

C O R N E R S T O N E

品牌概览

介绍 & 背景

介绍

建造一座城市，是为要满足人对爱的关系和安全感的需求

一座城被建造，是从一间房子开始的，而一间房子的根基是房角的第一块石头。这块石头也将成为第一条道路的基准，从此一座
联络整齐的城就被建造了起来，所以他也被称为 KEYSTONE。

在中国，这块石头被叫做 " 石敢当 "，因为他在所有街道的转角，所以他承受所有来自转弯时的冲击和挑战，因为他的稳固和力量，
没有什么撞击能 危及到房子的安全，所以他更是造城的初衷：爱的关系和安全感的满足！

THE STONE

WHICH THE BUILDERS REJECTED HAS BECOME

THE CHIEF CORNERSTONE. PS | 18:22

C O R N E R S T O N E

背景

建筑和服装都是以满足人类对空间和安全感的需要而存在。

中国。重生。建筑。

孙云拥有二十多年的行业前沿，在当代建筑设计领域最负盛名的实践者之一，在多个场合，他和他公司已被中国建筑工业协会认定为年度建筑事务所和年度设计师。也被美国建筑文摘列为全球前100名设计公司之一。孙云的灵感来自于最好的细节，时常伴随来自生活中美善的细节，经常使用旧物以创造新的品牌，该品牌在概念上基于重生的理念，通过利用以往的创造别具一格的新装，推出无二性和原创性的产品。



系列概览 (2019-2021)



2019 秋冬
THEME: 巨婴

C O R N E R S T O N E

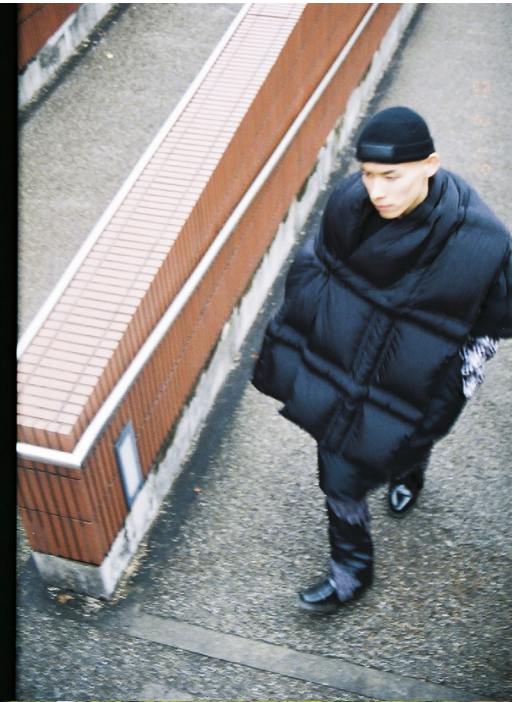


这是一个关于身份危机思考的系列。在这一季，Cornerstone 将精神思考延伸到了令人敬畏的当今中国社会现象；通过受幼儿连体衣和老年服装的启发，试验图案制作，从侧面掀开了当代文化幼稚和真实身份缺失，在中国，这一现象被称为“jùyīng”（巨婴综合症）。



