

gift for his fiancée. He cut off a piece from a red carpet and embroidered a girl on it. His first creation was applauded by his relatives. Greatly encouraged, Xu hit on the idea of collaging cloth leftover bits into a picture. His original artwork won praises again from his relatives. Gao, his teacher, is now a high-ranking official in the Zhejiang Provincial Government. On an inspection tour to Haining, he recognized his star pupil's name in a collage picture presented to him as a gift.

Xu couldn't stop exploring more in this field. He shot to fame as an outstanding collage artist, which drew the attention of news media. In December 1997, he was interviewed by Zhejiang Satellite TV for his collage art. While answering questions about his future potentials as an artist, he hit upon a new idea.

The new idea was to use leather leftovers for his new creations. Haining, his hometown in the northern Zhejiang, happens to be a booming hub of leather industry in China. He could have inexhaustible sources of leather bits and pieces for his future creations. Xu Rong began to explore the world of leather which presents all kinds of new possibilities in its rich feel, color, texture and quality. In 1998, Xu finished his first creation in the leather collage. Though his first trial failed to completely break away from the old patterns of the cloth collage, he knew how to improve it. Encouraged by the local leaders, Xu found better ways to translate his ideas into his creations. In 1999, he was given a special exhibition room to display his best creations at the Haining Leather Expo. More than 30 collages were bought by foreigners.

His collages have become unique souvenirs for tourists. Nowadays, his creations have been exported to many countries such as America, Spain, Great Britain, Japan and Finland. What he pioneered as a new art has now become a local industry.

Xu Rong continues to absorb the rich local culture for his new art. After all, Haining has fostered many outstanding poets, novelists, artists and scholars.

(Translated by David)



旗袍衬托出年轻姑娘的清纯美丽
Qipao best displays a girl's beauty

浙江瑞安有位非凡女子，人们称呼她就像天津人称呼“泥人常”那样直呼她为“旗袍玉”。她做旗袍的绝活，名声远播海内外。

应凤玉出身于旗袍世家，祖父、母亲专做旗袍。母亲深知这活又苦又累，她不想让自己心爱的女儿再续她的手艺。然而做母亲的做梦也没想到，自己为了生计长年累月一针一线做出来的一件件旗袍，在女儿眼里竟是一件件精美的艺术品！22年前，当母亲因病卧床，不能再



应凤玉为外宾量制唐装
Ying Yufeng takes measures of a foreign customer.

干自己的手艺时，已进工厂做工的凤玉，趁机提出代母为客户缝制旗袍。凤玉她一面替母亲干活，一面暗暗地钻研母亲的旗袍工艺，并在继承母亲的许多“绝活”基础上，对旗袍的裁剪方法和缝制方法又作了大胆的改进和尝试。不久，经过她再创作的旗袍作品问世了，喜得她急急穿上这件“新作品”慌慌忙忙地站到穿衣镜前。看着镜中那个身着湖蓝色旗袍的女人，她惊讶地发现：哎呀，好时光已经过去了的自己，穿上这件旗袍，居然还很有些光彩，并且还楚楚动人呢！她按捺不住喜悦之情，大胆地穿着这件旗袍上了街，结果一下子引来许多赞美的目光，有的老妇人还早早地在前头立住，等她走近温柔地摸摸她的旗袍，梦幻般地喃喃自语道：“从前我们也穿过旗袍呢！”然后老妇人便一个劲地夸：“好看，好看！”很快地，有人找上门来要应凤玉为自己缝制像她身上穿着的那种式样的旗袍，自己的“作品”人家喜欢，没有什么比这更让人高兴的！应凤玉于是高兴地接下这缝制旗袍的活。当一件旗袍得意地缝制完成，让客户穿在身上，使客户一下子改变了形象之时，应凤玉的心里充满着成功的喜悦！由此，她干脆辞去了自己在工厂的工作，做起专业裁缝来。

旗袍，在应凤玉眼里，简直是艺术品：那高高的挺领、切身的折腰、流畅的襟幅……不论你是怎样的身材，一旦穿上旗袍，你就变得楚楚动人，别有韵致，



意大利妇女青睐“凤玉”牌旗袍 (张益摄)
Yufeng Brand Qipao attracts Italian women.
Photograph by Zhang Yi



应凤玉身穿旗袍端庄文静
Ying Yufeng in her own masterpiece

特别是那些秀外慧中的靓妹，一袭旗袍上身，不知平添多少珠圆玉润的异彩，即使是个体态并不太理想的女子，遇上应凤玉这个能够巧夺天工的师傅，真个是找对了人：她能在旗袍的缝制上，让这身材不够得体的女子“扬长避短”，照样显得风韵别具，颇具美感！难怪许多女子穿上由她缝制的旗袍，都盛赞它“有容乃大”，它可让不同年龄、不同身材的女性显得漂亮：小女孩穿着，透着一股天真美；少女穿着，散发出一种清纯美；少妇穿着，给人一种成熟美；即使老妇人，一旦穿上旗袍，也会显出一种沧桑美。

不过，眼下还有很多女性，虽羡慕别人穿旗袍，但畏于旗袍“太正式”，从发型到皮鞋都得配套，因而觉得麻烦。可凤玉师傅却说：“小家碧玉式的麻花辫、五四时代女学生那清汤挂面式的学生头、影后‘蝴蝶’式的烫发、宋庆龄式的齐整发髻或者时尚的长披发、大波浪，穿旗袍都是合适的，都能增加美感！”她觉得旗袍显示的是整体流畅感，让人举手投足间都洋溢着女性的一种柔美，她自己就

