

PRELUDE: PERSONA REVERIE

AUTUMN / WINTER 2024 COLLECTION

JUNLI

“THIS COLLECTION MARKS A DEPARTURE FROM PREVIOUS THEMES INSPIRED BY MOVIES, EMBARKING ON A FRESH NARRATIVE JOURNEY CENTERED AROUND INDEPENDENT CHARACTERS. JUN LI, THE CREATIVE DIRECTOR BEHIND THE COLLECTION, REFLECTS: ‘EACH SEASON IS A QUEST FOR A STORY, A MEMORY, AN EMOTION, OR A PERSPECTIVE. OFTEN, IT’S THE CHARACTERS WHO BREATHE LIFE INTO A NARRATIVE, SERVING AS ITS HEART AND GUIDING FORCE.’ AS I DELVED INTO THIS COLLECTION, I INITIALLY DREW INSPIRATION FROM VARIOUS FILMS. YET, UPON DEEPER REFLECTION, I FOUND MYSELF CAPTIVATED BY THE CHARACTERS WITHIN THESE FILMS, EACH EXUDING A DISTINCT SENSE OF INDIVIDUALITY.

DRAWING INSPIRATION FROM THE AUTUMN/WINTER COLLECTION, THIS SEASON TRANSPORTS US TO AN UNFAMILIAR LOCALE, WHERE TWO CHARACTERS, FOREIGN TO THIS SETTING, TAKE CENTER STAGE. THE COLLECTION SHOWCASES A RANGE OF ELEGANTLY TAILORED OVERSIZED SILHOUETTES, IMBUING THE CHARACTERS WITH AN ENIGMATIC ALLURE. CLASSIC DETAILS SUCH AS METICULOUSLY CREVICED POCKETS ADORNING THE VIRGIN WOOL COAT, ALONGSIDE STRIKINGLY HIGH STACKED COLLARS AND RUGGED LEATHER DOWN JACKETS, SERVE AS NARRATIVE ELEMENTS, WEAVING TALES OF MYSTERY AND INTRIGUE. AMONG THE HIGHLIGHTS OF THIS COLLECTION IS THE REVERSIBLE CREVICED POCKET HOODED JACKET, SEAMLESSLY BLENDING MYSTERY WITH PRACTICALITY.

AT THE HEART OF THIS COLLECTION LIES THE EXPLORATION OF A CHARACTER BELONGING TO JUNLI. WHO IS THIS CHARACTER? WHERE DO THEY HAIL FROM? WHERE DOES THEIR STORY BEGIN? WHAT SECRETS LIE WITHIN THEIR PAST? THROUGH THEIR ATTIRE,

DEMEANOR, AND GAZE, WE INVITE YOU TO JOIN US ON A JOURNEY OF DISCOVERY. THIS COLLECTION SERVES AS BOTH A HAZY PROLOGUE AND A CLEAR INVITATION TO UNRAVEL THE MYSTERIES THAT LIE AHEAD. ALLOW THIS COLLECTION TO UNFOLD OVER TIME, GRADUALLY UNVEILING ITS CAPTIVATING STORY.



BLACK STRAPPED COAT
1C011240101
BLACK WIDE-LEG TROUSERS
1T0211240102



BLACK DOWN SCARF
2DSF0111240101
BLACK CASHMERE GATHERED T-SHIRT
OTS0411240101
BLACK TRIPLE SPLIT JERSEY TROUSERS
OT0311240101



