

Project 2: Betel Nut Beauties





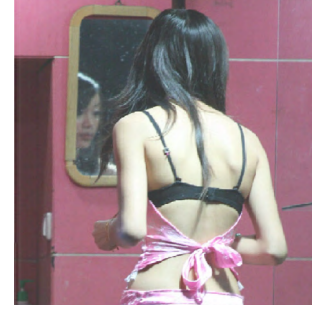
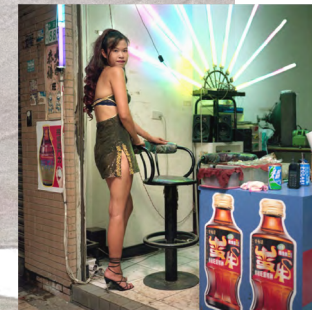
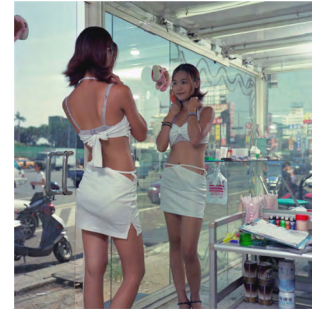
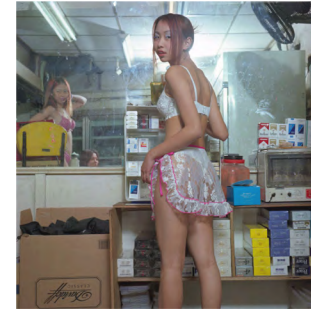
This project draws inspiration from Taiwanese photographer Chen Jingbao's work, "Momentary Heavy Makeup - Betel Nut Beauties." The enchanting beauty and vibrant vitality of the Betel Nut Beauties, set in the humid Southern ambiance, captivated me. Their exchange of allure and bodies for economic gains prompted me to reflect on women's perception and authentic value. These musings form the foundation of my journey into this project.

Research



In a broad sense, "Betel Nut Beauties" are young women selling betel nuts who dress provocatively. Their role includes wearing alluring attire to entice customers to purchase betel nuts, though they may encounter inappropriate behavior or involvement in explicit activities by customers.

Research



Taiwan's betel nut stalls, lit with neon lights, mainly cater to truck drivers. Betel nut beauties, often clad in revealing outfits like short skirts, low-cut tops, midriff-exposing attire, and provocative thong underwear, opt for a seductive color palette of rose red, purple, and red. Materials used include light, thin, transparent fabrics, and alluring leather.

Research



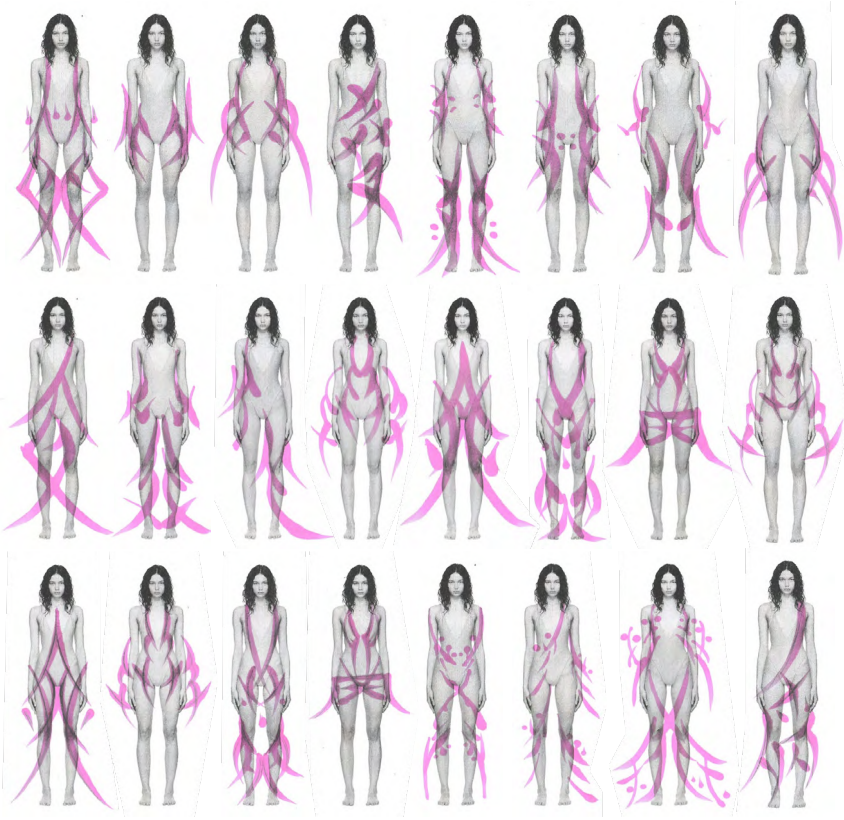
Betel nut, sensuous and alluring, contrasts with the tender "holy maiden." In my exploration, I found the Jiang Yong female calligraphy, symbolizing the delicate and submissive nature of women with its fine strokes in an elongated diamond shape. I conducted a series of physical experiments by imitating the dressing style of the Betel Nut Beauty and selecting fonts from women's books that carried unique significance.

