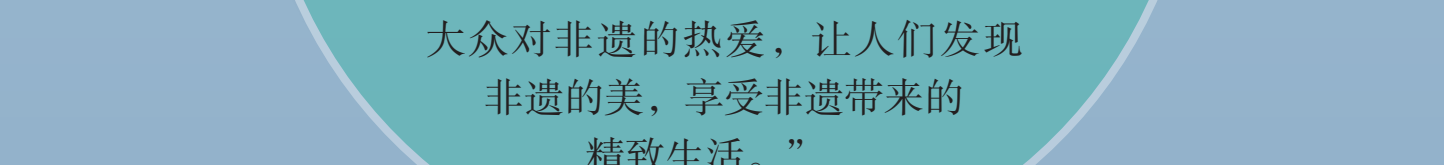
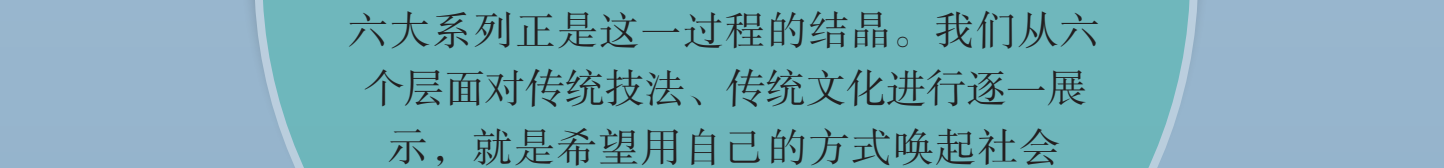
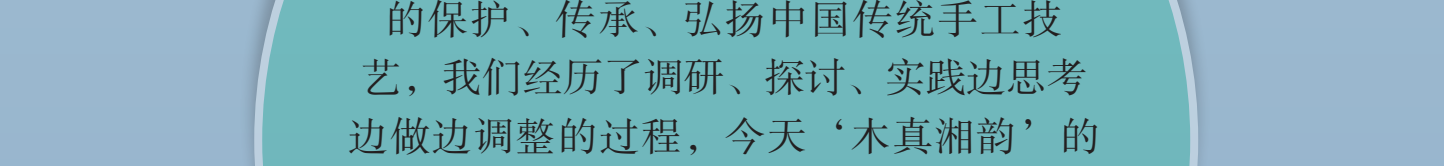
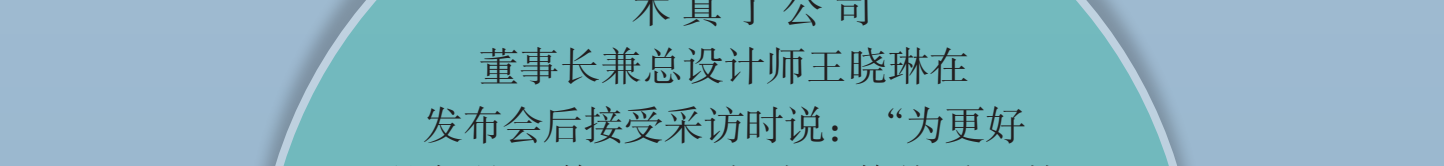
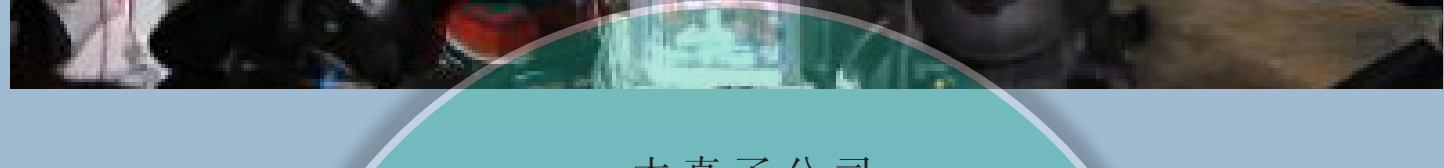
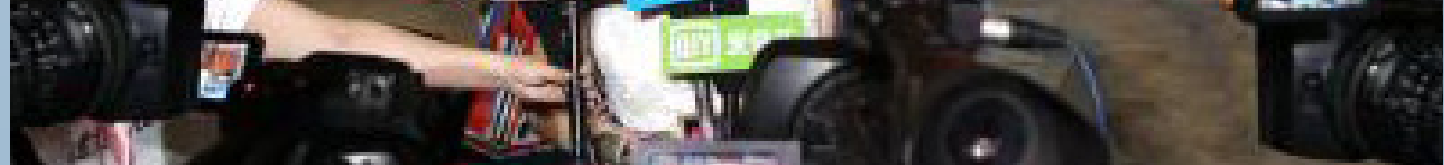
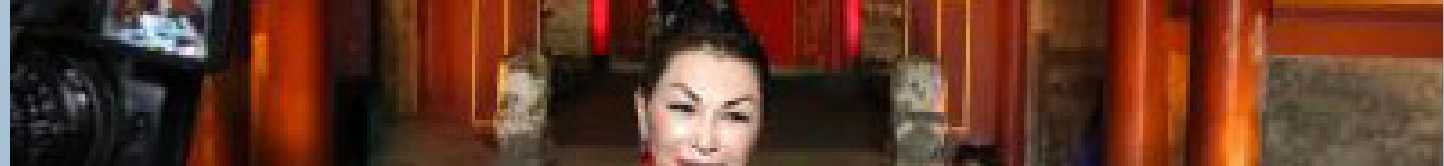
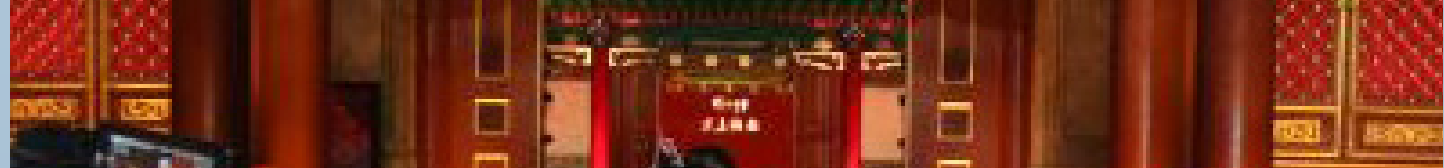