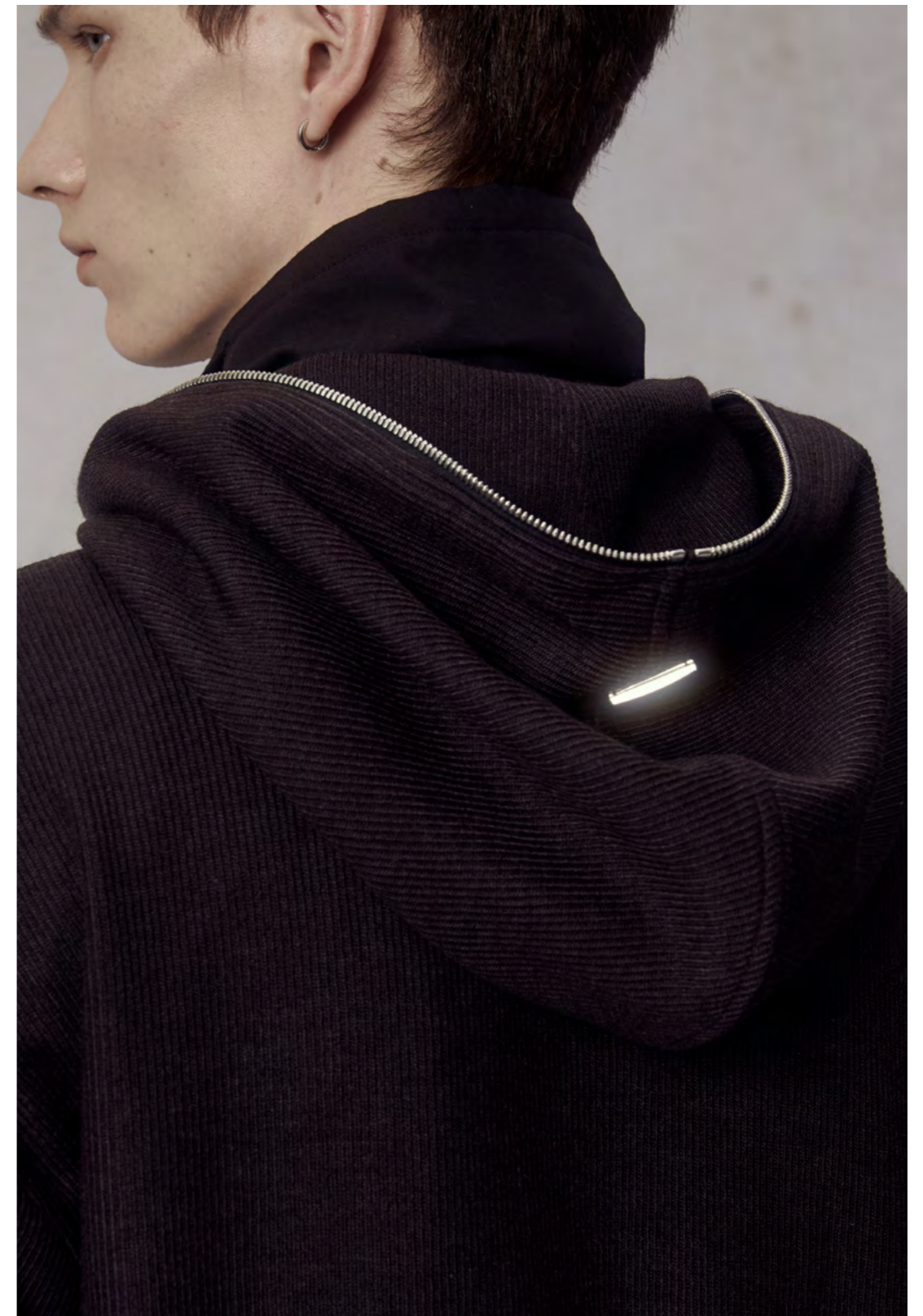
BLACK WATER REPELLENT OVERSIZED CREVICE JACKET
1J0611240101
BLACK DRAWSTRING TURTLENECK SHIRT
1S0211240101
BLACK WIDE-LEG TROUSERS
1T0211240102



WHITE STRIPPED SHIRT
1S0311240101
METALLIC BLACK WIDE LEG TROUSERS
1T0300240101



BLACK AND WHITE WOOL STRIPED T-SHIRT
OTS0511240101
BLACK BUTTONED FRONT STRAIGHT TROUSERS
OT0211240101



WINE PATCH POCKET ZIP UP HOODIE
1H0100240103
BLACK DRAWSTRING TURTLENECK SHIRT
1S0211240101
WINE WIDE LOUNGE PANTS
1T0211230101



BLACK & DARK GREY JACQUARD COAT

1C011240102

BLACK & DARK GREY JACQUARD POCKET WAISTCOAT

1V0211240101

BLACK & DARK GREY JACQUARD WIDE-LEG TROUSERS

1T0211240103



GREY WOOL STRIPED COAT
1C0211240101
GREY VIRGIN WOOL JACKET
1J0211240101
BLACK LAYERED POCKET SHIRT
1S0111240101
GREY WOOL CROPPED TROUSERS
1T0311240101