傲骨丹心映国魂
芳格远非吟老句
浴雪披冰玉蕊莹
朋松竹友挺坚贞
贊梅

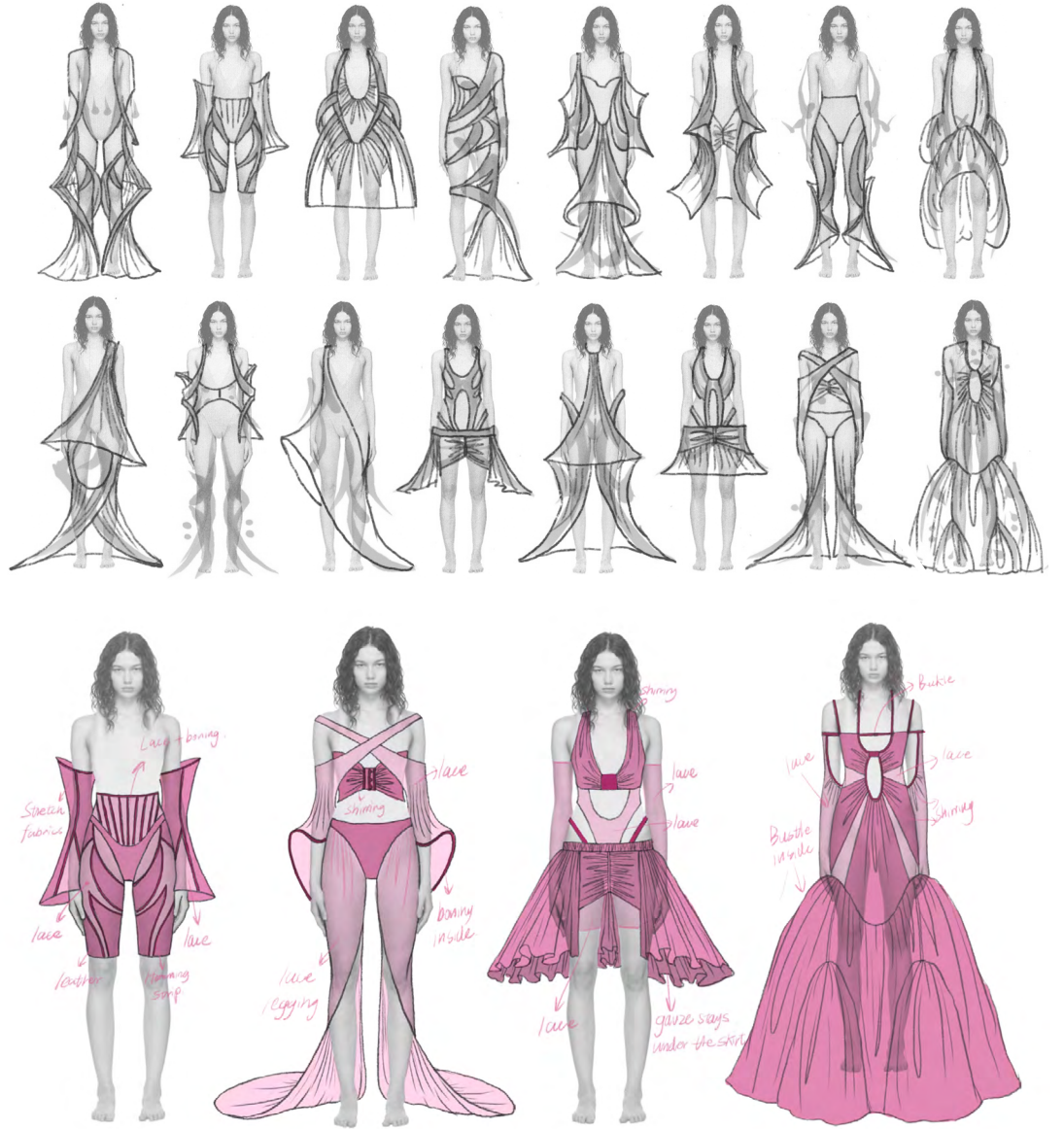
綠瘦紅肥斗艷春
任他朝市爭新寵
晴嵐雨露養風神
琼花素瓣暗香沁
賞兰



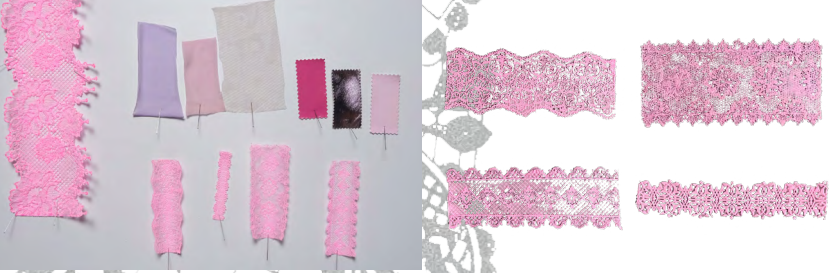
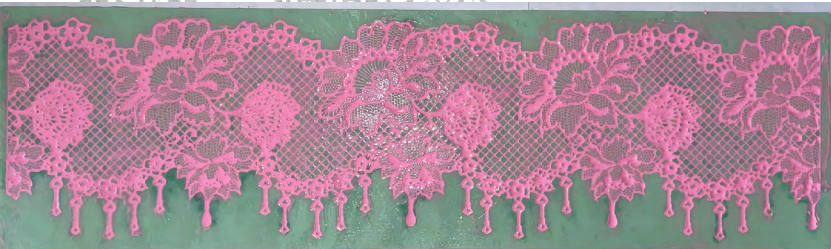
Development



Utilizing research and practical experiments, I explored traditional women's script writing, employing brush strokes to translate bodily