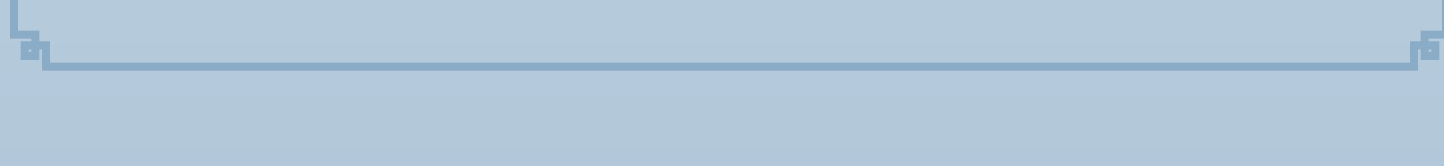
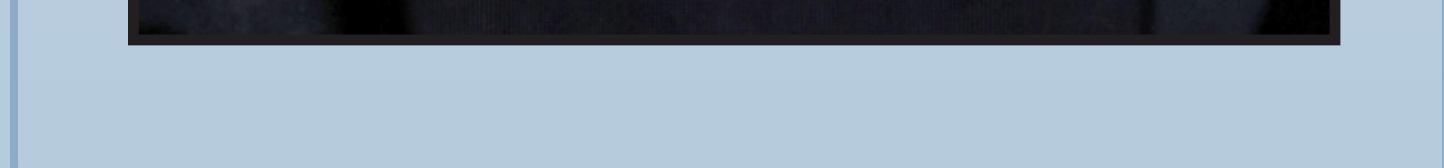
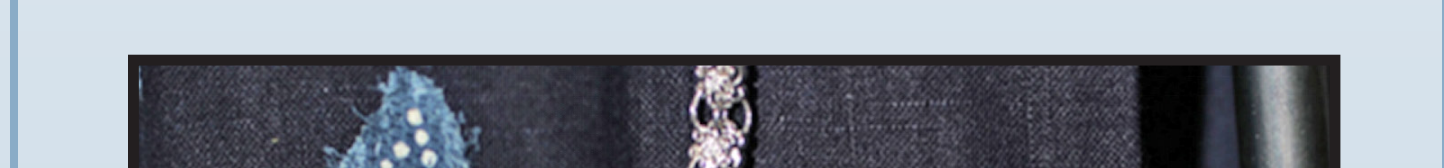
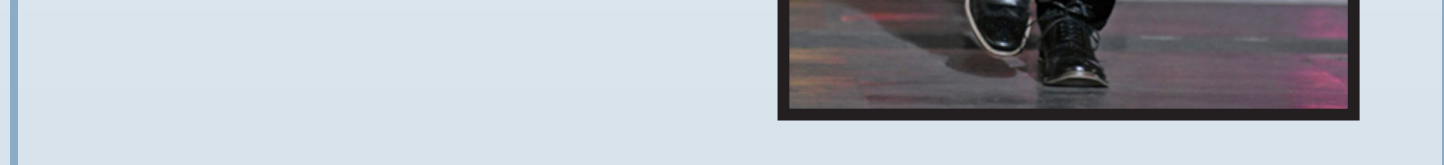
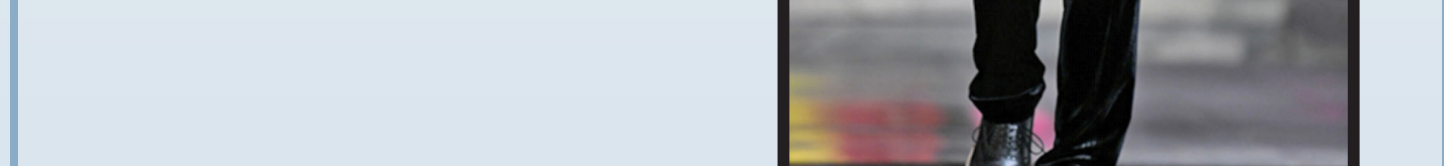
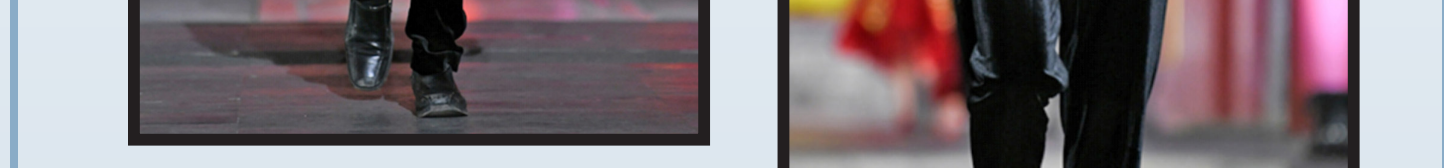
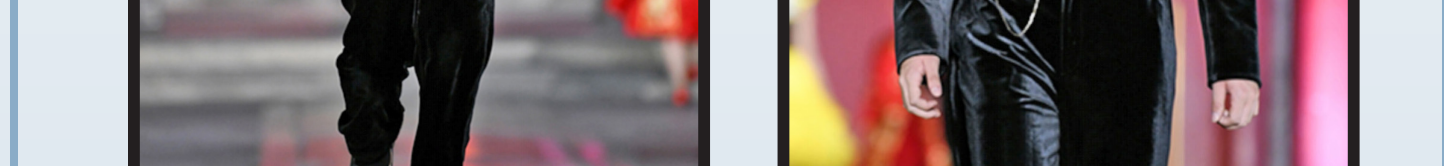
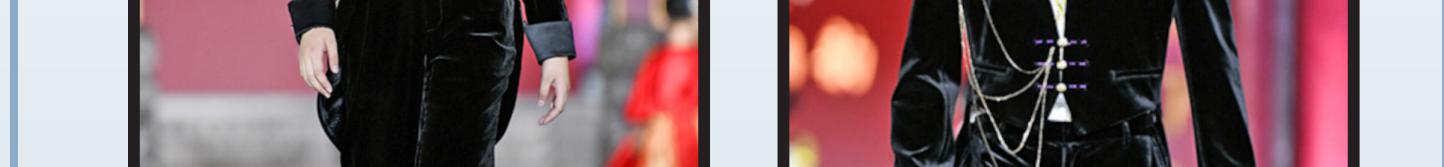