2019 AUTUMN/WINTER

C O R N E R S T O N E



2019 AUTUMN/WINTER

C O R N E R S T O N E



2020 春夏
THEME: 微观世界

C O R N E R S T O N E



在宇宙间，我们所能感知的现实世界，正以超出人类理解的方式和存在运行着。我们感知的有限并不能影响它的真实，可是人们用自己有限的感知判断真实

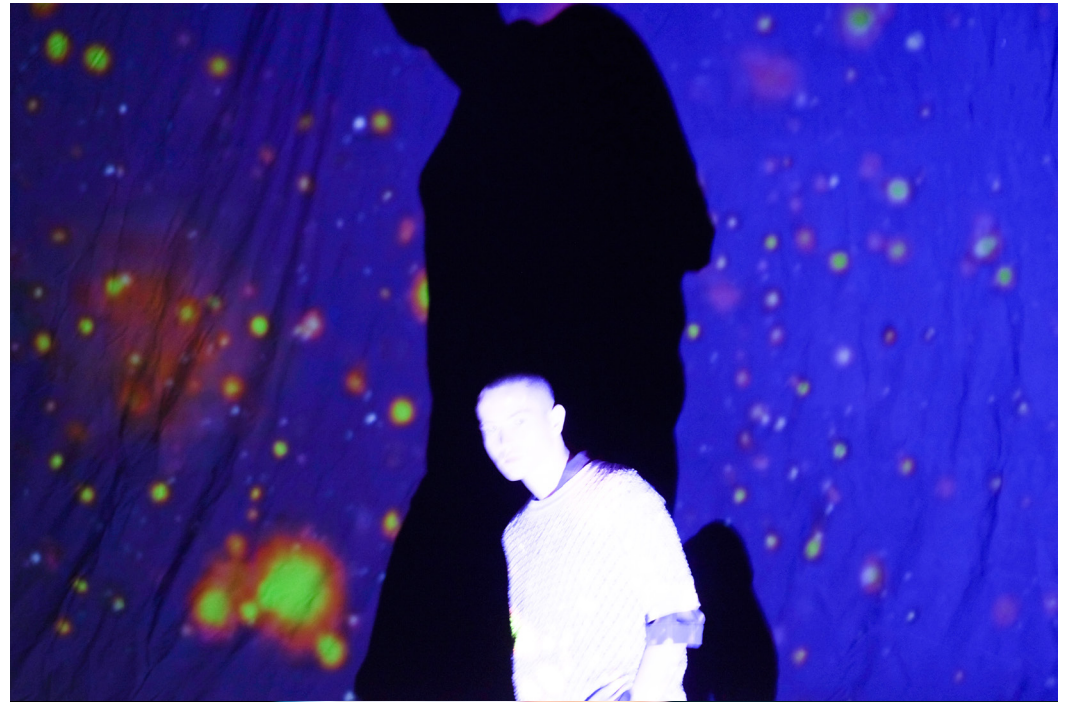
我们看见一朵花的时候可以感知它的美丽，却无法进入它的真实。当我们以十万倍的放大观察它的微观世界时，我们会感叹于它的精准、浩大与创造力。

