

《学生设计师为中国时装周注入活力》

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China Fashion Week will run from March 24th to 31st in Beijing. The event is not only a platform for established designers, but also for young rookies to show off their creations.

Some 250 soon-to-graduate designers from Beijing's Institute of Fashion Technology have handed in their final assignments.

The show might not be that glamorous, but it might very well be the beginning of something big, as these students strive to start their own careers in the fashion industry.

Designs and colours are a combination of creativity and functionality, incorporating elements of traditional Chinese culture.

"Fashion design expresses our values and is also a lifestyle. It's a combination of creative ideas with our traditional culture," said Jia Rong, vice president of Beijing Institute of Fashion Technology.

"So we hope that we can incorporate Western design concepts into our traditional culture and help promote our culture and values."

A jury of professors from the institute, along with creative directors from different clothing brands, will select top looks and top designers.

The winning collections will be presented at the China Fashion Week which starts next Wednesday. Winning designers will also have a chance to participate in China's Graduate Fashion Week in late April.