

CONVERTIBLE FASHION CONSTRUCTION

BODITECTURE



About Wen Guo and Boditecture

Trained as an architect from China and the US, Wen Guo has come a long way to become a fashion designer. Raised in China, she designed and created her own skirts before the age of ten. While her passion is in fashion, she unwillingly entered a business school following her parents' wishes. After a year, when she could no longer suppress her true desire to be more artistic, she sneaked away to the University of Hong Kong and changed her major to Architecture as a compromise between art and business. She continued her Master of Architecture degree at UC Berkeley, then proceeded to work in the world-renowned firm SOM and successfully became one of the top 1% youngest licensed architects in the US.

While she was working as an architect, she also started a DJ school on the side with a business partner. A compact schedule of working days straight into events during the nights pushed her to design a set of convertible clothing that can transform from business attire to evening dress in an instant.

As the designs are architecturally inspired, she named the line "Boditecture", which means Architecture on the Body. Influenced by her corporate work background, Boditecture represents a professional, minimal, classic, sensual yet classy image for modern women who live a jet-set lifestyle. In order to make the clothes convertible, she utilizes zippers, buttons, toggle clasps and magnets to provide transformation from one style to another. Boditecture dresses can be worn to the office during the day, then easily transformed for an opera night as a full-length gown or converted into a miniskirt dress for a cocktail party. She also designed and produced a few multi-way scarves that can flatter the body and outfits in many different ways.

In August 2011, she formed a team to officially launch the brand, and it seized attention from the public and media almost instantly. Just within half a year, it was selected to showcase in SF Fashion Week and LA Fashion Week, and it was even mentioned as "one of the biggest show stealer" by LA Fashion Week media due to the overwhelming audience response. The products are sold in nationwide flash sale sites on a monthly basis and are exposed to millions of users. Boditecture products are also locally carried by 7 high-end boutiques in San Francisco and Los Angeles. On March 6th 2012, Boditecture's innovative approach won the Award of Achievement by Ahead of Fashion Accelerator from a high profile judge panel composed of fashion industry CEO's and professionals. The brand's story was found in 100+ articles in various media from TV, prints and on the Internet.



关于Boditecture和郭雯

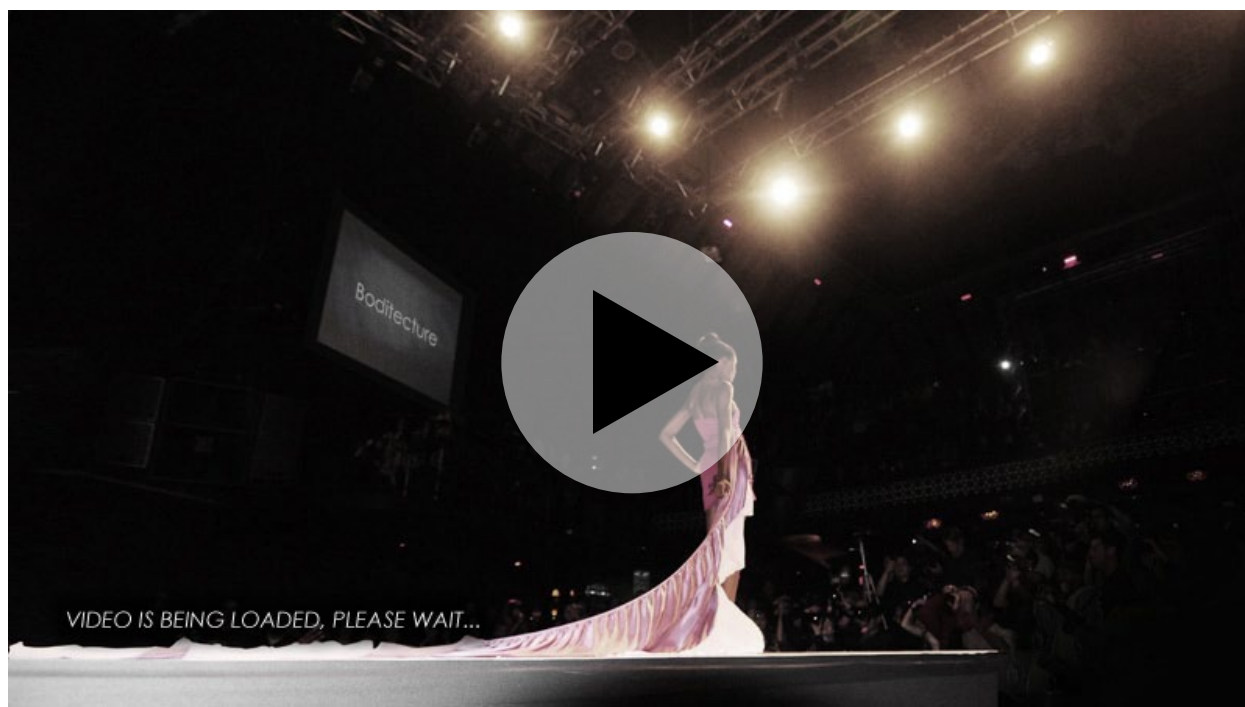
Boditecture创始人郭雯，1981年生于中国广州。尽管自幼喜爱动手改制衣服，但为尊重父母意见，曾以高分入读南京大学商学院。一年后，因割舍不下对美术及设计的爱好，又考取全奖转至香港大学攻读建筑设计。研究生进修于美国加州大学伯克利分校，毕业就职于世界著名建筑师事务所SOM，并成为美国前1%最年轻执牌建筑师。

