lit up my garments is like muscle and fat horns on the male animal."

From Peng's puffed-up musculature, the show moved on to delicate chignons and powdery pink tailoring by Alex Millard. A "monumental bank up" for happened in the west of the MA, rounds led to research on depression, German expressionism and udd, translating into shoes, party-bow blouse and protective coats with grid banding.



CHENPENG



Brand cooperating world stars

Lady Gaga



2,965 posts

31.1 M followers

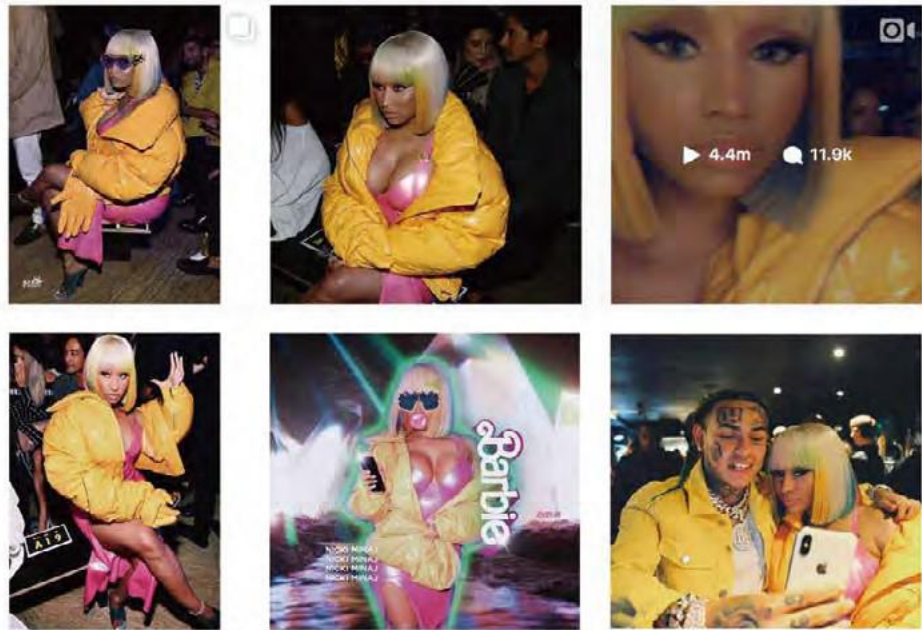
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Lady Gaga

starisbornmovie.com/

Lady Gaga 1986年出生于美国纽约曼哈顿，美国女歌手、词曲作者、演员。2008年，发行首张录音室专辑正式出道。2009年，个人单曲先后取得美国公告牌百强单曲榜冠军。2010年，被《时代周刊》评为“全球最具影响力百人榜”艺术家组第1名，凭借作品获奖无数。2017年，在第五十一届NFL超级碗中场秀带来表演，同年获得第45届全美音乐奖最受欢迎流行摇滚女艺人奖。2018年，主演音乐爱情片《一个明星的诞生》。因其个性与主张而汇集全球粉丝，更是为LGBT人群发声获得一致好评。



Nicki Minaj



5,710 posts

94.5 M followers

1,215 following

Follow

Barbie®
#DipVIDEO
www.youtube.com/watch?v

妮琪·米娜是一位创作型饶舌歌手，在音乐上妮琪·米娜拥有着天赋，她以各式各样的假发和极富个人特色的说唱以及作风豪放的嘻哈音乐风格引人注目，米娜从籍籍无名到被人熟知，吸引了众多乐迷的目光。

妮琪·米娜是一位超级巨星，她用自己的诚实和热情展现新的高度，而且她带来了许多积极的因素。麻辣鸡身材火辣，风格独特着实吸睛，是流行音乐领域中的出色女性，她拥有独特的魅力。

CHENPENG

Brand cooperating world stars



P!nk



855 posts	5.1 M followers	497 following
Follow		

P!NK 
Sticks and stones they may, break these bones but then.... I'll be ready... 🍷

P!nk, 1979年9月8日出生于宾夕法尼亚州, 美国歌手、创作人、舞者。
2000年, 发行首张录音室专辑。2001年9月7日, P!nk和克里斯蒂娜·阿奎莱拉等凭借《Lady Marmalade》获得第18届美国MTV音乐录像带大奖授予的年度最佳录像带、最佳电影录像带两项奖项及两项提名。P!nk多次获得由格莱美奖授予的奖项。因其呼吁独立自主以及女性平权运动加以优秀的音乐作品与表演风格深受全球粉丝热爱。



Rihanna



4,412 posts	65.8 M followers	1,341 following
Follow		

badgalriri 
The new @FentyBeauty #CHILLOWT holiday collection is out now!
ri-hanna.io/fentybeauty

蕾哈娜 (Robyn Rihanna Fenty), 1988年出生于巴巴多斯圣迈克尔区, 在美国发展的巴巴多斯籍女歌手、演员、模特。截至2016年, 蕾哈娜在美国公告牌榜上拥有14首冠军单曲, 被评选2010年最佳艺人奖, 也是蝉联多座格莱美、全英音乐和MTV音乐大奖, 并二次获得MTV年度录影带大奖的女歌手。2018年入选《时代周刊》2018年全球最具影响力人物榜单。拥有自己的时尚品牌与彩妆品牌, 她的穿着打扮也受到全球粉丝追捧。

