

新裝如初

CLASSICS ANEW

# ***Founder & Design Director***

Fashion designer Janko Lam started her career creating traditional Chinese costumes for stage and drama productions. While backstage, she learned techniques first-hand, and was inspired by the heritage and history of Chinese fashion. Her passion for preserving and promoting the art of vintage Chinese clothing has shaped her journey. Seeking to bring a nostalgic and romantic era of Chinese design into the world of modern fashion, she stepped into the spotlight as a designer in her own right and founded label Classics Anew in 2014.



林春菊  
JANKO LAM



# *Personal achievements*

# ***CLASSICS ANEW RETAIL STORE***

In 2018, Classics Anew opened at Ko Shan Theater, which is a Chinese opera dedicated theater. In this retail store, we sell traditional Chinese clothing, accessories, jewelry, and tea. Also Classics anew holds different traditional Chinese cultural workshops for customers to promote Chinese culture. Such workshops in this retail store create brand new experience for customers.

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茶  
擺  
飾  
華  
品  
設  
品  
服



# ***CLASSICS ANEW CONCEPT STORE***



Another retail store at PMQ in Central is a concept store, and the theme of the store is denim. In the retail store, personalized services are available, from choosing the cloth to even the thread. In addition, recycled denim collection is also available in the store.

# ***Denim Qipao X Recycled fashion***

Recycled fashion has always been part of Classics Anew. Classics Anew collects different donated denim cloth from cloth factories to create our Denim Qipao collection. Our designer uses different techniques to make the whole process become zero waste. These designs fuse traditional Chinese beauty into modern aesthetics. Because each piece of donated cloth is limited, it makes all our designs become unique



# Denim Qipao X Recycled fashion



Recycled denim  
cloth collection



Janko's  
Design &  
Drawing  
on Fabric



Design &  
Pattern  
Created  
by Bleaching



3D Denim  
Flowers in  
Different Tones



Close-Up Shot of  
Classics Anew Fashion  
with Varieties of  
Patterns & Touches

# ORIENTAL WATCH COMPANY X JANKO LAM

Lam was invited by Oriental watch company to use her modern oriental fashion designs to present their watches.



# ***REDRESS DESIGN AWARD 2011 WINNER***

(formerly the EcoChic Design Award)





# ***THE STORY OF MAKING TRADITIONAL CHINESE CLOTHING IN KONG KONG***



In 2016, Iam launched her first book  
*Ingenuity: the Story of Making Traditional Chinese Clothing in Hong Kong* (literal translation)  
The book shares history of the traditional Chinese clothing culture.  
Also, the books recorded different stories from some Qipao masters. From these stories, readers can understand the change of traditional Chinese clothing and their hidden story



# ***Collaboration & Exhibition***

# ESPRIT X JANKO LAM

Collaborated with the international clothing company, Esprit Holdings Limited ,to launch a collection made of recycled fabrics.



**FAHION WALK**  
**X**  
**SESAME STREET**  
**X**  
**JANKO LAM**



Collaborated with Fashion walk to create a series of recycled denim costume for Sesame street



# ***NAN FUNG PLACE X JANKO LAM***

Janko Lam designed up-cycled fabric red packets for Nan Fung Place:



青年廣場  
Youth Square

旗袍  
時代

帶你 進入  
衣著時代 新一頁  
傳統與 時尚  
完美 結合

「旗袍·新裝」展覽  
8-13.02.2016  
長衫工作坊  
12.02.2016  
「旗袍·新裝」慈善秀·模特兒招募  
截止報名：25.02.2016

主辦單位：  
香港國際藝文節  
Arts with the Charitable  
Associations Hong Kong

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## **CLASSICS ANEW X Y SQUARE'S QIPAO EXHIBITION**

# **HUBLLOT X CLASSICS ANEW**

Classics Anew collaborated with the Swiss brand Hublot to launch a collection about embroidery and it is called Broderie Collection



# ***POLISH AMBEROZIA X CLASSICS ANEW***



Classic Anew was invited in 2012& 2013 by the Poland Embassy to be fashion design and image director in the Amberozia festival.

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華服學堂  
CLASSICS ANEW ACADEMY

Our academy aims to inherit traditional Chinese clothing and to promote the culture of it. We also collaborate with different experts and organizations in the industry to further promote ideas such as recycled traditional Chinese clothing.

Traditional Chinese clothing has a long-lasting history. Through promoting traditional Chinese clothing, we would like to make the public to understand the rich culture and the beauty of it.

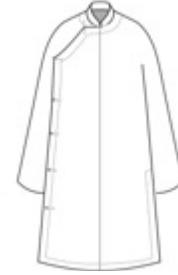
Since fashion trends tend to be westernized, so our mission of promoting the culture of traditional Chinese clothing getting harder. We believe that if we want traditional Chinese clothing to be aware and treasured, we must start from education.

Our academy focuses on becoming the platform of inheriting and spreading the culture of traditional clothing. We care about handcrafting traditional Chinese clothing and communicating through cultural learning. We want create an academy that only focuses on Chinese clothing and make it become not only a fashion academy, but also a cultural academy. We reimagine what Chinese clothing is in the academy and we also promote our concepts via different ways, such as workshops, talk shows, and exhibitions. We want our ideas to reach to the public and to use traditional Chinese clothing to broaden people's horizons.

# CLASS CATALOG



Cheongsam class (Children's Size)  
This class is for people who want to make Cheongsam for Children .



Cheongsam class( Adult's size)  
This class is for people who want to make Adult size of Cheongsam



Traditional Chinese clothing class (Qipao)  
This class is for people who want to make Qipao.



Traditional Chinese clothing class  
(Mandarin jacket with button on the right)  
This class teaches how to make this special traditional Chinese jacket.



Traditional Chinese clothing class  
( Cotton-padded Mandarin jacket)  
This class is for people who want to make cotton-padded jacket with traditional Chinese style



Chinese knot button class  
This class teaches student how to make Chinese style know button.



Basic sewing class  
This class teaches basic sewing skills. It is a foundation class for people who don't have any knowledge of making clothing.



Advanced sewing class  
This class is for experienced students to explore what kind of traditional clothing they want to do. Teachers will guide them for what them what to make

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# 華服學堂

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***Qipao Class in  
Ho Tung Secondary School***