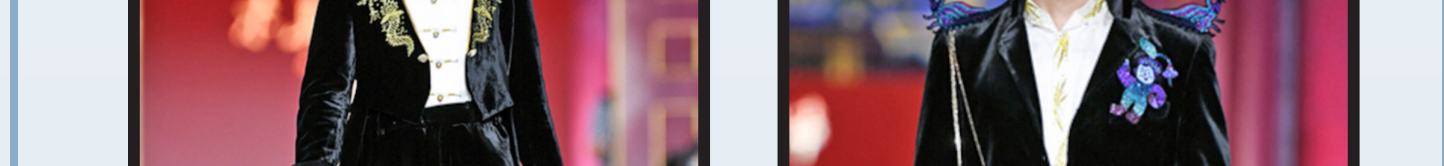
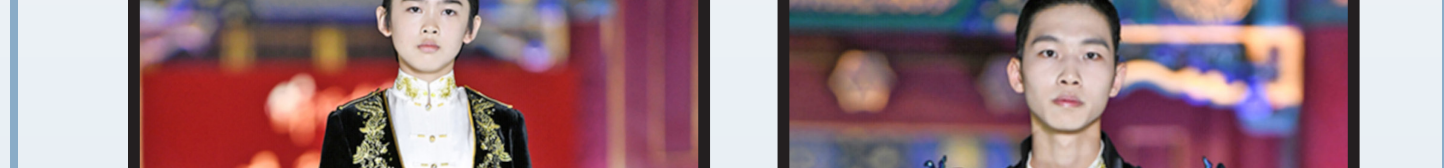
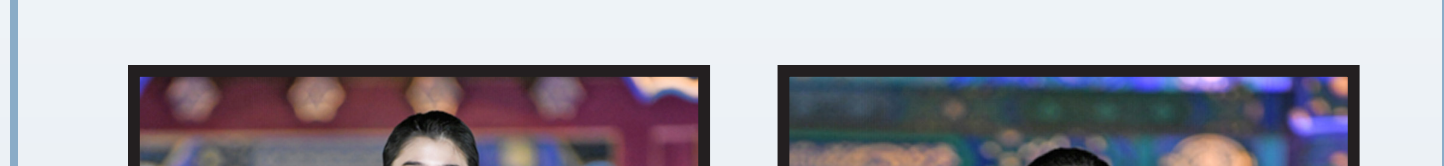
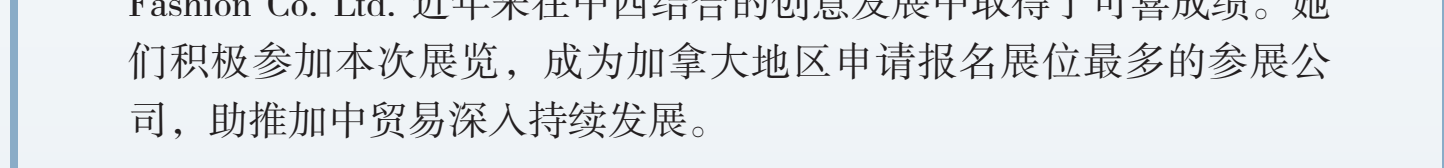
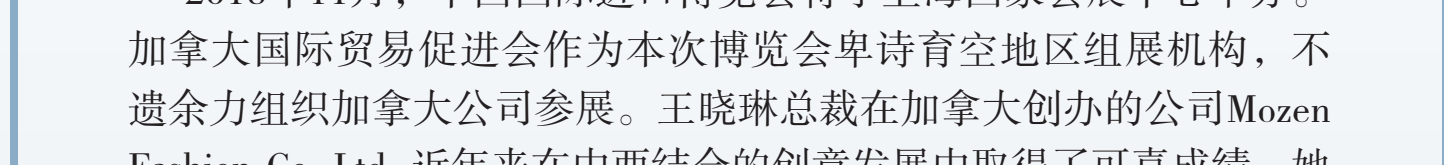
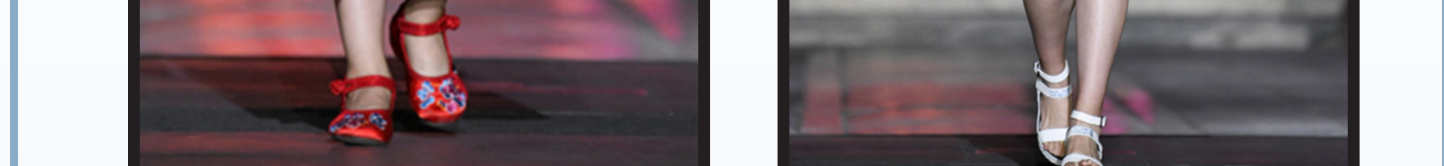
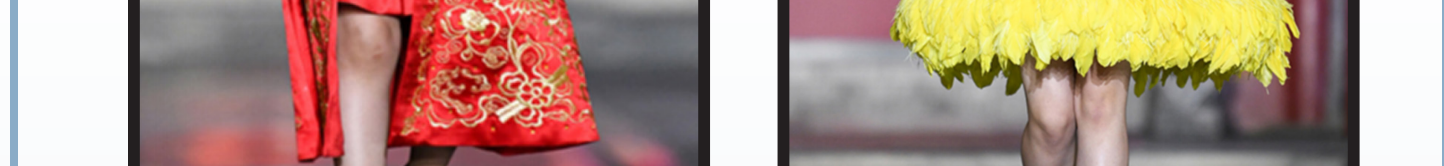
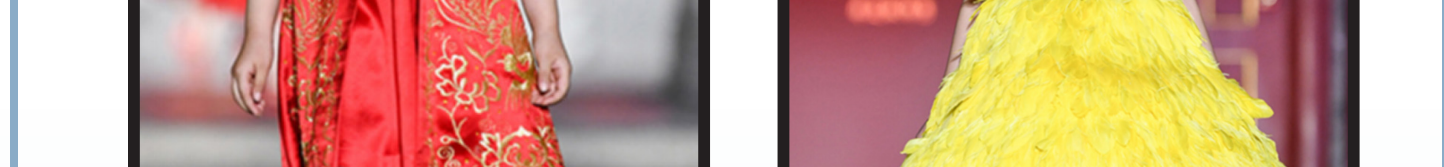