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Brand cooperating chinese stars



章子怡



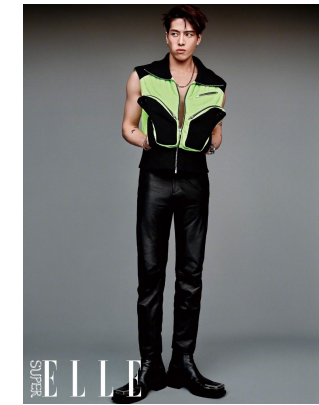
谢娜



华晨宇



唐艺昕



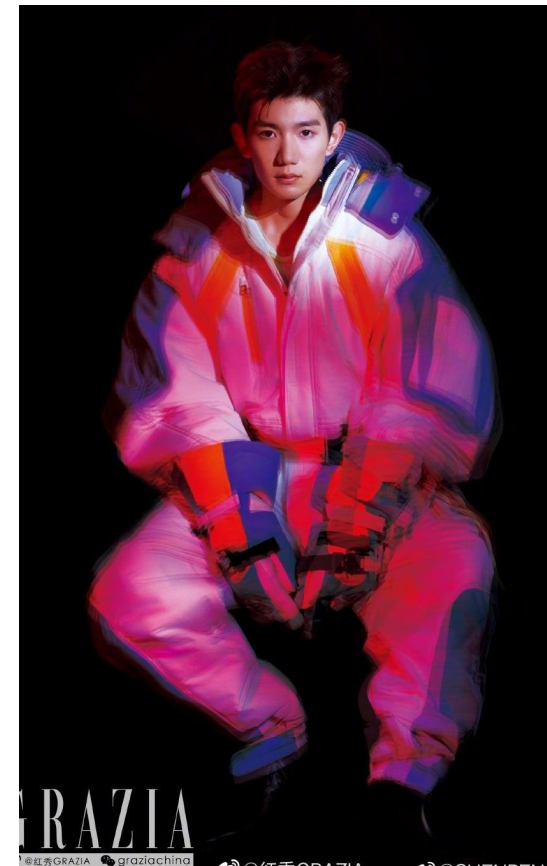
王嘉尔



吴亦凡 潘玮柏 福克斯



王俊凯



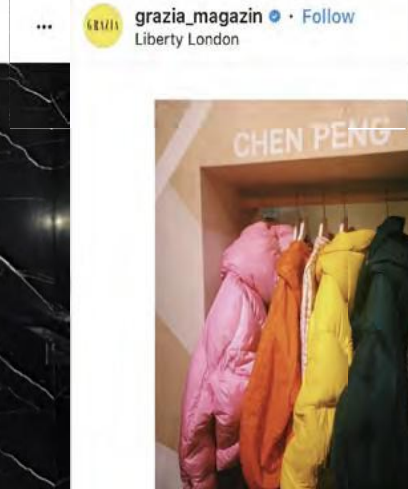
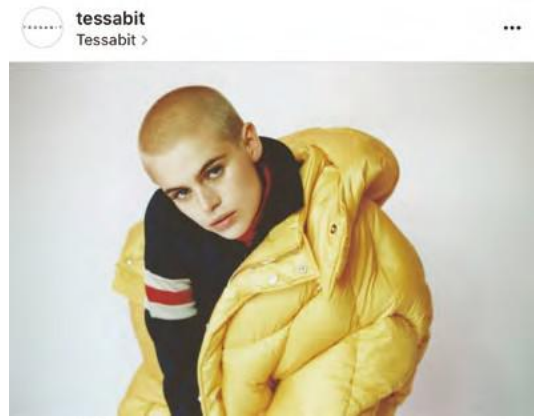
王源



蔡依林

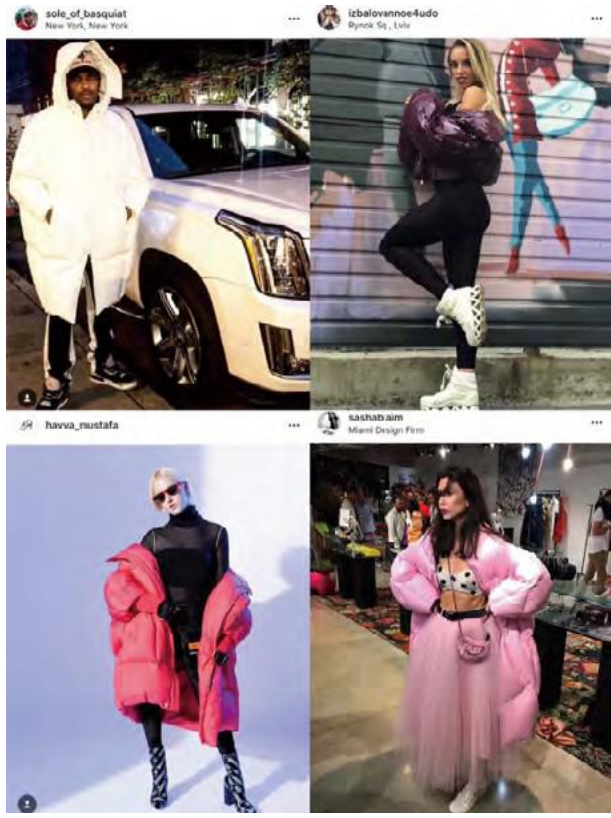
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Social media



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product
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