GREY LAYERED HEM COAT
OC0211240101
GREY WOOL AND SILK PLEATED SKIRT
OSK0511240101



BLACK VIRGIN WOOL COLLARLESS JACKET

1J0311240102

BLACK QUILTED COLLARLESS JACKET

1J0311240101

BLACK WIDE-LEG TROUSERS

1T0211240102



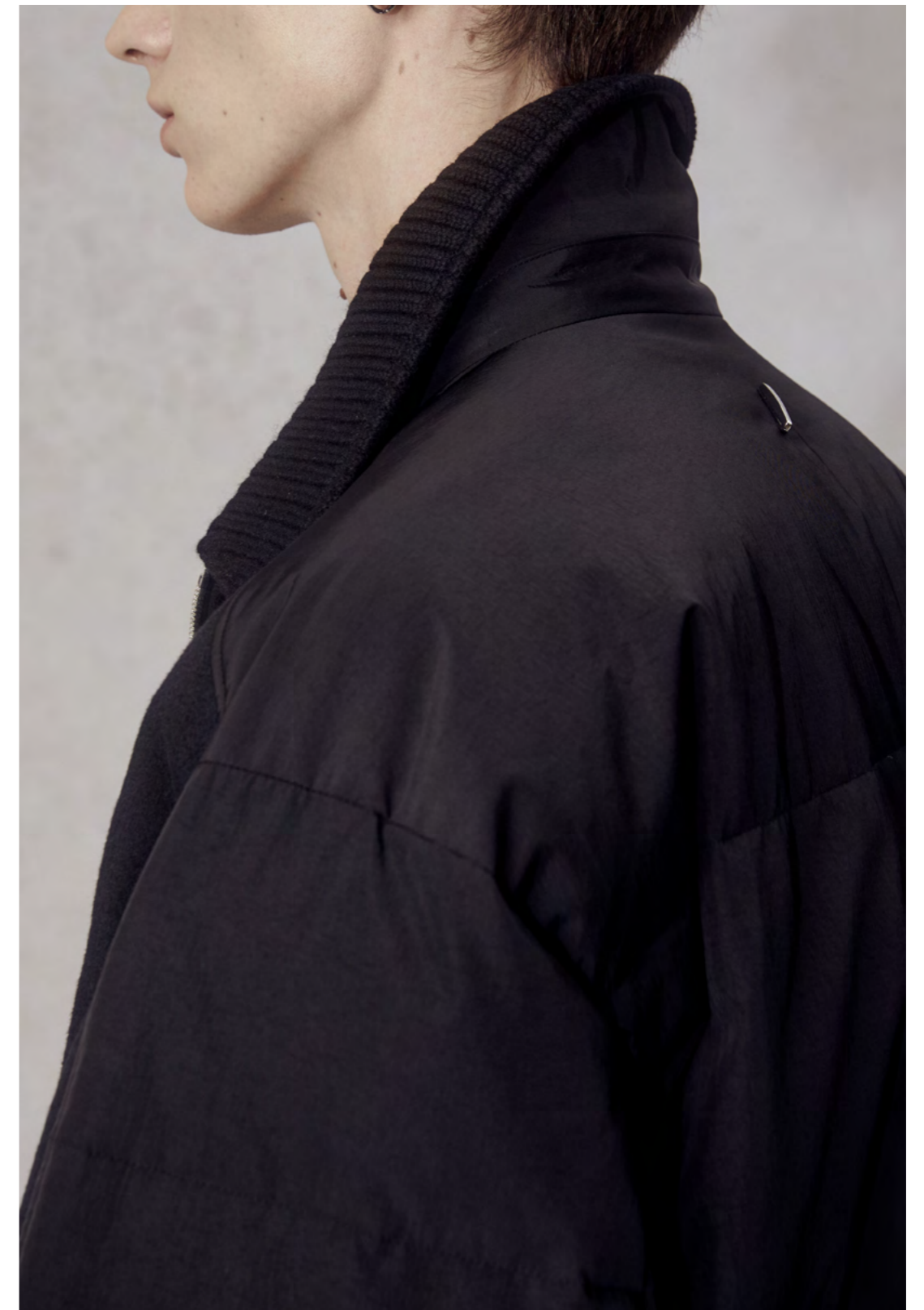
FOREST NIGHT STRIPED SHIRT JACKET
1S0411240101
FOREST NIGHT VIRGIN WOOL WIDE-LEG TROUSERS
1T0211240101



SEMI-SHEER WHITE TURTLENECK SHIRT
0S0400240101
METALLIC BLACK WIDE LEG TROUSERS
1T0300240101



GREY WOOL TURTLENECK COAT
OC0111240101
BLACK WOOL WIDE LEG TROUSERS
OT0111240101



WOOL ZIPPED GOOSE DOWN JACKET
1DJ0111240101
BLACK SLIM FIT PATCHWORK TROUSERS
1T0400240101



GREY WOOL REVERSIBLE ZIPPED HOODIE
1H011240101
BLACK SLIM FIT PATCHWORK TROUSERS
1T0400240101



BLACK WOOL PLEATED SLEEVE BLAZER
OJ0211240101
BLACK LEATHER LAPEL TOP
OTP0211240101
GREY WOOL AND SILK PLEATED SKIRT
OSK0511240101



