

Maybe you know Thomas Ward (Thomas Wylde) brand is first from cool and dissemination of advanced texture Thomas Ward (Thomas Wylde) skull skull or Thomas Ward (Thomas Wylde) skull scarf started. Like most fashionable American It Girl Paris Hilton (Paris Hilton) and Lindsey Lohan (Lindsay Lohan) early on to Thomas Ward (Thomas Wylde) Skull Scarf draped on the shoulder, while the British fashion icon Kate Moss (Kate Moss) and Sienna Miller (Sienna Miller) in the street shot in carrying Thomas Ward (Thomas Wylde) skull bag and appearance; Mary Kate Olsen (Mary Kate Olsen) and Ashley Olsen (Ashley Olsen) the most fashionable twin sisters wearing a skull and crossbones Thomas Ward (Thomas Wylde) Lederhosen debut in fall 2006 New York fashion week, " Elle " magazine 2006 February issue even opened up 2 whole pages to introduce Thomas Ward (Thomas Wylde brand). The United States of America fashion media exclaimed: 2006 fashion new focus from 40 year-old female designer Paula Thomas (Paula Thomas) the brand Thomas Ward (Thomas Wylde)!

Losangeles's famous " tide worship " Maxfield boutique (Maxfield) chief buyer Sarah Stuart to the summer of 2006 called "black summer ", because in the heatwave has not hit, the gorgeous Thomas Ward (Thomas Wylde) wind brand has been sold in summer! " A new Thomas Ward (Thomas Wylde) bag, even in one and a half days were sold out. " Sarah Stuart said, " Thomas Wylde is not a simple skull elements, when the series of pattern appears in a soft and elegant silk scarf or women's collar and cuffs, no one can resist it comes out of the special magic. " At the same time, the largest retailer in New York Linda Dresna (Linda Dresner), Paris store L ' Eclairer, Hongkong Harvey Nichols and London Browns boutique department store shelves, Thomas Ward (Thomas Wylde) and women's accessories are within a few days to sell upside down.

Thomas Ward (Thomas Wylde) brand success is surprising, in the New York fashion week, the major fashion magazine editor and super buyer are squeezed into a small studio at the entrance, in order to quickly glance at a few days after the upcoming Thomas Ward (Thomas Wylde) autumn new. And those who have been to sell out of stock of Thomas Ward (Thomas Wylde) fashion and accessories, eBay only buy second-hand goods, and the price nearly doubled.

It Girl who loves Thomas Ward (Thomas Wylde) skull skull, in black or red washed lamb lamb backdrop, big skull designs rivet is entirely handmade, unforgettable. Designer Paula Thomas (Paula Thomas) himself is Thomas Ward (Thomas Wylde) design is the " female version of chrome hearts (Chrome Hearts), " inspiration is Mousika Sienna Miller (Sienna Miller). In the Thomas Ward (Thomas Wylde) seemingly explode overnight red behind, actually 4 long years of design, Paula Thomas (Paula Thomas) said: " I want people to see this (skull) pattern immediately know my brand, without and with the help of logo, and can be a season season continued to use it. " Delicate Skull Pattern behoove to become Thomas Ward (Thomas Wylde) brand continued retrofit sign design.

The Thomas Ward (Thomas Wylde) brand designer introduction:

Thomas Ward (Thomas Wylde) brand designer is a British supermodel Paula Thomas (Paula Thomas), Thomas Ward (Thomas Wylde) this brand name since the Bora Thomas (Paula Thomas) grandparent surnames combination. Paula Thomas (Paula Thomas) at the age of 17 is involved in the fashion circle, the earliest is a model, served as 1985 007 movie " A View to a Kill " in the Bond girls, made 15 years of magazine cover girl, including the famous " Face " and " i-D " magazine, also once for Alexander McCune (Alexander McQueen) debut show. Paula Thomas (Paula Thomas) was a young British designer Julian MacDonald (Julien Macdonald) inspired Mousika, thereafter, Paula Thomas (Paula Thomas) as Julian MacDonald (Julien Macdonald) brand marketing director, graphic designer until chief executive directors. In 2001, Julian MacDonald (Julien Macdonald) (Givenchy) by Givenchy invited to do creative director, Paula Thomas (Paula Thomas) was completely out of the brand. Later, Paula Thomas (Paula Thomas) briefly made two designer 's designer, also worked as a stylist, until settling in the United States of Losangeles, met with business partner Valerie Sarofim to provide financial support, and to create their own fashion brand Thomas Ward (Thomas Wylde).

In 2006, Paula Thomas (Paula Thomas) (Thomas Wylde) launched the Thomas Ward brand new Gothic Skull Pattern accessories series, was a great success. The series has become a Hollywood female stars of the wardrobe essential goods, while Thomas Ward (Thomas Wylde) of the product from 6000 yuan skull scarf and more than 3 of the skull skull, extending to 6000 multivariate a T-shirt, 20000 multivariate a leather jacket, 10000 multivariate a pair of boots and nearly 30000 a leather pants. Thomas Ward (Thomas Wylde) has become a Rock Cool taste and sense of the high-end fashion brand, the rebellious punk fashion sense and luxury fabrics with sign design, sweet with a little devil temperament, a successful capture a large number of stars fans: Sienna Mi Le (Sienna Miller), Charlize Theron (Charlize Theron), Alicia Keith (Alicia Keys), Cammeron Diaz (Cameron Diaz), Kate Hudson (Kate Hudson), Jennifer Lopez (Jennifer Lopez)

In a complex and delicate style Russia out of the bohemian, dignified and cunning or feminine image is too strong to let a person feel a little bored, and Thomas Ward (Thomas Wylde) of the skull and crossbones appear just to make up for the vacancy, and the fans were great for young and full of modern women. High society life so that they had to keep the perfect smile, private personal style selection cannot be too far, Thomas Ward (Thomas Wylde) it is easy to take an intermediate position, let the ladies treason have a small vent.

