

# LIFE & STYLE

COVET

## Mr Mustachio

Mustache-themed parties – where people stick ‘taches to their upper lips to unleash their inner Mario – are the epitome of a hair-raising good time these days. Chinese label Simple Mills has moved beyond conventional sticky whiskers to make some seriously hip wooden numbers. This classier mo’ will also keep your face free of any adhesive gumminess. RMB15.

> Available at Kodo, 190 Gulou Dongdajie, Dongcheng 东城区鼓楼东大街190号



## Eco Goodness

Aussie green pioneers Eco & More is our go-to brand for locally produced, chemical free toiletries and household items. Its travel pack, which features shampoo, conditioner, lotion and body wash, is compact, lightweight and, more importantly, 100 percent plant-based. RMB95.

> Available at A Spoonful of Sugar, 59 Tieshu Xie Jie, Xicheng 西城区铁树斜街59号 (6308 3971)



MADE IN CHINA

## Chinese Underpinnings



The clothes that are seen the least say the most about us. We wouldn’t go so far as to say a woman’s panty drawer is a window to her soul but it certainly says something about her life.

So investing in a good selection of underpinnings should be high on your priority list. Lovely underwear not only makes you feel good, but it can also help the rest of your garments look better. And no-one wants to be let down, quite literally, by a bad bra.

Enter Beijing lingerie label Pillowbook, the brainchild of Taiwan-born, New York-educated Irene Lu. The brand takes its name from traditional Chinese ‘pillow books’ – titillating works of art given to young brides that

contained sketches of erotic positions. With such inspiration it is no surprise that this is underwear that begs to be admired. Pillowbook’s buttery soft pieces are versatile, discreetly sexy and – most importantly – work around different body shapes.

After stints with big lingerie names like Kiki de Montparnasse, Oscar de la Renta and Playboy Lingerie (before setting up shop in a hutong by the Lama Temple), Lu refuses to use artificial padding for her bras. Instead she applies braiding or Chantilly lace onto satin or silk triangles.

She also custom-makes modern interpretations of the *dudou* – an ancient undergarment resembling a modern-day camisole – which can be worn like a backless halter-top. With her latest collection, they can even be used as a light summer wrap for babies.

Each Pillowbook item is handcrafted by Mrs Yin, a Shandong-born seamstress with ten years’ experience under her belt. The range extends to bespoke wedding lingerie and oh-so-covetable accessories for the bedroom.

If you can’t remember the last time you went shopping for underwear, get yourself fitted out at this little gem of a showroom. Every good outfit begins with the unmentionables – they’re not called “foundation garments” for nothing.

> Beijing Hutong, Dongcheng 东城区北行胡同; by appointment only (www.love-pillowbook.com). Until October 5, Pillowbook is participating in BJDW with MONDudou project, in collaboration with Brand New China (BNC).



UNDER THE LENS

## Baidu Glasses

Move over Google Glass – Baidu Eye is what cool tech is all about this season.

After a year of speculation, the Chinese company unveiled its answer to Google Glass last month, presenting what we think is a rather hot-looking gadget at the Baidu World conference in Beijing.

Unlike its better known rival, Baidu Eye sends visual information to the user’s mobile device, making it “easier to browse than on a small, mounted screen.”

The working prototype is also visually different from Glass – it wraps around the back of the head with a camera on one side and an earpiece on the other. It doesn’t go across the face, which means that a) it’s a lot less goofy-looking than its American counterpart and b) Baidu won’t have to enlist fashion names like Diane von Furstenberg (who designed a range of Google frames) to try to make it hip.

Expect these specs to give the US giant a run for its money.

SPOTLIGHT

## Janine Grosche, founder and creative director of PATH

### Tell us a bit about your background.

I’m from Germany and studied Fashion Design at [the fashion school] ESMOD in Berlin, where I specialized in menswear. After working in Berlin for several labels I was offered a designer job in Beijing. I obviously took it straight away and moved here.