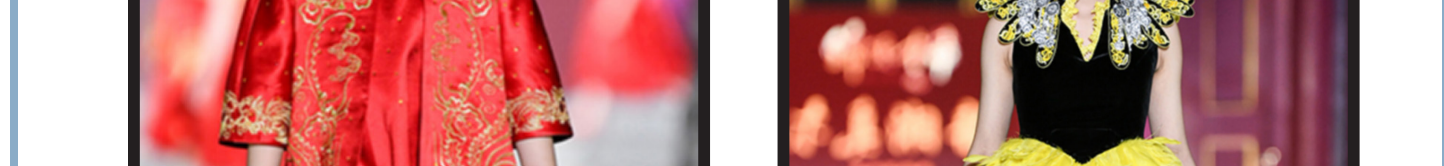
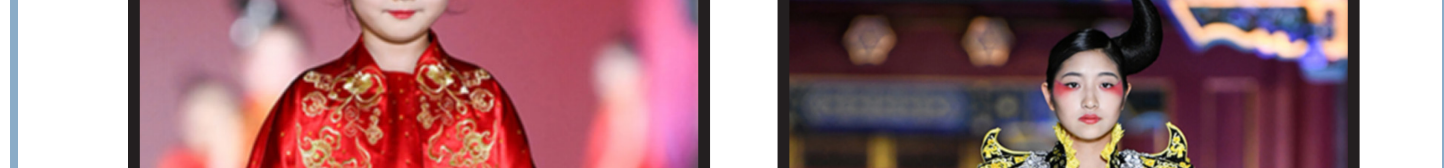
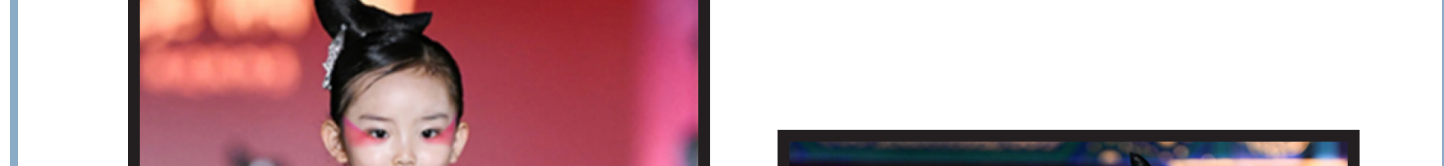
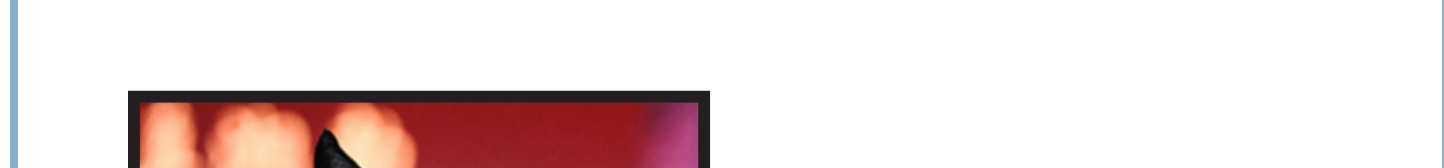
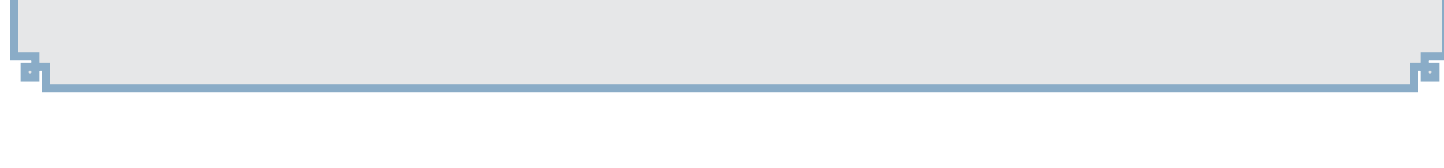
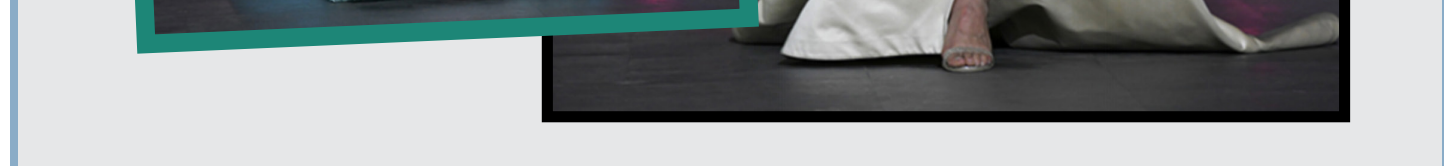
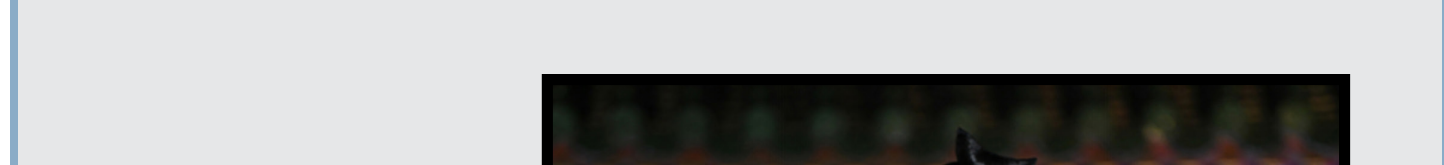
