

MARKGONG S/S 25 SHANGHAI FASHION WEEK



Mark Gong's Spring Summer 2025
collection 'Marry? Me?' opened
Shanghai Fashion Week, inspired
by "Sex and the City,"
particularly the character
Charlotte York.

KATIE MOYLAN
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The Idea

The collection draws inspiration from Charlotte York, the "Sex and the City" character, who is known for her desire for marriage and an idealized life. Mark Gong's designs portray a woman who has moved beyond traditional norms and is now ready to defy expectations.

The focus is on seeking authenticity and realness, rather than striving for perfection. The collection also delves into the notion that the fairytale idea of marriage and a flawless life often hides deeper challenges and societal pressures.

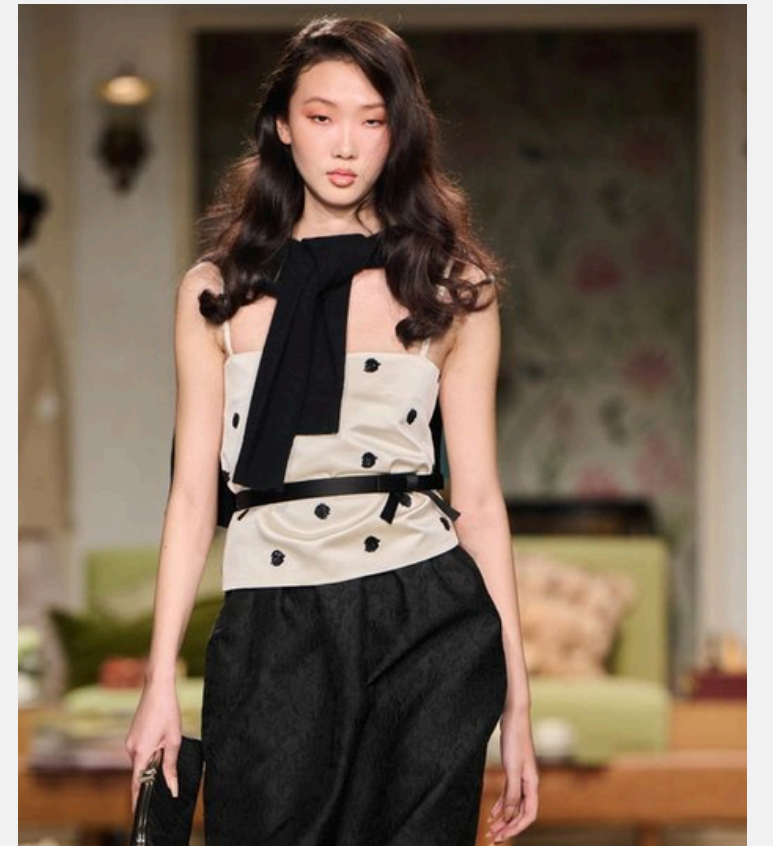


Key Pieces

Key pieces included modernized versions of classic styles, featuring polished knit sets, silk dresses with gingham and polka dot prints, and floral appliqués. Sharp suits and little black dresses highlighted sophistication, while t-shirts layered under corsets and sporty elements added a contemporary flair.

The Shows Iconic Opening





In Conclusion

This collection marked the culmination of Gong's interpretation of the show's characters. Known for his whimsical approach to design, he redefined Charlotte by emphasizing her ambitions and personal growth while still staying true to the characters personal style. It highlighted how her understated style has always quietly influenced fashion.



In what ways does the collection challenge the traditional ideals of perfection, and how does this resonate with the modern fashion landscape?

How do you think Mark Gong's reinterpretation of Charlotte York reflects changing attitudes towards femininity and societal expectations?