

## 《上海时装周现3D印制织物》

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More now from the on-going Shanghai Fashion Week 2014. The nine day event is showcasing 45 different fashion shows, and every season brings something new to the public. This time it's 3D printed fabrics. So just how exactly do digital materials transform into ready-to-wear?



*Models wear 3D printed swimsuits.*

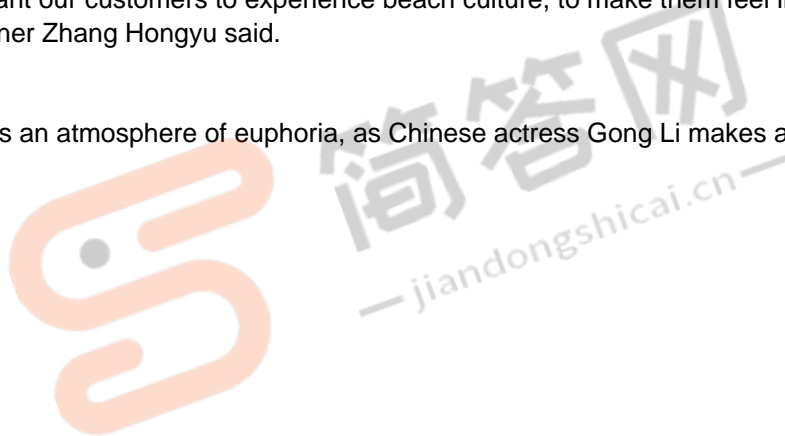
The runway is full of colour, with a background LED screen augmenting the beach theme, and harps mimicking the sounds of crashing waves.

This Chinese brand is launching a 3D printed swimsuit collection, which has quickly become one of the highlights at Shanghai Fashion Week.

The swimwear designer says that 3D printing technology allows you to add delicate elements to designs, enhancing style while maintaining a soft look.

"This is not just a swimsuit, it also makes the people who wear it feel happy and look charming. Swimming is part of beach culture. So we want our customers to experience beach culture, to make them feel like they're on a relaxing holiday," Chinese designer Zhang Hongyu said.

The launch party creates an atmosphere of euphoria, as Chinese actress Gong Li makes an appearance.





*Chinese actress Gong Li*

"I have several swimsuits myself, although I'm not an excellent swimmer. But I do think this is a good concept, and designer swimwear is a terrific idea, because you can actually style your look, play with the colours and the way you wear them," actress Gong Li said.

Moreover, industry insiders say that domestic garment companies plan to use digital technology to create swimwear that is not only functional, but also aesthetically pleasing.