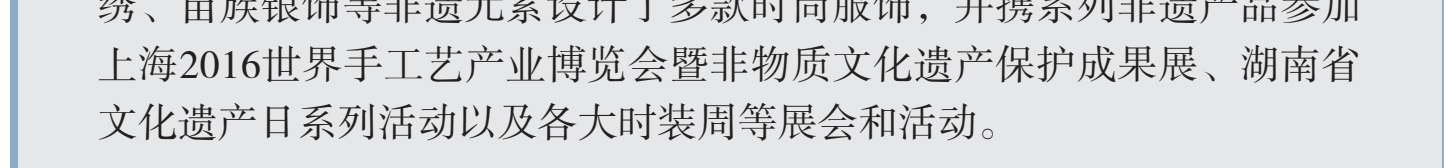
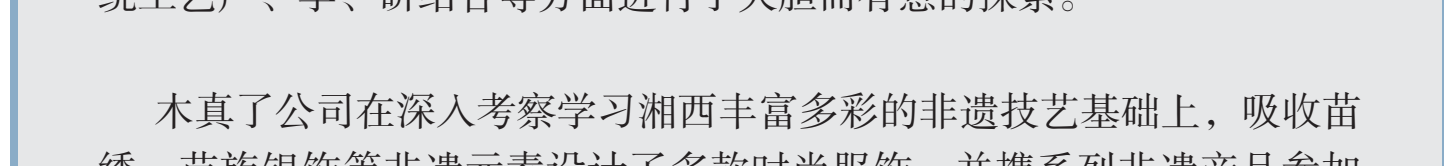
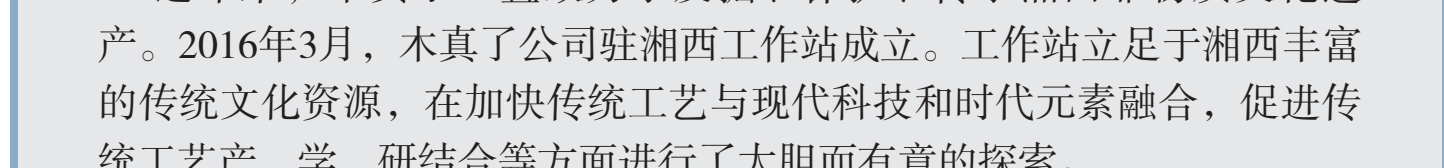
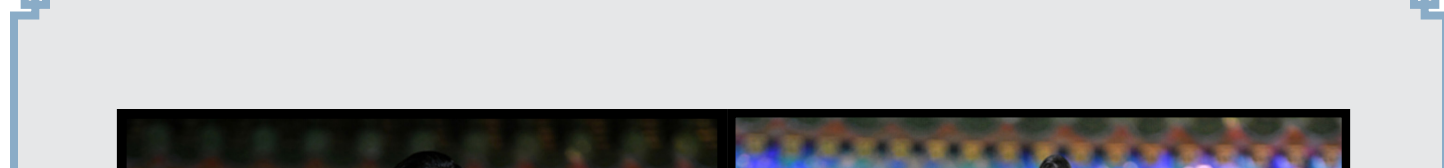
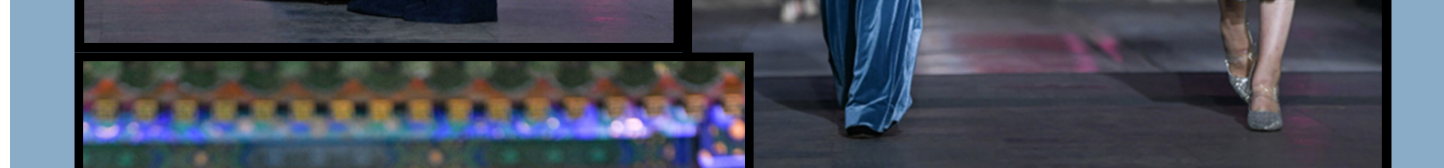
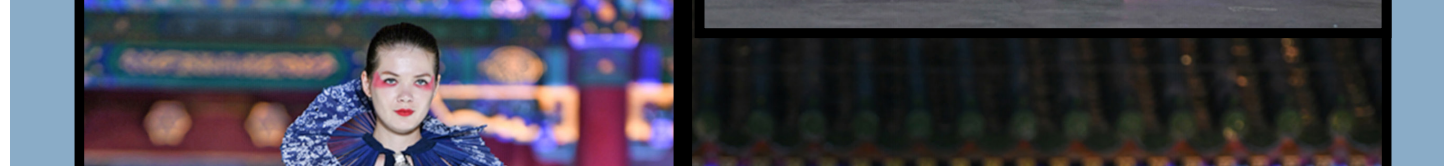
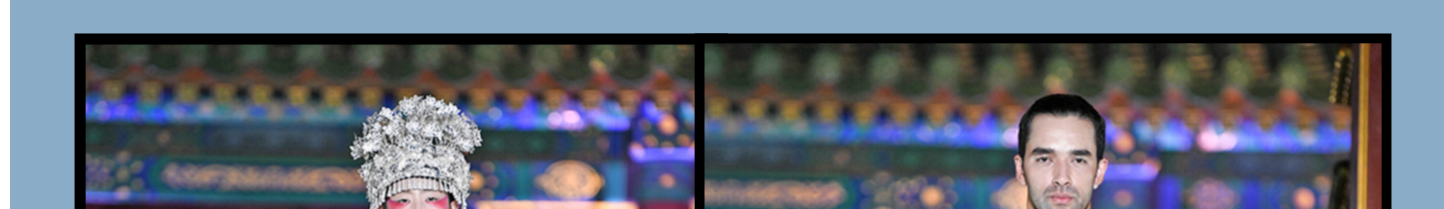


“木真湘韵——非遗服饰秀” 在北京恭王府上演

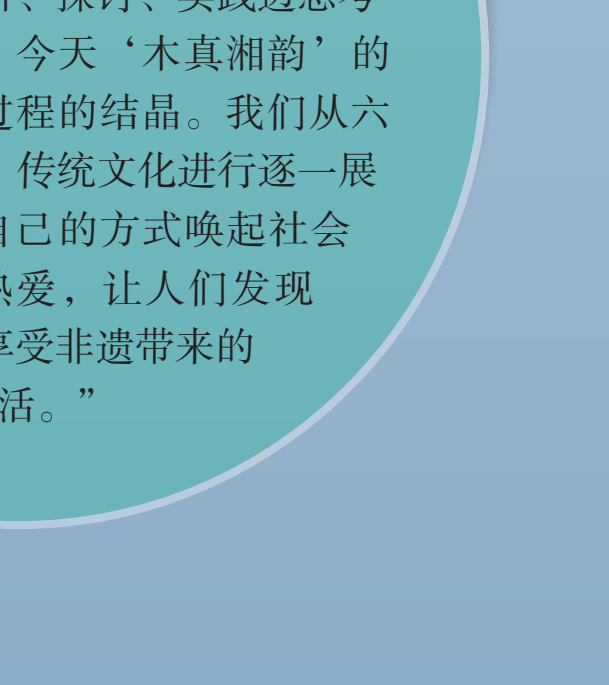
