

# 'Crown of Ruins'

8ON8 Sustainable Headdress Collection 2020

Press Release

The civilization on earth has almost extinct in 2126 due to the human destruction of the environment. The new generation have found a new living planet to settle in. In order to record the cultural fragments of the 21st century, People from 2126 send expeditions back to the earth to explore and collect the relics of the old days from time to time.

The 'Crown of Ruins' sustainable headdress collection 2020 expresses 8ON8's fantasy of future technology and future human civilization. It took place at an exhibition called 'Relics from the galaxy' that occurred more than a hundred years later(2126) on the new living planet. This exhibition included the sustainable headdress series released by 8ON8 in the summer of 2020 as part of the exhibits with all others kinds of art and antiques from the 21th century discovered in the galaxy. This particular series documented the efforts made by the global fashion industry 100 years ago on earth to awaken human awareness of environmental protection.

The collection contains 9 hand-sewn hats. Each product is constructed by either leftover materials from 8ON8 previous seasons or hats and garments collected from charity shops. They are all one of a kind in the world and could not be mass produced. The series continues the main perspective of 8ON8's retro-futurism, to express the combination of cricket sporty hats of the early 20th century and costume details from Victorian times. The gorgeous satin and velvet surface is stitched together with fabric fragrances of different textures, with hand-sewn classic webbing and exaggerated leftover sparkling acrylic stones from studios and factories, the classic costume details from old days is cleverly combined with the modern street style. These two elements balance each other and in the meantime, it conveys 8ON8's designer LI GONG's new perspective for sustainable products- they do not need to maintain their leftover and recycled appearance but can still find a way to show an exquisite craftsmanship in a luxury point of view.

'Crown of Ruins' collection is presented through London Fashion Week digital platform by both videos and campaign pictures this summer. Around the background of this series, 8ON8 visualized this 22 century's Galaxy Cultural Relics Exhibition in 2020. 9 unearthed hat relics are kept securely on a little piece of grass land preserved before the extinction of plants on earth in a transparent spherical container, meaning the last pure earth of the earth.

Compared to the exquisite static display pictures, the short video shows 8ON8's absurd and humorous retro-futuristic technology sense to the extreme. The film - 'Road trip Planet' used a selfie view to record the journey of the protagonist and his hats are having around the planet. With the rotation and deformation of the lens, 8ON8 hope each audience is immersed in the scene and experience the unique orbital path around shanghai happily with 8ON8 together.

For designer Li Gong, fashion is the carrier of beauty and peace. He believes, "The whole world is going through a very difficult period, every product itself becomes less important. The process of bringing pleasure to people around us through our designs and ideas are always every designers best experience."



Photo by Jiaqi Bi