美，开始在另一个维度深刻的影响我们，我们更接近真实！



2020 SPRING/SUMMER

C O R N E R S T O N E



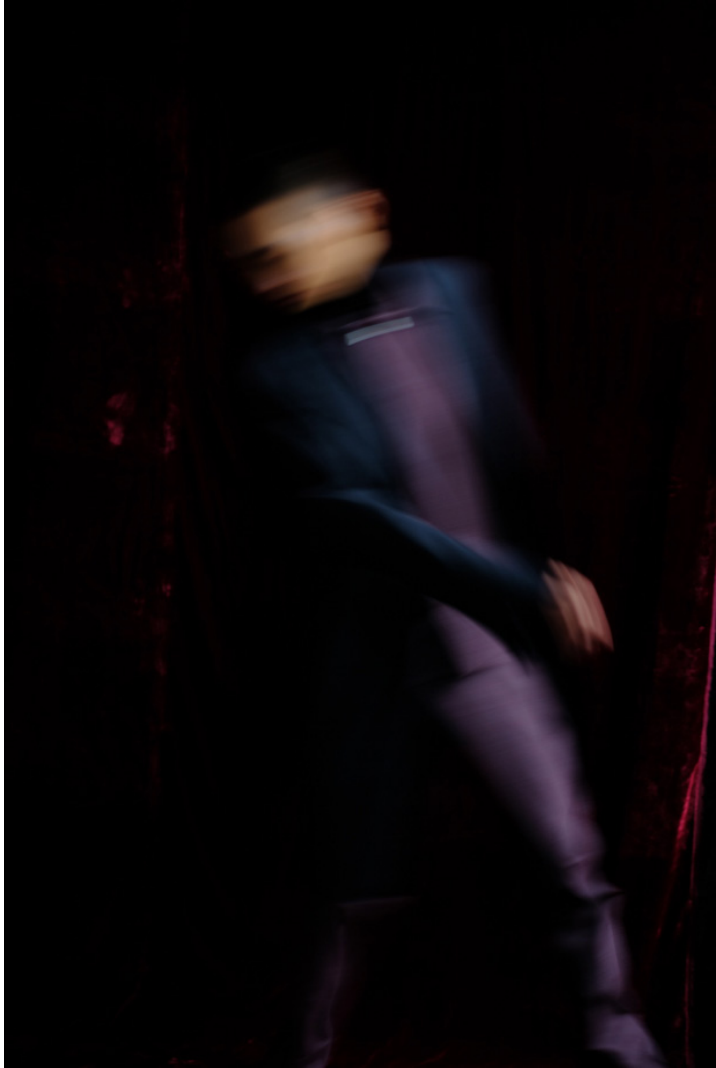
2020 SPRING/SUMMER

C O R N E R S T O N E



2020 秋冬
THEME: 历史的机器

C O R N E R S T O N E



该系列灵感来自于：法国舞蹈艺术家 Yoann Bourgeois 在巴黎圣贤祠的表演艺术

“历史的机器”。

Johnny Mamalos 解释说：该舞蹈行为表现了人类意识的力量。历史不会重演，只是人

类在整个历史发展中常会重复同样的错误，让你感觉一切都是个无限循环的闭环。



2020 AUTUMN/WINTER

CORNERSTONE



2020 AUTUMN/WINTER

C O R N E R S T O N E



2021 春夏
THEME: 隔离

C O R N E R S T O N E



一个特殊的季节，几乎无人可以置身事外。人类无能为力的成为了牠的宿主，又义无反顾的唱着哀歌，让别人成为了我们的宿主。

抱怨、哀叹、拆毁和站在道德高处的控告，成了迅速滋生的病毒，正侵蚀人心……

我的心呐，你当何处安放？！



2021 SPRING/SUMMER

C O R N E R S T O N E



2021 SPRING/SUMMER

C O R N E R S T O N E

2021 SPRING/SUMMER LOOKBOOK



装置艺术位于上海连卡佛



CORNERSTONE

CHINA

LANE CRAWFORD | IT | COMMON PLACE | KERRY RC | INNERSECT | JUNE SHAN | PRO | ETHOS || VOID | JHW |
SNUG | D2Y | FASHION DOOR | PARIS SPRING | THE BALANCING |

ASIA

RARE MARKET | LHP | BABY'S ALL RIGHT | SULLEN | DARK GALLERY | MAHNA MAHNA

EU

MACHINE A

NA

017 | H LORENZO | DO NOT ENTER

全球部分合作店铺列表

E Commerce

SSENSE | OKI-NI

LaneCrawford

MACHINE-A




H.LORENZO

SSENSE

媒体报道概览

HIGHSNOBIETY MAGAZINE

Why Haven't Chinese Designers Taken Over the World Yet?