在从事建筑设计期间，爱好广泛的她亦与朋友开设DJ学校作为业余副职。白天白领一族，晚上执教于娱乐场所的日程迫使她设计出第一套多变服装，从此她可以从正装瞬间转换到小晚裙而不需费时回家更换。

由于许多这些多变服装设计灵感自于现代建筑，郭雯命其名为“Boditecture”，意思是身体上的建筑。身为白领一族，她的设计款式职业感强，简约时尚，刚柔并济，却不失典雅。设计系列利用各式硬件，包括拉链，纽扣，磁铁等去实现每件衣服的多变可能性。Boditecture的衣服可以从一件职业正装变成一条性感小礼服，或者是一条落地长裙变成一条迷你小短裙。她同时也设计了一些可变的围巾，单件多款地展示不同用途。

在2011年8月，她辞去建筑师职务，组建团队正式开创Boditecture服装品牌。品牌一出台便在公众及媒体间引起巨大反响。短短半年间，Boditecture便被邀请至旧金山时装周和洛杉矶时装周举办时装发布会，由于反响强烈，他们还被洛杉矶时装周媒体评为“最抢镜时装秀”。Boditecture的产品除了在加州7家高档服装店有销售外，他们还与美国几个最大的限时抢购网站合作面向百万用户推广。2012年3月，Boditecture的新颖理念赢得行业巨头（包括 Gucci, Northface, Cole Haan, Warner Brothers, Gymboree等）高层的认可，获得 Ahead of the Fashion Accelerator 第一名。品牌迄今已被50多家电视，报纸，杂志及网站争相报道转载。Gucci前高层也最近加入合作及投资。





[CLICK HERE TO WATCH FW 2012 IN LA FASHION WEEK VIDEO](#)
点击此处观看洛杉矶时装周2012秋冬发布会片段



We design modern convertible ready-to-wear garments for the busy career woman with a jet-setting lifestyle. She can feel confident that her stylish outfit will translate from work to formal or cocktail attire in an instant.

我们主要设计一件多款可变的时装，为现代忙碌的都市女性提供便捷的时尚。一件衣服从白领正装转换到端庄长裙或是可爱短裙都可以不费吹灰之力了。

Target market: 25-40, professional working women living in cosmopolitans.

目标定位：25 – 40岁，都市职业白领，经理人

Brand Mantra: Professional, Minimal, Classic, Sensual yet Classy.

