

Hit TV Drama Rekindles Interest in Ningbo Tailors

Striving towards a modern coastal metropolis
建设现代化滨海大都市

In the current cultural zeitgeist, Hong Kong film director Wong Kar-Wai's maiden TV show "Blossoms Shanghai" is drawing audiences around China, leaving a lasting impression on the collective consciousness. Particularly resonant is a pivotal scene featuring actor Hu Ge as a male protagonist who engages the bespoke services of Ningbo's "Hongbang" tailors. This sartorial accolade - which helps Hu seamlessly transit from an urban nobody to an urbane nobler - has become a cinematic watermark, propelling the "Hongbang" tailors from script to spotlight. The ensuing surge in demand for suits mirroring Hu's attire has deluged the ateliers of Ningbo's "Hongbang" tailors, while online enthusiasts are captivated by this traditional artistry.

最近,香港著名导演王家卫执导的首部电视剧作品《繁花》正在央视热播,其中一幕给不少人留下深刻印象:剧中胡歌饰演的男主角阿宝,在“爷叔”的安排下,请宁波红帮裁缝量身定制了一套套头十足的西服,从街头青年秒变优雅绅士。正是这一“名场面”,让红帮裁缝从戏里火到戏外。定制胡歌同款西服的电话,打爆了宁波红帮裁缝铺,网友也纷纷被这项传统技艺“种草”。

What, then, underlies the allure of Ningbo's "Hongbang" tailors? As is often quoted, "Clothes make the man". And the "Hongbang" tailors, hailing from Ningbo, indisputably stand as paragons of mastery in crafting decent wears.

宁波“红帮裁缝”技艺究竟有何魅力?有人说,服装是人体的第二层皮肤。在中国近现代服装发展史上,要论哪个群体是最精于缝制这“第二层皮肤”的人,“红帮裁缝”必定拥有“姓名”。

Amongst their achievements are pioneering in suit and Zhongshan attire, establishing the premier Western-style suit emporium, proffering the foremost treatise on suit tailoring, and inaugurating the premier school dedicated to this craft. The "Hongbang" tailors emerge as vanguards in the realm of modern Chinese garment reform, brandishing a near-flawless report card.

裁制中国第一套西装、第一套中山装,开设第一家西服店,出版第一部西服理论专著,创办第一家西服工艺学校



▲Ningbo's "Hongbang" tailor.

►Blossoms Shanghai poster.



……“红帮裁缝”就像是“别人家的孩子”,在中国近现代服饰改革这门“专业课”上,交出的是一张近乎满分的“成绩单”。

Armed with little more than shears, a pressing iron, and a strip of leather, these mostly working-class artisans confronted adversity with stoicism. Around a hundred years ago, they persevered to brave it out: They traversed city streets, canvassed business on international vessels, and eventually evolved into material processors and shop proprietors.

一把剪刀、一个熨斗、一条皮尺,大多出身底层的红帮裁缝直面风雨、无惧贬损,穿梭于城市的街头巷尾,在外国轮船上兜揽生意,在马路摆摊缝补,后发展到承接来料加工,租房开店。手捏针线,咬牙扎根。

In an epoch of seismic transformation, the initial cadre of "Hongbang" tailors astutely seized the moment kindled

by the "suit fever" in the newly opened port of Shanghai, swiftly becoming linchpins in the city's sartorial landscape. By the end of the 1940s, Shanghai boasted an excess of 700 Western-style haberdasheries, with sixty percent helmed by Ningbo denizens.

在那须臾巨变的年代,早期的红帮裁缝,瞅准了上海开埠后的“西装热”,纷纷涌入上海滩,成了沪上服装业的“C位”。至上世纪40年代末,上海的西服店多时能达700余家,其中足有六成是宁波人开的。

These enterprising denizens from Ningbo, buoyed by consummate skill and innate commercial acumen, were known for their communal business ventures. They strategically fanned out to metropolitan centers such as Beijing, Nanjing, Harbin, Chongqing, and Hong Kong, garnering national acclaim for their tailoring establishments. At the time, luminaries including Mei Lanfang, Cheng Yanqiu, Hu

Die, and Ruan Lingyu, were fervent patrons, frequenting the ateliers periodically for some "Haute Couture" that bespoke their discerning tastes.

凭借着精湛技艺和与生俱来的商业头脑,做生意总喜欢带着老乡一起干的宁波人,以上海为大本营北上、南下、西进,迅速抢滩北京、南京、哈尔滨、重庆、香港等大中城市,红帮裁缝店风靡全国。那时,不论是梅兰芳、程砚秋等艺术大师,还是胡蝶、阮玲玉这样的当红影星等,都是红帮裁缝的“忠实粉丝”,隔一段时间就要进店里过一过尺寸,来几套“高定”心里才舒坦。

In the wake of China's epochal reform and opening up, a new vanguard of "Hongbang" tailors has emerged. Their aims have transcended the traditional "aspiration" of establishing a "three-story, ten-door suit store" (then considered a giant of this profession).

改革开放以来,新一代“红帮裁缝”大展拳脚,与先辈不同的是,他们的梦想已不再只是开一间“三层十间门面”的西服店号。

Under the aegis of "Ningbo attire, bedecking the world," a cadre of fashion juggernauts has risen in Ningbo, now entrenched as stalwarts on the Double Eleven sales charts. As the preeminent champion in national manufacturing, Ningbo's fashion and textile industry has burgeoned beyond the hundred-billion-yuan echelon, solidifying its status as the premier garment manufacturing epicenter and export nexus - a *bona fide* beacon in China's sartorial realm.

“宁波装,妆天下”,一大批服装巨头在宁波应声崛起,成了双十一销量榜单上的“钉子户”。作为全国制造业单项冠军第一城,宁波的时尚纺织服装产业已超千亿量级,是全国最大的制衣基地和出口城市,当之无愧是中国服装产业里那个“最靓的仔”。

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