The Thomas Ward (Thomas Wylde) brand archives:

Chinese Name: Thomas Ward

English Name: Thomas Wylde

Country: USA

Create time: 2005

Founder: Paula Thomas (Paula Thomas) & Valerie Sarofim

Creative director: Julian MacDonald (Julien Macdonald)

Products: Handbag / bag, dress, scarf, accessories and so on

Design of new style: Gothic, luxurious pirate wind

Thomas Wylde brand design style: full of the spirit of rock, elegant street style

; ; ; Shen Qiang holding a black bag, through the dim light of the hallway. Since two years ago to join the Shanghai suburb of this mysterious company, he will have a code --- 007

end of the corridor is a small meeting room, the door ajar, which few people are sitting in a chair whispering. This is Shanghai, a commercial research company internal regular meeting two years ago, they and Nike, Adidas signed a contract to assist the crackdown. The Shen Qiang is conducting a "weeding action" goal is a production of fake Nike clothing manufacturers. Network has been opened, and "moth" is everywhere.

Secret dispatched

origin Shen Qiang Veterans Ombudsman since entering this business, life has been in a very tense mystical state. Achievement "of my income is about 5,000 yuan a month, not including Nike and other companies to fake some of my commission." Shen Qiang is concerned, this work is not paid well, and in a time of stimulation tracking . "I helped Nike, Adidas, Montagut, crocodiles, Chanel have played false, we have become close partners of these ocean giants." Shen Qiang said.

In the past few months, Shen Qiang has been staring at a specialized foreign trade clothing trading company, the boss called Zhang, the company does not legally registered, but have their own websites, in Taobao also has network shop, has sold "Diamond Level" (high transaction credit rating). According to Shen Qiang, Zhang is a big brand fraud, counterfeit Nike clothing there are thousands of pieces of daily turnover, while such transactions are generally completed online, through a logistics company cargo transport and use Alipay transaction. And they never show up on weekdays, never to meet with any small wholesalers getting goods.

"Zhang is a wholesaler, in a number of secondary wholesalers below him, above him is the home of many fake plants. They sell clothing Nike and Adidas 'A goods', almost as real, secret way through the network, the market formed a strong interference." Shen Qiang told reporters.

"I have seen the most horrible time frame, that is, when the Guangdong on a fake plant fake Nike, Nike clothes are those who live on the pounds said, getting goods businesses do not see the goods, desperately try to steal those fakes, there are a lot of businesses are driving a truck coming. "

Catch

contact Shen Qiang and Zhang, he found much more serious impact on the market these fake than he imagined, a Nike sportswear store to sell more than 600 yuan, while that from Zhang side purchase less than 60 yuan, and to be sold on Taobao also only 100 yuan, which greatly affect a lot of regular store sales.

fake merchandise obvious impact on the regular. It is reported that P & G to this end an annual loss of about 1.2 billion yuan, Unilever lost more than 3 million Adidas also has nearly 300 million yuan of losses. Therefore, similar to the "weeding action" in many foreign giants crackdown there have been accustomed to.

Shen Qiang at the "weeding action" in the role of the northeast in the Sino-Russian trade is a businessman from. Shen Qiang staring "embittered" fraud wholesalers, large scale, have their own independent factories in Guangdong, the country shop supply Nike fakes. Shen Qiang and Zhang through QQ conversation □□□□, clappers to the 100 products as the kind of goods, like in two or three days to get the goods after, Shen Qiang claimed that the quality is very good, very realistic imitation, proposed to 1000, but Conditions must be on-site inspection, Zhang promised after the hesitation Shen Qiang requirements.

In the meeting of the day, wearing a thick gold necklace Shen Qiang neck, in conjunction with his company's operations, code-named 006, a female colleague. This company in Hangzhou suburbs, a few houses in the low four stacked with Nike and other brand-name clothing. Shen Qiang and Zhang conversation, while 006 started using a pinhole camera, recorder for evidence. After a good price, Shen Qiang Zhang let goods sent to the northeast at his company. These goods will arrive to be destroyed.

Since then, Shen Qiang put on a maintenance man hydropower clothing, sit back and wait after they squatted near the factory, watching trucks in and out of and into the warehouse, to complete the process of evidence collection.

After this week, Shen Qiang and Zhang has become a friend. Shen Qiang said goods are very popular in Russia and the shop, he was prepared to feed 100 000, and will be personally handed over some of his style design, and hope to the factory to investigate, Zhang hesitated for a long time, could not help the interests of the temptation promised Shen Strong demands "cat and mouse game," this was the climax.

fatal blow

let Shen Qiang was a little surprised by his tailed company also supply to some of Nike, Adidas small dealers.

a Shaanxi had ran Nike and Adidas Lee Chung told reporters that the dealer, the dealer, the pressure is that many brand-name companies and dealers every year new task, the task in both growth There are stringent requirements, general requirements to complete more than 30% growth, if not finish it will cancel the agent qualification. Lee Chung had been fake because the impact of a series of lost proxy Adidas and other brands. And the current grim situation is that individual dealers under pressure and temptation to sell fake entered the ranks, the general approach is that brand-name sports shoes, a true, one false mixed with selling, it is hard to detect.

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