

《纽约时报》用整版篇幅报道她，盛赞她有“女战士的伟大梦想”。纵横T台60年的传奇名模卡门，以78岁高龄来北京为她走秀。章子怡、董卿、雷迪嘎嘎和丹麦王子夫妇，都是她的会员顾客。她就是著名服装设计师郭培。

从“玫瑰坊”到 “旗袍博物馆”

王新同

2011年2月下旬，由章子怡主演的好莱坞大片《巾帼英雄》在浙江横店“杀青”，而拍摄该片所需的服装，几乎全都出自一人之手。此人就是被誉为“中国香奈儿”的设计师郭培。多年来，她不仅为国内外多部影视剧担任服装师，也是北京奥运会礼服的设计者。每年的央视春晚中，90%的主持人及主要演员所穿的华服，均是她的杰作。从默默无闻的童装设计者到“春晚服装师”“中国高级定制第一人”，这位传奇女子的故事令人惊叹。

开垦高级定制“处女地”

身材娇小的郭培有着精致的五官，眼睛大而明亮，笑起来声如银铃。从她脸上，我们找不到任何岁月的痕迹，她的年轻与童心，令人觉得时间仿佛在她身上停滞了脚步。这位北京女子俏皮地说：有梦想的女人不会老！

受妈妈影响，郭培自幼对女红颇感兴趣，上小学5年级时，她就以邻家大姐姐的新衣服为蓝本，亲手给自己改做出一件“摩登”上衣。身边的人不由感叹：你上辈子一定是做裁缝的！后来，第二轻工业学校成立了国内第一个服装设计专业，郭培通过考试，

成为全国第一批攻读服装设计的人。

毕业后，郭培被分配到童装厂做设计师。为了学做大礼服，她经常在工作之余到“人艺”看那些戏服，原来里面用了竹撑子；学会做真正的传统旗袍，是因为她买了古董旗袍之后，把它们全拆了，研究经纬纱线的方向才找到门道；为了一条美人鱼裙子，她在面料上亲手浸染，再用细小的亮片一片片缝上去，非得营造出熠熠生辉的效果不可。

一年后，郭培进入一家时装公司任首席设计师。她设计的服装打入市场后，总能掀起一场场“流行风暴”，使公司的年销售额一路高歌猛进。

一个偶然的机会，郭培走上了服装定制这条路。当时，一位北影厂的演员慕名找到郭培，希望她能为自己设计一些样式新颖独特的时装。3套服装设计好之后，郭培意识到，国人已经开始注重自己的穿戴，



郭培被评为全国纺织工业劳模。

Guo Pei is voted Model Worker of National Textile Industry.

不仅要穿得漂亮、舒适，而且还追求与众不同。她立刻向公司建议抓住这样一个消费群体，为他们定制高级服装，但这个想法遭到了否决。

年轻气盛的郭培，决定自己开垦



丹麦王子夫妇参观“玫瑰坊”。
Danish Prince and Princess visit Rose Studio.

这块“处女地”。1997年，郭培自筹资金创办了“玫瑰坊”服装公司，开始了她的高级定制生涯。基于在服装界的小名气，郭培的玫瑰坊开张后，立刻门庭若市。但起初，顾客们都会带着从国外买来的时装杂志，指着其中的某件衣服说：“我就要这个样式，你照做就行。”还有一位大妈，拿件新衣服找到郭培，让她改瘦一些。大家直接把玫瑰坊当成了裁缝铺，这令她哭笑不得。

为了明确公司理念，郭培在橱窗里挂出了自己设计的服装供顾客参考。一位当红女明星被她的华美作品所吸引，当即支付30%的定金，请郭培为她设计一套礼服，用于出席电影节颁奖活动。

郭培是个追求完美的人，为了让女明星在盛大典礼上穿出“艳惊四座”的效果，使服装精致到了每一个细节：从意大利购买的顶级制作面料是限量版，每年只生产800米；一颗颗

用印度银线绕制而成的扣子价格不菲；拉链用日本的，线用德国的，刺绣则由她带领公司最优秀的几名绣工完成。可这件奢华礼服仅成本就用了1.8万元，大大超出了她的预算。女明星来取服装时，郭培却依然按当初的约定，只收她1万元钱。

没想到，这笔“亏本买卖”却收到了奇效——那位女明星被评为该届电影节“最佳女主角”，一时间成了媒体关注的焦点。而为新晋“影后”打造那一袭绝美华服的郭培，自然也成了倍受瞩目的设计师。