品牌箴言：职业感强，简约时尚，刚柔并济，不失典雅。

MULTI-WAY COLLECTION | FW 2012
多变系列 | 2012秋冬款



MULTI-WAY BODI-SCARF - LINK | FW 2012
多变百体围巾 | 2012秋冬款



MULTI-WAY
BODI-SCARF
IN LIQUID SMOOTH
SILK VERSION



MULTI-WAY DRESS - EMBRACE | SS 2012
多变裙装 - EMBRACE | 2012春夏款





SPLIT



RELEASE



REVEAL



EVOLVE

MULTI-WAY DRESS - OPEN | FW 2011

多变裙装 - OPEN | 2011秋冬款



MULTI-WAY DRESS - SWAP | FW 2011
多变裙装 - SWAP | 2011秋冬款



MEDIA EXPOSURE 媒体报道

LA FASHION WEEK



Project Ethos Shines Again in LA

Posted on 13 March 2012.

Project Ethos Reaches New Heights

Project Ethos reached new heights Tuesday night with a cultural juggernaut of fashion, music, live art, and celebration for buyers, media and consumers – all captured on film.



The night began with an invite only meet and greet for participants to connect to industry guests like **Women's Wear Daily (WWD)**, **Racked LA**, **Yahoo News**, **NBC**, **CA Apparel News**, **Magnet Showroom**, **Directives West**, and **Doner Group** among many more.

“Shortly after the meet and greet, over 1,200 attendees swarmed into the Avalon to witness live art installations from LabArt Gallery's Sand-One, Jules Muck, and CYRCLE.

Without delay, the first runway show was underway with **Luis Mendoza & Yesica Medina (LUICA)**, **Ermelinda Manos (Ermelinda Manos)**, **Janean Johnson (JaJo Couture)**, **Wen Guo (Boditecture)**, and **Danielle Pettee (Danielle the Dress Maker)**. LA based **Hyper Crush** took to the stage and hyped the crowd with their electro pop vocals and hard hitting club beats.

Moments later, **Melissa Velia (Melissa Velia)**, **Edita Bandaryan (Edita Collection)**, **Regina Marie Woods (G. Marie)**, **Catherine Furio (Furio Apparel)** and **Johana Hernandez (GLAUDI)** by Johana Hernandez graced the runway. It truly was the non-stop version of Project Ethos that guests have been waiting for.

“Partnering with Los Angeles based production studio **United Motion Entertainment**, Project Ethos had the cameras rolling for weeks leading up to and the day of the event. It truly was a production within a production. Episodes of behind the scenes and show footage will be released on **ProjectEthos.TV** in the coming weeks.

After the main event, an electric after party with **Audi**, **Jin & Quinn**, **The Seems**, an encore runway show and live art from **James Haunt**, kept attendees entertained into the late night hours. Haunt was energetic on stage painting models into a canvas created optical illusion.

“One of the biggest show-stealers was probably **Boditecture**, whose convertible, modular designs had the crowd buzzing during and after the show.

But all the designs showcased the diversity and wealth of talent the city is known for.

Pictures to come, and stay tuned to **ProjectEthos.tv** for the full runway!

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Photo of Boditecture

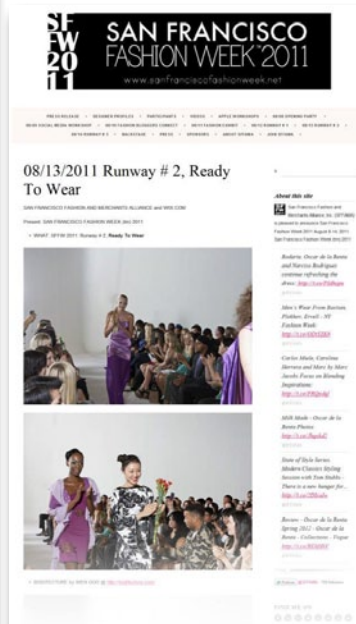
AF ACCELERATOR FIRST PRIZE



EXAMINER



SF FASHION WEEK



LUCIRE



KQED



MEDIA EXPOSURE 媒体报道