BLACK LAYERED POCKET SHIRT
1S011240101
BLACK WIDE-LEG TROUSERS
1T0211240102



WATER-REPELLENT WOOL QUILTED SHORT TRENCH COAT
OC0411240201
BLACK WOOL WIDE LEG TROUSERS
OT0111240101



COFFEE PATCH POCKET CREW NECK KNITTED SWEATER
1KSW0111240102
METALLIC BLACK WIDE LEG TROUSERS
1T0300240101



BEIGE & BLACK OVERSIZE JACKET
1J0511240101
METALLIC BLACK WIDE LEG TROUSERS
1T0300240101



GREY CAMEL DOWN VEST
1DV0111240101
BLACK SLIM FIT PATCHWORK TROUSERS
1T0400240101



WATER-REPELLENT WOOL COAT

1C0311240101

BLACK STRAPPED HOODIE

1H0311240101

BLACK WATER-REPELLENT WOOL STRAIGHT PANTS

1T0111240101



DARK CHOCOLATE LAYERED BACK JACKET
OJ0511240101
BLACK HALTER VEST
OV0111240101
DARK CHOCOLATE HIGH WAIST MAXI SKIRT
OSK0211240101



BLACK VIRGIN WOOL CREVICED COAT

OC0311240101

DARK CHOCOLATE HIGH WAIST MAXI SKIRT

OSK0211240101



BLACK DOWN SCARF
2DSF011240101
GREY ROUND NECK ZIP DRESS
0D011240102



BLACK OVERSIZE DOUBLE ZIP JACKET
OJ011240201
BLACK BUTTONED TURTLENECK SWEATSHIRT
OSW011240101
BLACK WOOL WIDE LEG TROUSERS
OT011240101



BLACK LEATHER LAYERED COLLAR LONG SHIRT
OS0211240101
BLACK WOOL WIDE LEG TROUSERS
OT0111240101



GREY WOOL COLLARLESS COAT
OC0511240101
GREY WOOL REVERSIBLE ZIPPED HOODIE
1H0111240101
BLACK WOOL WIDE LEG TROUSERS
OT0111240101



BLACK LEATHER REVERSIBLE ZIPPED HOODIE
1H011240103
BLACK WOOL WIDE LEG TROUSERS
0T011240101



BLACK LEATHER LAPEL TOP

OTP0211240101

BLACK BUTTONED FRONT STRAIGHT TROUSERS

OT0211240101



ASYMMETRIC COLLAR WOOL TRENCH COAT
OC0411240101
BLACK WOOL WIDE LEG TROUSERS
OT0111240101



GREY VIRGIN WOOL DOWN SCARF
2DSF011240102
GREY VIRGIN WOOL BOMBER
0J0311240101
BLACK TRIPLE SPLIT JERSEY TROUSERS
0T0311240101



CHINESE OLIVE DOWN JACKET
ODJ0211240101
BLACK TRIPLE SPLIT JERSEY TROUSERS
OT0311240101



BLACK VELVET DRAPED DRESS

OD0411240101

BLACK TRIPLE SPLIT JERSEY TROUSERS

OT0311240101



BLACK DOWN SCARF
2DSF0111240101
LIGHT COFFEE ROUND NECK ZIP DRESS
0D0111240101
BLACK TRIPLE SPLIT JERSEY TROUSERS
0T0311240101



BEIGE OVERSIZED JACKET
OJ0111240101
LIGHT COFFEE LEATHER LAPEL TOP
OTP0211240102
BEIGE VIRGIN WOOL WIDE LEG PANTS
OT0611240101



BLACK DOWN SCARF

2DSF0111240101

GREY WOOL PATCHWORK BLAZER

OJ0411240101

GREY VIRGIN WOOL PATCHWORK STRAIGHT LEG TROUSERS

OT0511240201



BLACK LEATHER DOWN JACKET
0DJ011240101
BLACK BUTTONED FRONT STRAIGHT TROUSERS
0T0211240101



BLACK DOWN SCARF
2DSF0111240101
WHITE CASHMERE JERSEY MAXI DRESS
0D0511240101

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