By Alec Leach in Trends & Advice  Nov 2, 2017  594 Shares  4 Comments



<https://www.highsnobiety.com/2017/11/02/chinese-fashion-designers/>

The Cornerstone Homme Debut by Sun Yun

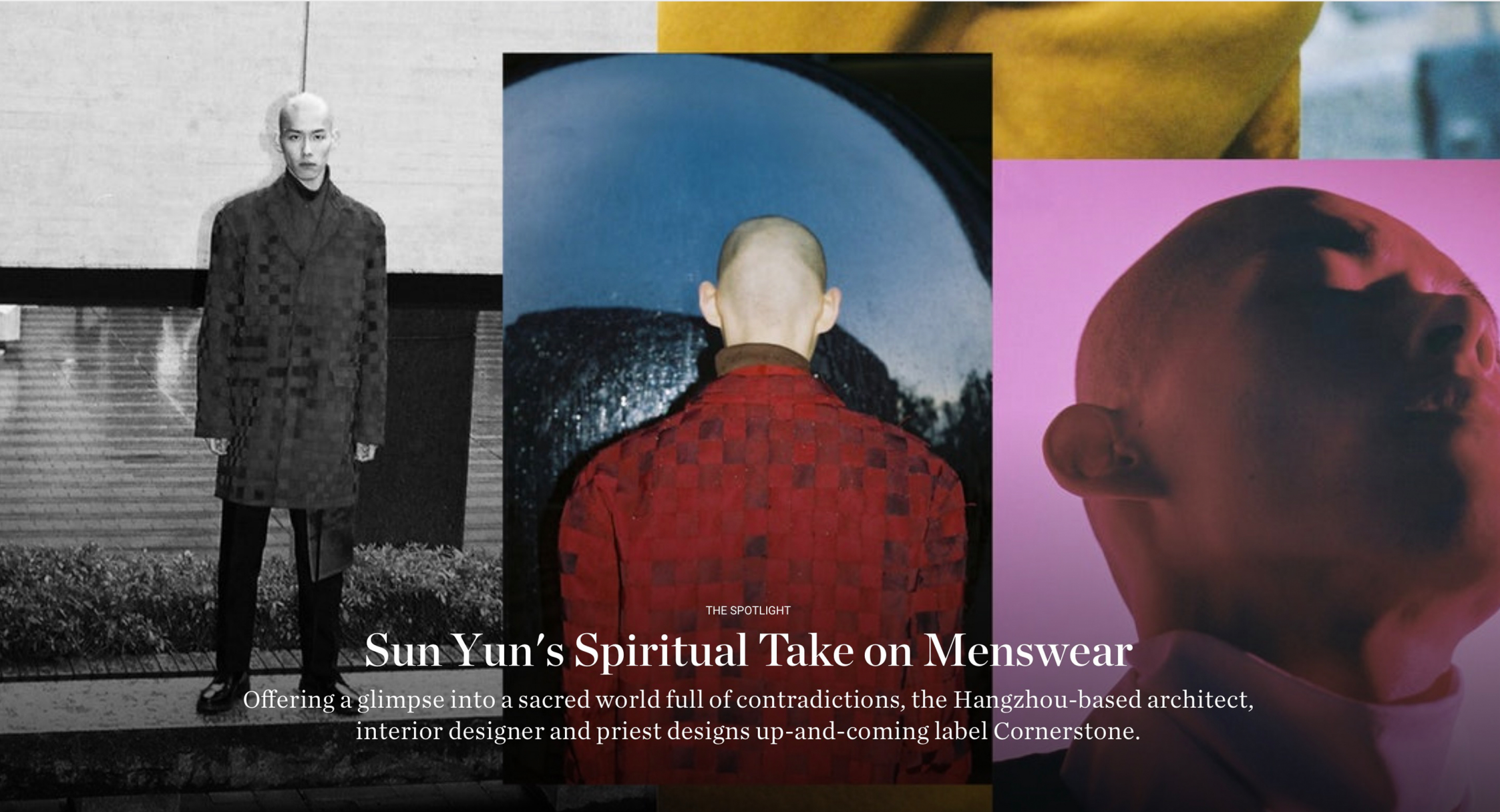
by Valerio Coretti

Cornerstone is a metaphor for foundation, the point where everything starts and, at the same time, the element capable of keeping everything close together.

A journey, don't matter for how long, begins with a first step and could not exist without that single embryonic movement. Similarly knowledge always starts from a simple basic notion. The same way every single life begins with the first breath. This is what Cornerstone Homme by Sun Yun is about: The endless sake of essence and underived structure: the primitive fragment of aesthetics.

