

FASHIONISTA

New Vintage Woman

Shanghai fashion designer Claire Zhang is the founder of fashion label Tutto Clara (Italian for "All by Claire"). She studied architecture and urban planning at Tongji University and worked in that field for five years. But at 28, she decided to go back to school to follow her fashion dream: "I wanted to apply to fashion school when I was 18, but my parents thought it would be difficult to find a job after graduation." In 2007, Claire had the chance to design uniforms for event companies. Then she decided to step up and start her own studio. The same year, she launched Tutto Clara, a romantic girly collection (www.tuttoclara.com). Claire designs clothes she herself would like to wear and doesn't really do marketing. "I have found a small group of people who like my design and style; they became my first clients, then they brought their friends and friends of friends, and that's how I run my studio." In 2010, she also started to work as a fashion stylist with advertising and events companies, doing commercials, fashion shows and performances. She is now preparing her new collection New Vintage, which includes lines for women and men. Her inspiration for this collection came from her travels. She collects vintage pieces from all over the world. "If there's something that has lasted more than 30 years and you still find it beautiful, then it becomes classic, though I'll change the cut to make it more fitted or more comfortable to wear, and I definitely use better fabric." Claire's picky about her fabric—she only uses natural fabrics like cotton, linen, silk and wool, even for the lining of her designs. Claire's only sport is shopping (does that count?), and she never tires of it. Her favorites are TIPS (26 Ruijin Er Lu), Chloe Chen (174 Xiangyang Nan Lu), and Qipu Lu, where she finds cheap stuff to mix with expensive items. Claire's style can be described as eclectic, unorthodox, new vintage and mix and match. Here, Claire is dressed in a silk shirt from Tutto Clara, a knit striped skirt from Chloe Chen, a pair of Rag&Bone wedge shoes bought in London and a vintage scarf from the UK. She holds an embroidered clutch bought in Glasgow, where she also got her vintage earrings.



1. A tropical bird
2. Vintage mix & match
3. A few adjustments

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