不断变换发型，变换着旗袍的款式来体现其诱人的魅力。

在开放春风劲吹的今天，青睐旗袍的女性与日俱增，“旗袍玉”的生意越来越红火。除了家庭主妇、恋爱中的年轻姑娘之外，还有一些职业女性、女演员和星级宾馆女招待等等，也来定做旗袍。为了满足这种日益增长的需要，“旗袍玉”鼓励自己手把手调教出来的徒弟们去独立开店。不过，尽管生意分流，她在涌泉巷内的“凤玉旗袍店”仍然衣料堆积如山，来她这儿定做旗袍的人常挤得让人转不过身子。她万万没有想到，

她制出的旗袍，如今已被走南闯北的温州女带出了温州，走向全国，走向世界！不说杭州、上海、北京、深圳等地的顾客专程赶到她的店里来定做旗袍和前来拜师学艺，就是法国、西班牙、荷兰的女侨胞，也都知道“旗袍玉”的手艺。1992年，一位跌伤的中年妇女坐着残疾车由西装革履的丈夫推着，一路寻觅终于找到凤玉的旗袍店。她告诉凤玉，她是驻英大使馆工作人员，因久闻凤玉大名，此次回国探亲，特意来定做几件旗袍，准备在英女王接见之时作礼服。“旗袍玉”甚为高兴，慨然应允，精心为她赶制了玫瑰、湖蓝、杏黄色三袭旗袍。时过四个月，这位女士又远从伦敦来函，还要再定制两袭，并直夸凤玉的技艺。

不久，“旗袍玉”受到秘鲁的一位知名夫人邀聘，希望凤玉到利马任中国服装店主剪裁，月薪初定三万人民币，还允许以劳务输出的形式带六个徒弟同往。不过乡情、亲情使她难以割舍，她终于放弃了走出国门的机会。

凤玉师傅的主顾中，好多顾客往往

是“只见尺寸不见人”，她们大都是女企业家或海外侨胞等。她们因为工作忙分身不得，但又羡慕“旗袍玉”的手艺，往往一个电话要求定制旗袍。这种“只见尺寸不见人”的主顾，“旗袍玉”凭着艺高胆大，倒能对付自如，她根据对方的年龄、职业、性格和爱好，精心为她们选择面料和款式，结果，每每使从未谋面的主

顾获得意外的惊喜。

近年来，旗袍玉的生意越来越红火，她告别了创业时那间狭小的店铺，在瑞安市主街道——解放中路上建了“浙江瑞安凤玉旗袍绸缎楼”，在瑞安街道上构筑了一道特别的优雅风景线。由应凤玉主编的《中国旗袍》，已由杭州西泠印社出版社正式出版；经有关部门审

核批准，“应凤玉”三字如今已正式成为中国旗袍的一种品牌。在“应凤玉”牌标志上，绣着一只婀娜多姿的美“凤”，真个让人过目不忘。“应凤玉”牌旗袍，一定会以自己独特的魅力，展现在世界服装舞台上！

Passion for Cheongsam

Li Xiaoyu



全国人大代表身着应凤玉缝制的旗袍与外国人洽谈合作项目
A People's Congress representative in Ying's Qipao in a meeting with foreign business people for a partnership.

Ying Fengyu is more than a local celebrity. In her home, Rui'an, a town near Wenzhou, Zhejiang Province, she is known as The Cheongsam Master. what is more, her reputation is widespread overseas.

Born into a family of tailors specialized in making cheongsam (Qipao), Ying was not destined to take over the family business at first. Her mother did not want her to inherit the family business, thinking the work was too tough for a woman. But the daughter, growing up in the family business atmosphere, always regarded these Qipao made by her mother as excellent artworks. When her mother fell ill and was unable to continue the work 22 years ago, Ying Fengyu offered to complete the remaining orders in her spare time while she worked in a local factory.

She not only finished her mother's work but also created her first masterpiece, a Qipao that showcased her

original ideas in cutting and sewing. Her first Qipao for herself caused a sensation in town when other women saw her dressed in it. Orders flocked in and she resigned her job at the factory and started her own career as a seamstress specialized in making Qipao.

As she has many new ideas to cut Qipao for all shapes of women and knows how to best accommodate them, her business has boomed. Business people in Wenzhou are well known all over China. They have created an economic miracle in China's reform and opening up to the world. And Ying Fengyu's Qipao enjoys a wide reputation as business women from Wenzhou show her masterpieces all over the country and the world. Today, Ying Fengyu's business clientele mainly comprises business women, intellectuals and overseas Chinese. Customers from Hangzhou, Beijing, Shanghai, and Shenzhen often

come by air to have Qipao made in her shop. Overseas customers often send their sizes in to have Qipao made for them. The wonder is, Ying Fengyu seems to understand perfectly these sizes and written requirements. She can always make Qipao in unique styles, fabrics, and colors to suit her customers' age, profession, and figure. Her masterful touches often delight and surprise her customers though the tailor and customers have never seen each other.

As her business continued to enjoy success, Ying has moved her shop from a backstreet to the downtown Rui'an. The first volume of Chinese Qipao, a book published by Hangzhou Xiling Publishing House, showcases Ying's masterpieces in 126 styles. The first 5,000 copies sold out as soon as it was released. Today, the name of Ying Fengyu is a well known brand of Qipao in China.

Ying Fengyu attributes her success to her passion for Qipao. All her ideas come from her passion. Who wouldn't love Qipao if she grew up in a family where beautiful Qipao was made?

(Translated by David)



在巴黎，身着旗袍的侨胞获得儿女的喝彩

张益摄

Children are happy with their mom in Qipao in Paris.
Photograph by Zhang Yi