Interior Designer and Architect Sun Yun wanted to expand his personal territory of creativity, moving his first steps in the uncharted land of garmentsmaking. The aim was to imprint the first collection with all of his technical knowledge and aesthetic sensitivity, willing to transform clothes into an experience similar to primitive architecture. Each piece resembles a monolith and finds the perfect balance with each other just by natural laws, like a dolmen and menhir megalithic sculpture. The collection unveils a deep research all centered on volumes and proportions and an unrivaled attention to details. Each fabric mix and texture echoes of stonecarved decorations, capable of dazing and hypnotizing. The collection main theme is rebirth and had already been anticipated by Mr. Sun Yun installation at Ryodan Showroom during Paris Fashion week, where the designer presented a sculptural transfiguration of "Joseph and his robe of bright colors" biblical anecdote. Abattoir 1933, colossal and labyrinthic brutalist-style building in the center of Shanghai was the chosen scenario for the runway presentation. The show was permeated by a dark and gloomy atmosphere, accentuated by the overcast soundtrack and edgy styling, everything was set to allow the bright colors of the collection to break out from the dark and directly impact the audience..





THE SPOTLIGHT

Sun Yun's Spiritual Take on Menswear

Offering a glimpse into a sacred world full of contradictions, the Hangzhou-based architect, interior designer and priest designs up-and-coming label Cornerstone.

VOGUE

ITALIA

Fashion [Talents](#) Photography Beauty News Fashion Shows Archive Suzy Menkes Video More Vogue *Special Links*

UPLOAD YOUR TALENT NEWS FASHION SCHOOLS CONTEST & OPPORTUNITIES SUCCESSFUL STORIES TALENTI SUL SET VOGUE VIDEO LAB

NEWS

Cornerstone by Sun Yun

CORNERSTONE



Made in China: Awakening The Giant

Words **Alec Leach**
Photography **Adam Katz Sinding**

China is one of the most important fashion markets in the world, and the country is home to many talented young designers, many of whom have trained at some of the world's most prestigious design schools. So why haven't Chinese fashion brands taken over the world yet?

Rain pours down outside a nondescript shopping mall in Shanghai. Passersby clutch umbrellas or hail cabs to escape the downpour. A roll call of Chinese fashion brands on LED billboards signal that this is one of the official locations for Shanghai Fashion Week, but there are no photographers, hangers-on or event staff crowded outside, just a couple of guys in BAPE hoodies staring into their smartphones as they shelter from the rain. A Gucci billboard the size of a football pitch looms over them.

Elsewhere in the city, the scene is much the same. There are enormous screens celebrating the city's fashion week, but it doesn't seem like anyone's actually there to see it. There's none of the buzz, crowds or mad rushes of photographers that you see on the streets of London, New York, Paris or Milan. That doesn't mean the city is without its ambitions: Vivienne Westwood opened Shanghai's SS12 season, and the week's organizers are hoping the city will overtake Tokyo and Seoul as Asia's fashion capital.

It's a strange paradox China finds itself in at the minute. Nearly half of all the world's luxury goods — 46% to be precise — are bought by Chinese shoppers. Luxury stores across the world employ Chinese-speaking staff to cater for the countless retail tourists walking through their doors. Every high-ticket shop on the planet relies on China's globetrotting nouveau riche to pay their bills, and luxury brands have invested so heavily in the country that the thought of another economic slowdown there makes executives shudder. When Chinese shoppers reined in their spending back in 2015, Burberry CEO and Creative Director Christopher Bailey had to take a 75% pay cut to offset the brand's plummeting sales.

It's not just buying power that makes China the mightiest fashion consumer on the planet. It's the workshop of the world, the country that makes the phone in your pocket and the clothes on your back. President Trump's 'Make America Great Again' shtick promised to take back many of the countless jobs that have been outsourced to China in recent years. That won't change the fact that pretty much every manufacturer on the planet has China incorporated into its supply chain in some way or another—and fashion brands are no exception.