她极尽奢华的设计掀起了一股风潮，一时间，许多有身份的人都来玫瑰坊定制华贵服装。

为明星大腕做衣裳

2008年春节联欢晚会上，章子怡的一首《天女散花》惊艳全场，观众对她的演出礼服赞不绝口，纷纷猜测出自国际名师之手，价值百万。郭培听后笑了，事实上那件礼服是她借给章子怡的。

当年春晚开播前夕，《时尚芭莎》的主编带着一位朋友来到玫瑰坊。郭培正为春晚服装的事忙得焦头烂额，董卿的、周涛的，还有很多歌手的演出服装，都由她负责设计和制作，所以根本没注意到朋友带来的是一个“国际大腕”。直到对方介绍说“这是章子怡，要在春晚献歌，可服装还没着落”，她才看清来者正是俏丽可人的章子怡。

章子怡说，如果衣服漂亮，她就

百分之百能上春晚。“可我见了几位设计师，感觉他们做出来的都不理想，只好来求你了。”郭培倍感压力，但当她拿到章子怡要演唱的《天女散花》曲目资料时，心里就有了底。

几天后，郭培让章子怡来看衣服，说：“我为你选了今年我在《童梦奇缘》发布会中发表的礼服，以粉色为主色调，加入了银线刺绣，裙摆点缀大量的亮片和花瓣，你穿上试试，一定是个与众不同的花仙子。”章子怡对礼服爱不释手：“太漂亮了，我一定要穿着它上春晚。”

有了这次愉快的合作，章子怡开始对郭培的设计情有独钟。春晚结束后，章子怡到美国参加“格莱美颁奖典礼”，穿上了郭培《童梦奇缘》中一件鹅黄雪纺短款小礼服出境，衣服的轮廓小巧精致，重量很轻。玫瑰坊还特别赶制了一双漂亮得像艺术品的鞋子，为她搭配整套衣服。

章子怡当天的着装颇受媒体关注，很多人夸奖她的衣服漂亮极了。她高兴地大声说：“这是中国设计师的作品。”章子怡还让助手给郭培发来短信：“培姐，我觉得作为中国人，这一刻很为你骄傲！”

事后，郭培决定把那身漂亮礼服送给章子怡。尽管很喜欢这套衣服，章子怡还是善解人意地拒绝了：“不用的，我知道你一定比我更珍爱它”。郭培说，“她很懂事，知道我们做的是高级定制，每件衣服仅此一件。有时候我真的特别不舍得把自己非常喜欢的衣服卖出去，就算出再多的钱我都会心疼。因为，每件衣服都像我的孩子一样。”

2008年3月，章子怡身着郭培的作品一件绣有中国龙、云朵、水纹等中国元素的旗袍，去雅典参加奥运圣火采集仪式，她的靓丽让所有人动容。这件华美至极的旗袍展现了东方美女的气质，也让全世界感受到了中国高级订制的魅力。

随后，郭培还承担了设计奥运会颁奖礼服的重大任务。为了这次全中国乃至全世界的盛会，怀着身孕的郭培投入了全部的心力。那280件礼服都是玫瑰坊用纯手工制作的，光是领口

上的一颗小纽扣,就要花2天时间才能编制完成。也许,人们在看到礼仪小姐优雅美丽的服饰时,不会去注意衣服上的刺绣是手绣还是机绣,是成品扣还是手编扣,但郭培执著于她的坚持,哪怕这会耗去更多的时间和金钱。对此,郭培说“这是一种态度,一种精神”。

“许多人都问我成功有什么秘诀,其实任何成功都没有秘诀,有的只是你做事的态度,就是珍视自己每一天的工作,绝不敷衍。”郭培说。玫瑰坊刚创立不久,接待了一个河北唐山的客户。衣服做好之后,郭培发现服装的米兰面料会掉金,于是打电话给面料商,他们证实不是质量的问题。但郭培怕客户不认同,她亲自带着这件衣服和准备退给客户的钱奔到唐山。在后来10多年的时间里,这位客户始终是玫瑰坊的金卡会员。

郭培的客户中有三分之一是著名艺人,宋祖英、张也、祖海等歌手的演出礼服几乎由郭培一手包揽,章子怡、范冰冰等很多影视明星的服装也指定由郭培来设计制作。在亲切自然的交流中,她渐渐和章子怡、董卿、宋祖英等名人成了好朋友。

而对于普通客人,郭培也丝毫没有服装设计界大腕的架子,经常会花费几个小时的时间,跪在地上为普通客户赶裙边。

“中国香奈儿”名扬世界

3000多平方米的“玫瑰坊”总部位于京城北五环外,在这4层楼房的空间里,充斥着复古华丽的艺术氛围。一层是富丽堂皇的会客大厅,陈列着精美的高级订制服装;二层则设立了不同风格的试衣间,和一个专门的首饰设计工作室;三层和四层则是玫瑰坊的“灵魂”,140多名高级设计师、绣工、打版师、工艺师等组成的专业团队;都在各自的岗位上忙碌着,伴随着优美的古典音乐,价值几百万到几百万元的订制时装在繁琐的程序中一件件诞生。