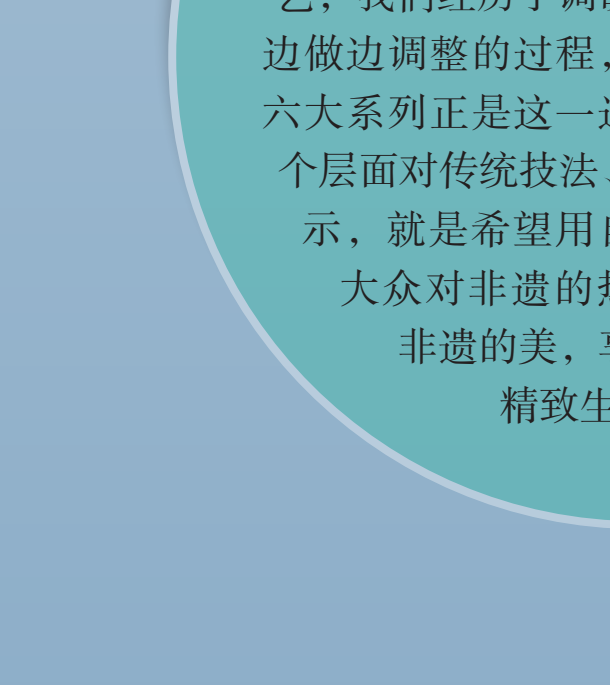
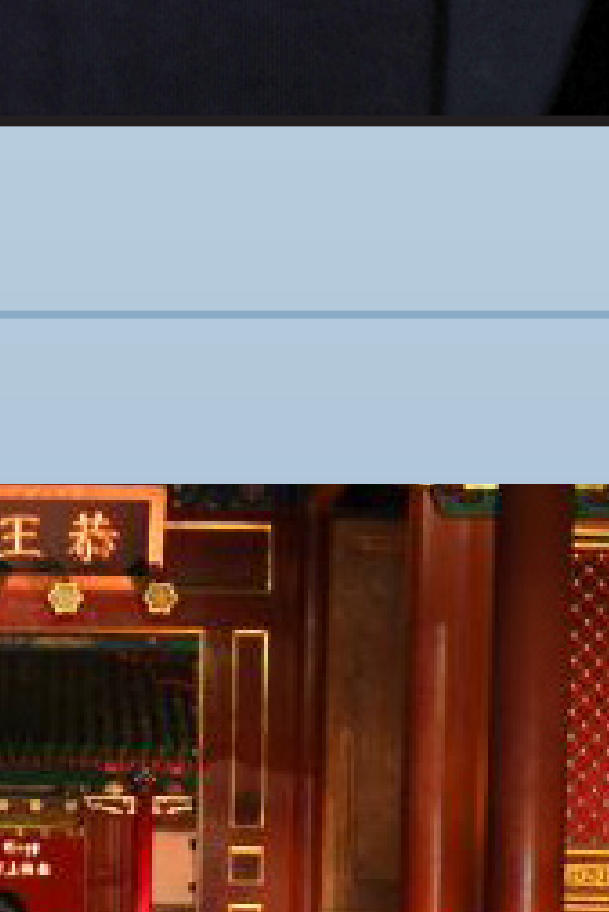
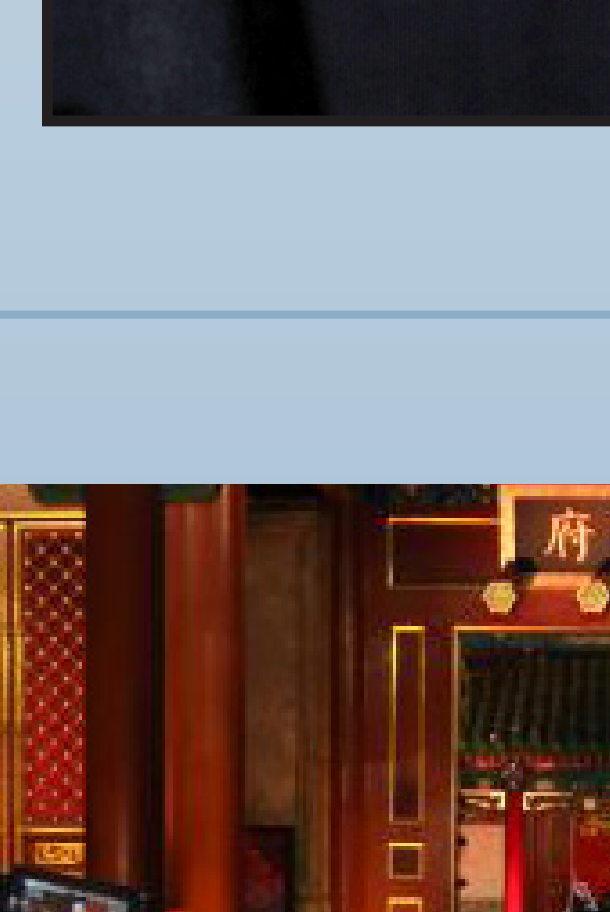
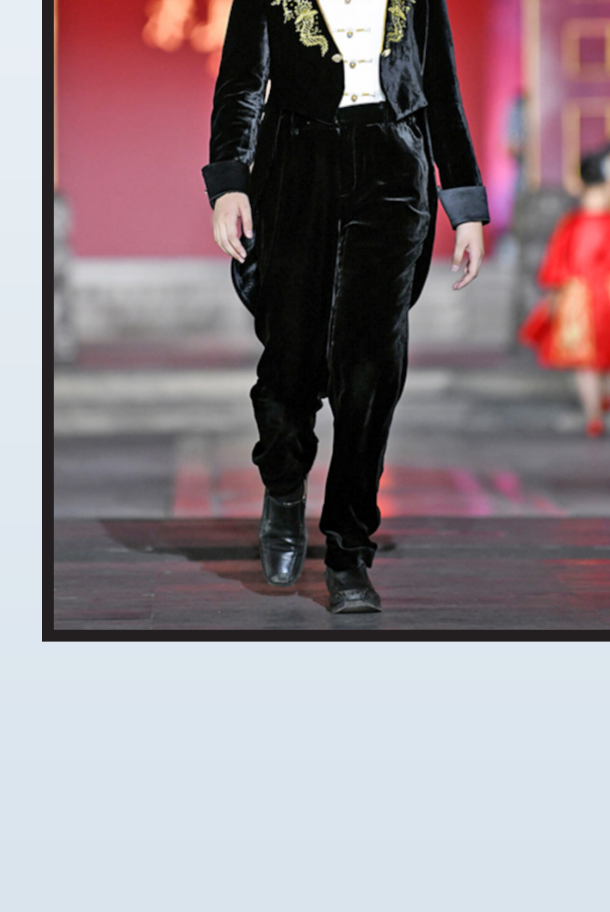
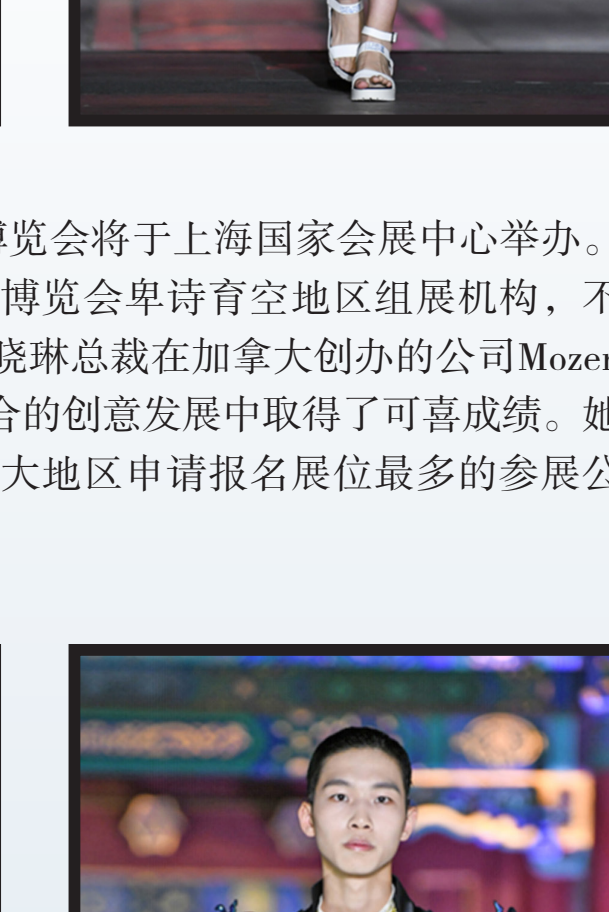
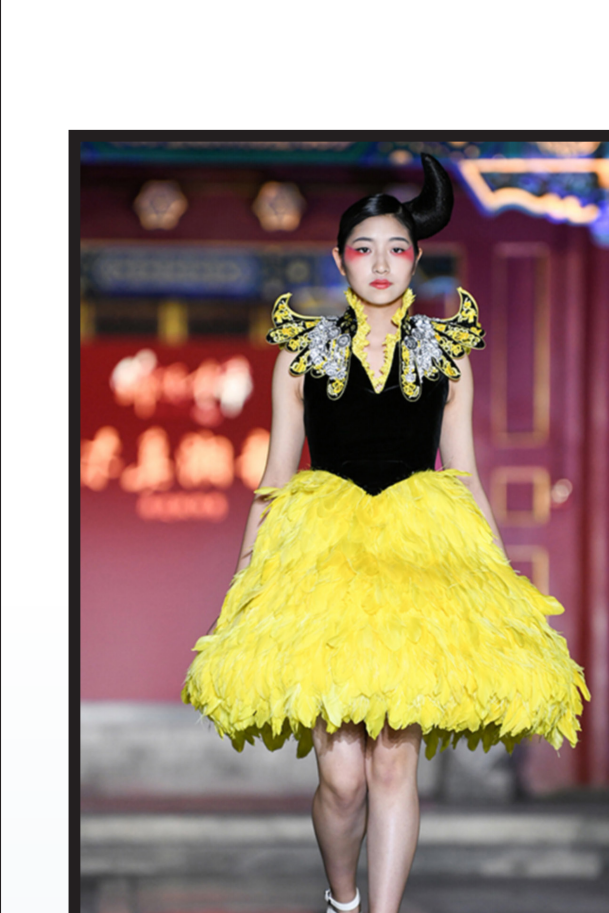
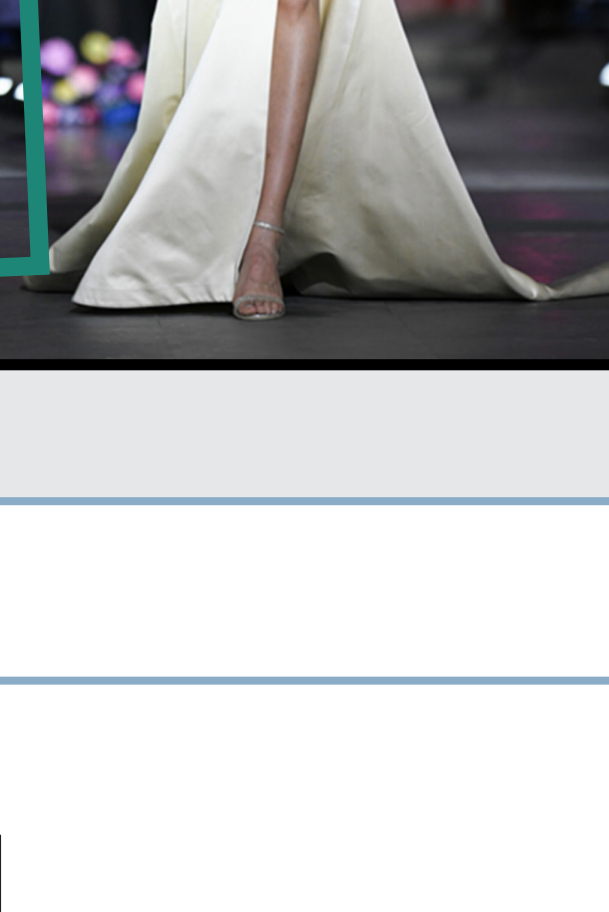