China's manufacturing might have created a stupendous amount of wealth in the country, and like emerging middle classes all over the developing world, being seen spending your

money is a vital sign of success—hence all the luxury shopping. The world's most populous nation is now flexing its muscles abroad—China is investing in vast infrastructure projects in over 60 countries, from a nuclear power plant in the UK to Africa's first transnational electric railway. Oh, and its navy is currently building islands in the middle of the South China Sea to claim ownership of the seaways that carry a third of the world's shipping.

If China consumes, produces and exports such a vast amount of clothing, why are we still wearing clothes designed in America, Europe and Japan? Why aren't we seeing Chinese fashion brands in shops all over the world?

In the concrete bowels of a former abattoir, Sun Yun looks on at the ordered chaos before him. Clothes hang on rails, aides chatter into phones, and models loiter around killing time before the lights go down. Sun Yun—or "Mr. Sun" as he's known here—is a softly-spoken man of indeterminate age, with a fine, wispy goatee, and long black hair tied back behind his ears. He and his team are dressed in the high fashion uniform that's standard-issue in this part of the world: lots of drape, lots of layers, and no color whatsoever. A white facemask is the only thing Mr. Sun wears that isn't black.

Mr. Sun made his name as an architect. He's designed the corporate headquarters for Yahoo's Chinese arm, and gargantuan e-commerce conglomerate Alibaba. His firm, IAD, is ranked in the top 100 in the world by *Architectural Digest*. Today, he's a different kind of designer; he's showing the debut collection for Cornerstone by Sun Yun, his new foray into fashion.

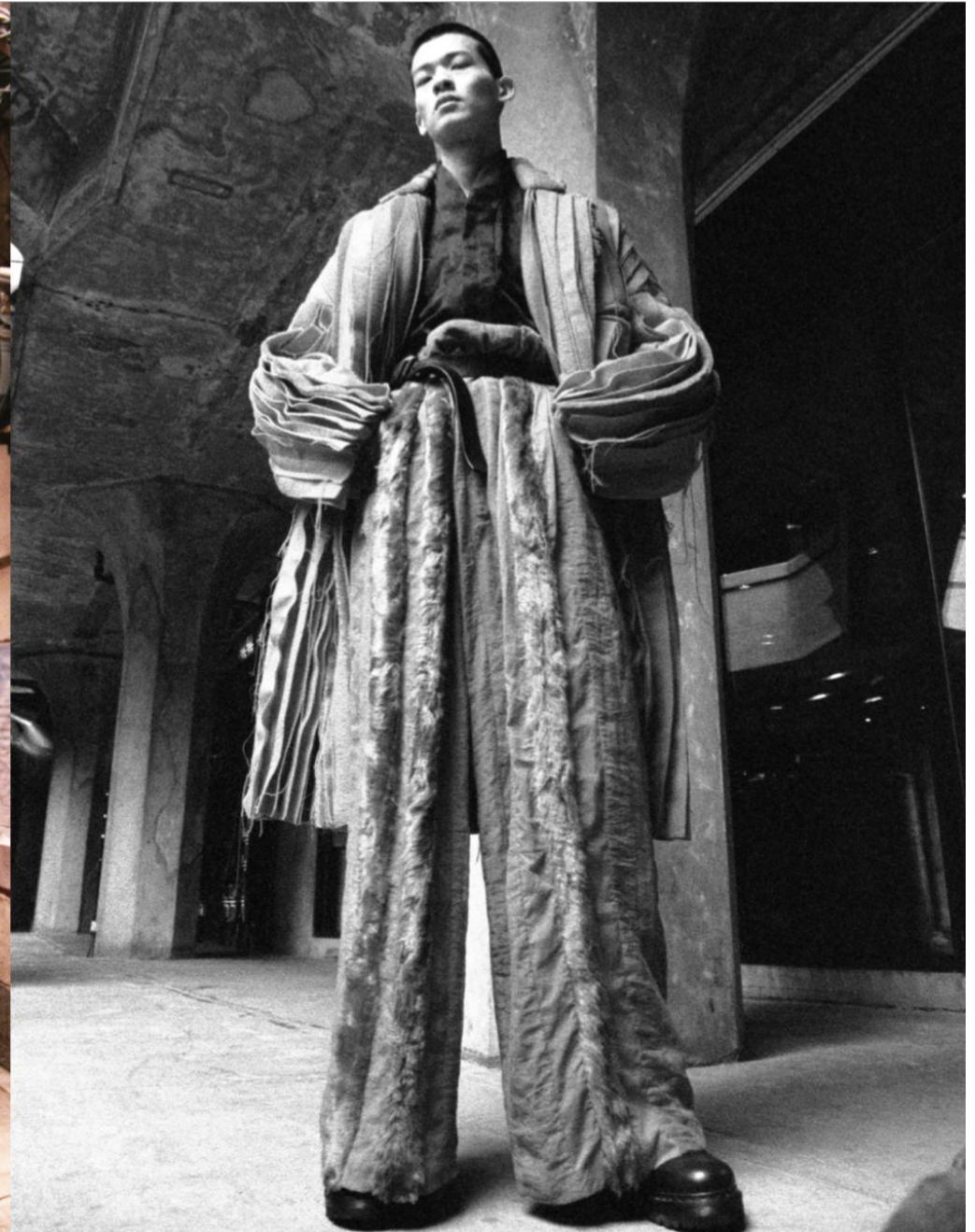
Chinese designers aren't short on talent or skill—many of them have trained at the world's most prestigious design schools—but the biggest problem they face is that, broadly speaking, China isn't interested in its own brands. The government and state-controlled media would have you believe that the country is destined to one day usurp the West, but culturally speaking, the general public fawns over imports from Europe and America. Trap is all the rage, Swiss watches are an essential status symbol, and the country's elite has developed a taste for high-end French wines. That makes things tough for emerging Chinese designers, who face an uphill struggle trying to make themselves relevant in the country. If Chinese designers can't build a business in their own country, how are they supposed to make it abroad?