多年来,郭培设计了数不清的作品,每一件作品都倾注了她的智慧和心血。郭培最看重的是一件金光四射

的“大金旗袍”,仅衣服的刺绣,她就动用100多名员工做了两个月,工时加起来有5万个小时,按照一个人工作的时间来计算要15年。这件超级豪华的艺术品创造了很多数字奇迹:2.8万颗人手钉绣的银扣,数千轴欧洲银线。说到价钱,有人出500万她没舍得卖,至今还珍藏在北京798艺术区郭培的“旗袍博物馆”里。这就是高级订制,在很多时候它是无价的、是用来欣赏的,面对这些心爱之物,她常常想,多少年后,它们的存在就是时光的回眸。

旗袍是郭培最钟情的服装。在她的旗袍博物馆里,除了她设计的一些礼服、裙装、披肩和鞋子外,陈列最多的就是那一款款典雅风韵的旗袍。

“中国红系列”“青花瓷系列”“福字系列”“水墨画系列”,上百件曼妙旗袍看得人眼花缭乱。

2009年夏天,郭培从杂志上看到传奇名模卡门·奥利菲斯的报道,定要找这位78岁的白发奶奶为她走秀。老公当场笑喷了。几个月后老太太过生日,郭培去看望她,卡门感动得眼眶湿润,还向她介绍自己的男友。结果,郭培就真的把这位纵横T台60年的“不老超模”请到了北京。

2009年11月6日,一场服装的绝美盛宴——“郭培高级定制时装发布会”在国家体育馆上演。卡门穿着35厘

米的高跟鞋和皇后礼服走上了秀场,当然是在两位帅小伙的护卫下。那一刻,T型台下的2600名观众连同国内外的记者,忍不住对这位“老神仙”报以雷鸣般的掌声。当问到这次在中国走秀的感觉时,卡门说:“那就像是问我穿Charles James(英国著名时装大师)的作品感觉如何,这些纯粹的美让我充满敬畏。”

这真是奇迹,要知道因为保护自己的膝盖,卡门已经很多年没上过楼梯了!这样的奇事也就郭培能做到。难怪2010年底《纽约时报》报道郭培时,盛赞“她是中国的香奈儿,有着女战士的伟大梦想”。

如今,郭培的客户除了显赫的国家政要、影视明星、社会名流,大多数是普通百姓,以及慕名而来的海外友人。越来越多的人把服装当作了一种表达自我的方式,有人甚至会花几千元钱找郭培定制一件美丽睡衣。她的作品代表了女性的华美梦想,她们以拥有一件郭培设计的服装为荣。

工作之余,郭培偶尔也会给自己放个假,在帅气的台湾老公曹宝杰和两个宝贝女儿陪同下,去古巴和墨西哥参观古迹,到夏威夷休闲度假。曹先生是做面料生意的,不仅在事业上给予她很大的帮助,生活中还经常为妻子充当“司机”“厨师”“翻译”等,是郭培和孩子们眼中的完美



旗袍秀之一 (李健 摄)
Guo Pei's spectacular designs



富有民族特色的时装表演 (刘征 摄)
Guo Pei's spectacular designs

男人。

在中国服装设计界摇曳了10多年的郭培，拥有一大串连她自己都数不清的耀眼经历：阿拉伯石油富豪之女

专程到北京请她设计婚纱；2010年11月，丹麦约阿希姆王子殿下和王妃访问中国时，慕名参观她的“旗袍博物馆”，并向郭培订制了一件刺绣旗袍；

雷迪嘎嘎曾穿着她设计的时装和水晶鞋，在拉斯维加斯开演唱会……一连串的荣耀证明，这位中国设计师的作品已经深具“国际范儿”。□

Couturiere behind Glitter and Glory of Fashion

By Wang Xintong



旗袍秀之二 Guo Pei's spectacular designs

Guo Pei might be not known to most people in China. But some of the most beautiful women in China know her personally or eager to know her personally. The petite couturiere makes tailor-making high-end fashions and ceremonial dresses.

A Beijing native born in 1967, Guo Pei looks pretty herself. People often wonder how she is able to keep years off from ravaging her face. She looks young and energetic. Asked about the secret of keeping herself youthful, she claims that a woman with dreams will not age at all.