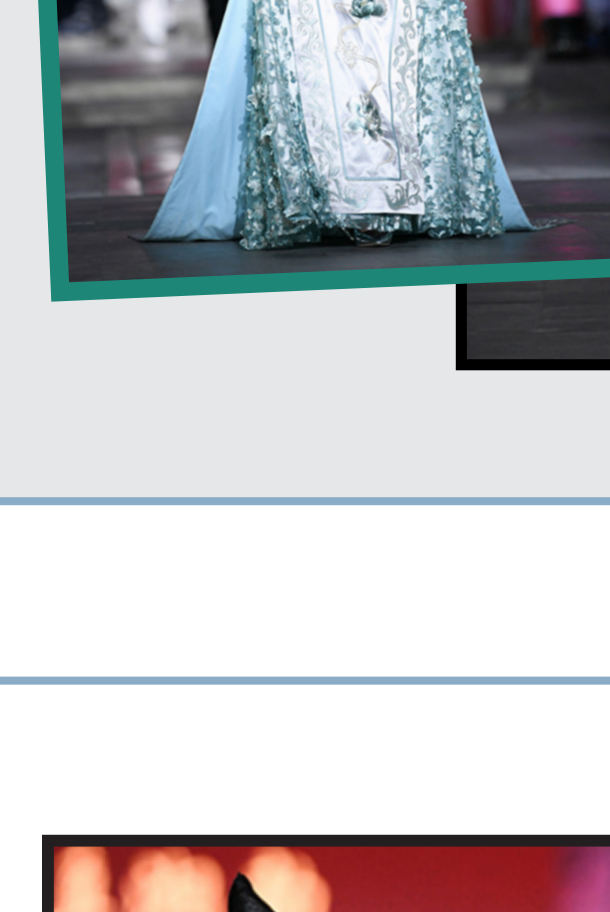
非物质文化遗产是中华民族传统文化的瑰宝。在2018中国“文化和自然遗产日”到来之际，2018“锦绣中华——中国非物质文化遗产服饰秀”于6月4日至6月9日在北京恭王府开幕。

加拿大国际贸易促进会理事单位木真了时装有限公司的“木真湘韵——非遗服饰秀”作为其中的重要发布秀于6月6日晚在北京恭王府上演。这是木真了时装有限公司王晓琳总裁兼总设计师和其带领的团队旗下的优秀作品代表集锦，其灵感全部来自湘西。



近年来，木真了一直致力于发掘、保护、传承湘西非物质文化遗产。2016年3月，木真了公司驻湘西工作站成立。工作站立足于湘西丰富的传统文化资源，在加快传统工艺与现代科技和时代元素融合，促进传统工艺产、学、研结合等方面进行了大胆而有意的探索。

木真了公司在深入考察学习湘西丰富多彩的非遗技艺基础上，吸收苗绣、苗族银饰等非遗元素设计了多款时尚服饰，并携系列非遗产品参加上海2016世界手工艺产业博览会暨非物质文化遗产保护成果展、湖南省文化遗产日系列活动以及各大时装周等展会和活动。



木真了公司
董事长兼总设计师王晓琳在
发布会后接受采访时说：“为更好
的保护、传承、弘扬中国传统手技
艺，我们经历了调研、探讨、实践边思
考边调整的过程，今天‘木真湘韵’
的六大系列正是这一过程的结晶。我
们从六个层面对传统技法、传统文
化进行逐一展示，就是希望用自己
的方式唤起社会大众对非遗的
热爱，让人们发现非遗的美，
享受非遗带来的精致生活。”