CORNERSTONE

The new Chinese label fusing
tradition with the right now



photography **FABIEN KRUSZELNICKI**
fashion **ÉRIK RAYNAL**

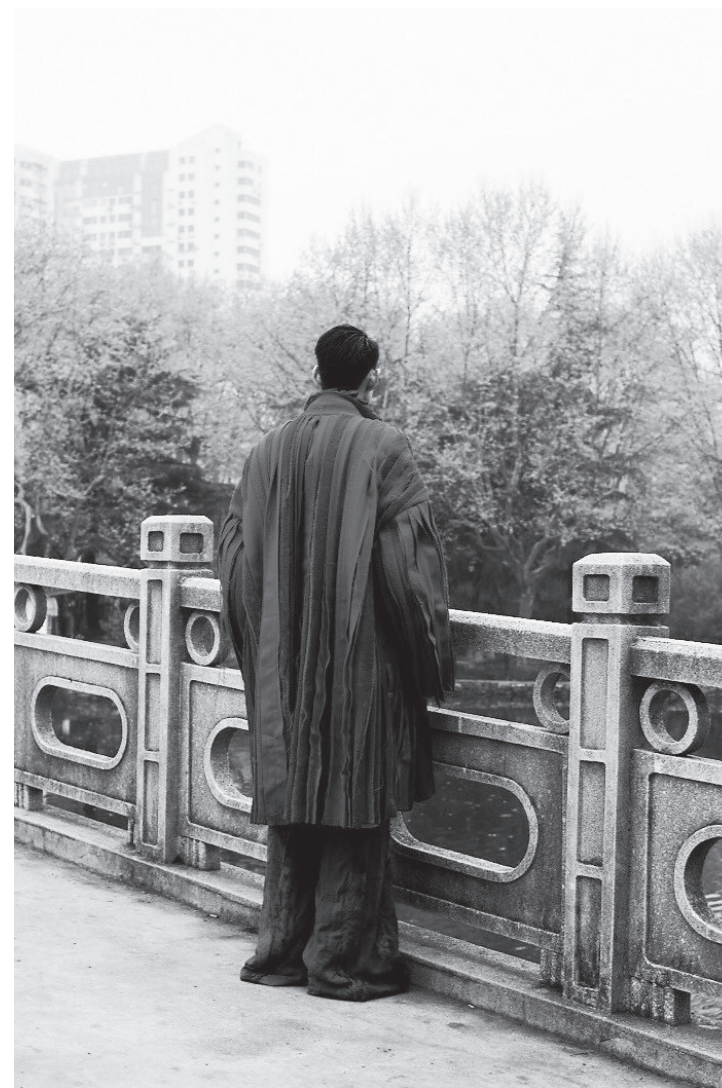


MOST OF EARTH'S CREATURES ENTER AND LEAVE THE WORLD IN THE SAME WAY: NAKED AND COVERED IN BLOOD. SO THE CHOICE OF ABATTOIR 1933—A SPRAWLING, BUNKER-LIKE CONCRETE SLAUGHTERHOUSE-CUM-CONTEMPORARY ART SPACE IN SHANGHAI—WAS THE IDEAL PLACE TO PRESENT A DÉBUT COLLECTION FROM A DESIGNER FIXATED ON THE METAMORPHOSIS OF THE USELESS INTO THE PRECIOUS.

MR. SUN YUN—A CELEBRATED INTERIOR ARCHITECT IN HIS NATIVE CHINA—PRESENTED A COLLECTION ARTICULATED AROUND THE CONCEPT OF REBIRTH, WHICH, AS HE SPECIFIES IN OUR EXCLUSIVE INTERVIEW, "IS NOT RENEWAL."

INDEED, ACCORDING TO MR. YUN: "(REBIRTH IMPLIES) A COMPLETELY DIFFERENT UNDERSTANDING OF THE WORLD AND A DIFFERENT ATTITUDE TO LIFE. FOR EXAMPLE, A TALL CHIMNEY IN AN ABANDONED POWER STATION IN THE CITY, IT COULD BE A PROBLEM FOR THE CITY, BUT EXAMINED FROM ANOTHER PERSPECTIVE, MAYBE IT COULD HAVE A NEW LIFE AS THE CITY'S THERMOMETER." MR. YUN'S COLLECTION IS CALLED CORNERSTONE. IN EARLY ARCHITECTURE, THE CORNERSTONE HAD A CEREMONIAL IMPORTANCE AND WAS OFTEN INSCRIBED WITH THE VALUES AND PRAYERS OF THE CULTURE. MR. YUN'S COLLECTION IS A REFINED MEDITATION ON CONTEMPORARY STYLE—ONE THAT ELEGANTLY RUMINATES ON THE DESIGNER'S AESTHETIC PREOCCUPATIONS: LUXURY AND WASTE, UTILITY AND ORNAMENT, DECAY AND REGENERATION.

MR SUN'S FULL INTERVIEW WILL BE PUBLISHED IN DAPPER DAN MAGAZINE 16, COMING OUT IN OCTOBER.



PHOTOGRAPH BY VASSILIS KARIDIS

DAPPER DAN

C O R N E R S T O N E

2020 SPRING/SUMMER RUNWAY SHOW



“建筑和服装都是以满足人类对空间和安全感的需要而存在，”设计师孙云曾这样表达品牌建立的初衷。和许多时装设计师不同，他拥有二十多年的建筑设计行业经验。从建筑中得到启发与灵感，也是孙云在时装设计创作上的独到之处。

ELLEMEN 睿士

BOF

上海时装周
SHANGHAI
FASHION
WEEK

CORNERSTONE

奖项

FASHION ASIA HONG KONG

10 ASIAN DESIGNERS TO WATCH 2020 - CORNERSTONE



wechat: cornerstonebysunyun

Instagram: cornerstonebysunyun

<http://www.cornerstone-homme.com>