Guo Pei, now much sought after by celebrities and VIP families in China, had the dream of becoming a seamstress when she was still a school girl. Her pas-

sion of making beautiful dresses very probably came from her mother, an experienced seamstress. Still a fifth grader at the primary school, the little girl made a fashionable dress for herself on the base of a new dress worn by a big sister next door. Deeply impressed by the young teenager's wonderful hands, people who knew her commented: "you must have been a seamstress in your before-life."

It was only natural when Beijing-based Second Light Industry School offered China's first fashion study course at national level, she grabbed the opportunity.

After graduation, she was employed to work as a designer at a children's garment factory. While learning to make evening dresses, she found time to visit Beijing

People's Art Theater and studied the costumes there. In order to learn the secrets of making a qipao, she bought best qipaos, took them apart and examined stitches and cuttings. After a year, she entered a fashion company and worked as its chief designer. The company's sales boomed as her designs took the market by storm.

However, Guo Pei was not happy at all. She avoided looking at her own designs in shopping malls. She was embarrassed because she thought all these things were cheap and not up to her dreams. As a designer, she dreamed of making beautiful skirts and qipaos. She did not have anyone in particular on her mind. She wanted to make fancy big things as she firmly believed a designer should.

An actress from Beijing Film Studio came to her and commissioned the designer to make dresses. Guo Pei designed three sets for the lady. Sharply aware of the emerging market demand, Guo suggested the company cater to the niche market and make cloths for the high-end clients. Her suggestion was ignored.

In 1997, Guo Pei raised money and started her own company called Rose Studio. Clients flooded in. Thinking she was a tailor, they brought fashion books and magazines, showing the designer pictures and saying they wanted this or that.

Guo Pei displayed her designs in a showroom and explained she was a designer. They were convinced. A cel-

ebred film actress commissioned Guo to make an evening dress for a national film award ceremony.

Guo and her assistants made the dress, which cost her 18,000 yuan but she charged only 10,000 as agreed in the contract. The actress wearing the dress was awarded the Best Actress at the film festival and the dress came into the limelight of the national media. Guo Pei instantly became the hottest designer in the capital.

Zhang Ziyi came to Rose Studio before 2008 CCTV Spring Festival Gala to look for a suitable dress. She had visited a few fashion designers but nothing she had seen touched her heart. Busy making dresses for CCTV presenters for the same gala, Guo Pei did not notice Zhang until the name was mentioned. Zhang said she desperately needed a dress to impress the directors or she might lose the chance of appearing at the gala. After reading the brief on Zhang's show, Guo was confident. A few days later Zhang was invited back to view a long dress Guo Pei had designed for her 2010 Spring/Summer collection. The pinkish dress featured silver embroidery and spangles and petals on the skirt. Zhang tried it on and fell

instantly in love with the dress. Her show at the gala was sensational and the showbiz media buzzed and wowed.

Wearing another short dress from the same collection made by Guo Pei and a pair of boots especially made, Zhang Ziyi appeared at the Grammy award ceremony not long after her appearance at the 2008 Spring Festival gala. Her fashion grabbed the attention of the media. Guo Pei later offered to give the dress and boots as gifts to Zhang. Zhang declined, saying that Guo must treasure them more than she did. Guo Pei appreciated Zhang's understanding that a designer like her makes one-off pieces and will sometimes become most reluctant to part with a masterpiece no matter how much is offered.

Guo Pei has big ideas about design and she has big ideas about turning her ideas into unique luxuries. She spares no efforts to make every detail perfect. One year she ordered 800 meters of a top-class fabric from an Italian manufacturer. The limited edition fabric was especially made for her. She used silver-thread buttons from India. In 2008, she designed and made 280 ceremonial dresses for the Beijing Olympic Games. All the dresses

were hand-made. It took two days to make a single button on the collar. Probably nobody noticed such a detail, but Guo said seeking perfection is about an attitude and a spirit no matter how costly or time-consuming it is.

Now, Guo Pei's Rose Studio sits in a four-story building outside of the north of the fifth ring road of Beijing. The ground floor is a reception hall. The second floor is partly assigned to jewelry designers and partly to rooms where clients can try on their dresses. On the third and fourth floors are workshops where more than 140 designers, embroidery workers, and other technicians work.

Guo Pei makes best dresses. A Grand Gold qipao is her most favorite. It took more than 100 workers two months to do the embroidery alone. It cost 50,000 hours to make the qipao, or it would take a worker fifteen years to make it. The numbers about the qipao are impressive: 28,000 silver buttons, thousands of scrolls of silver threads made in Europe. Someone offered 5 million yuan to buy it but Guo Pei declined. It is now on display in Qipao Museum in 798 Art Zone in Beijing. □



郭培的完美设计。
Guo Pei's spectacular designs.