I’ve been in Beijing for four years now, and launched my own menswear label, PATH, in 2012.

### How does Beijing compare to Berlin?

Berlin and Beijing are very much alike. They are both cities with contrasts and both have art and creativity aplenty.

Of course, Beijing is still growing. There is still so much room for development and that’s also the case for its fashion scene. That’s what makes it interesting.

### What drew you to menswear?

I’ve always been interested in menswear – to me, it’s a spectrum that has yet to be fully exploited.

I love to focus on new and modern lines and shapes. Menswear allows me to do that. I can revisit classic pieces in unexpected ways using new fabrics, unique prints, individual cuts and proportions.

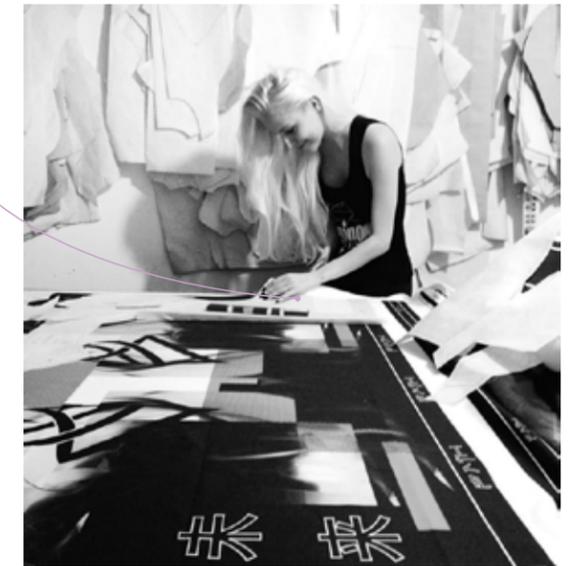
### Why the name ‘PATH’?

PATH is a synonym for ‘way’: it represents the past, the present and the future.

The label is all about reinventing menswear by pushing boundaries and presenting a different image of masculinity.

### What inspired your fall/winter collection?

My approach to design is about looking past traditional notions of men’s fashion, focusing instead on new fabrics, new prints and new



silhouettes.

It’s hard to pinpoint a particular source of inspiration but there is definitely a sportswear influence in my fall/winter 2014 collection.

I’ve drawn ideas from motocross and cycling, but also from 90s silhouettes I remember from my childhood. As for the color range, I’ve opted for a bright palette to survive the greyness of winter. I’ve used a lot of orange and royal blue in futuristic-looking digital prints. The entire collection has a somewhat visionary tone.

### Is there an iconic figure from either the past or the present you would like to dress?

Pharrell Williams would be a fun one.

### Your aesthetic in three words.

Sport-luxe, experimental, voluminous.

### Worst fashion faux pas?

I think there are no longer any. Even combining white socks with black slippers – which I think is pretty horrific – became a huge trend this summer.

### How has Beijing influenced your style?

Beijing, and China in general, have influenced my style in the sense that I’ve started integrating Chinese characters in my prints. I usually choose a word related to the theme of my collection. For fall/ winter, for instance, I am using 未来 (*weilai*) – ‘future’.

### What’s your favorite trend for men’s fashion this fall?

Outsized silhouettes, from sweaters to coats. And the fact that there is a lot of color instead of just black, although I love black.

### Fashion is...

Unlimited.

OVERHEARD

## “YOU’RE SO YOUTHFUL, BUT WHAT IS TO BE DONE ABOUT THE PIMPLES ON YOUR FACE?”



That’s the philosophical question posed by POCO, a new Chinese app that takes heavily edited (and somewhat disarming) portraits with its ‘beauty camera’.

As well as transforming ‘disappointing’ regular faces into doll-like, porcelain masterpieces, the app also allows users to add huge eyelashes, anime-style makeup and even reshaped chins. The final results – unrecognizable fantasy images – can be uploaded onto social media with the tap of a screen. Creepy much?