experiences onto paper and create garment outlines. Analyzing the strokes and shapes of the women's script font on these outlines, I then integrated them with clothing elements to develop preliminary garment styles.

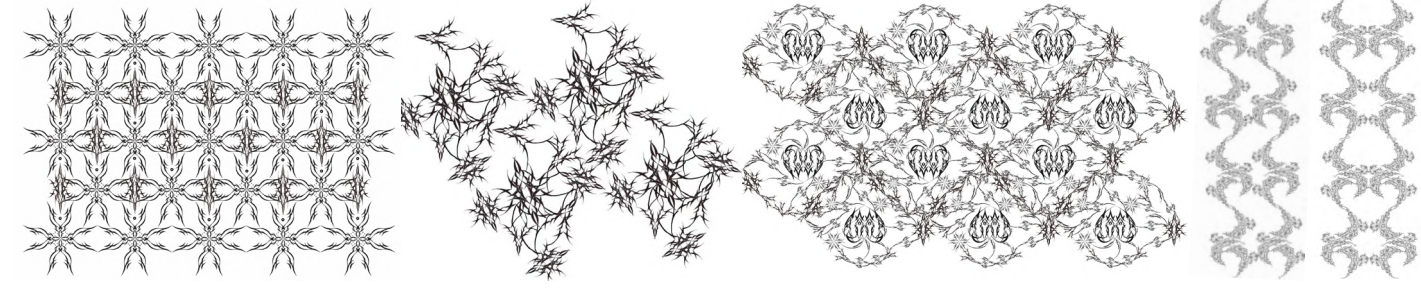
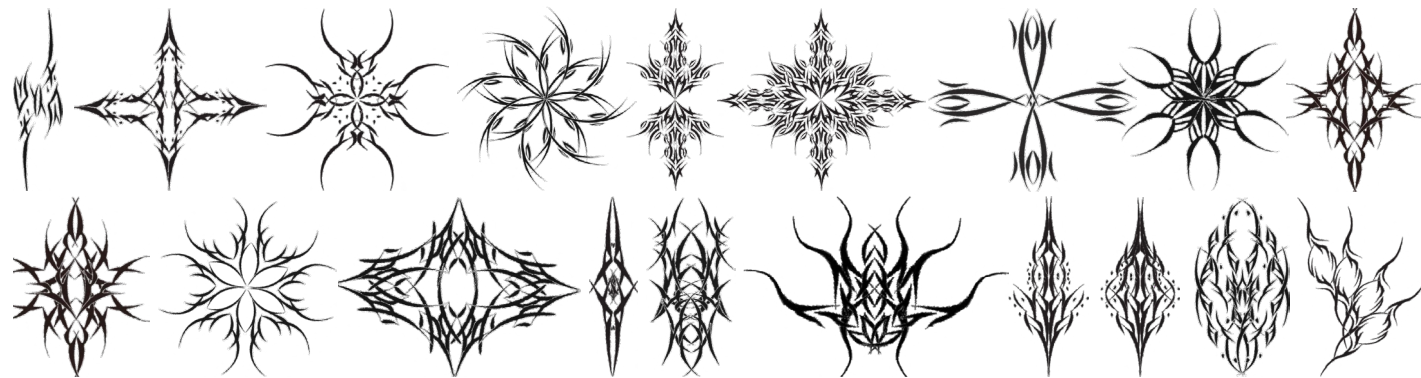


Print & Fabric

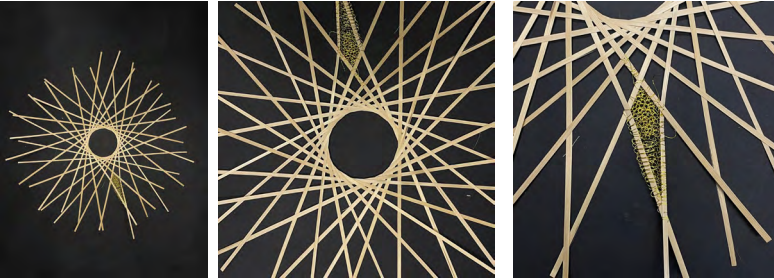
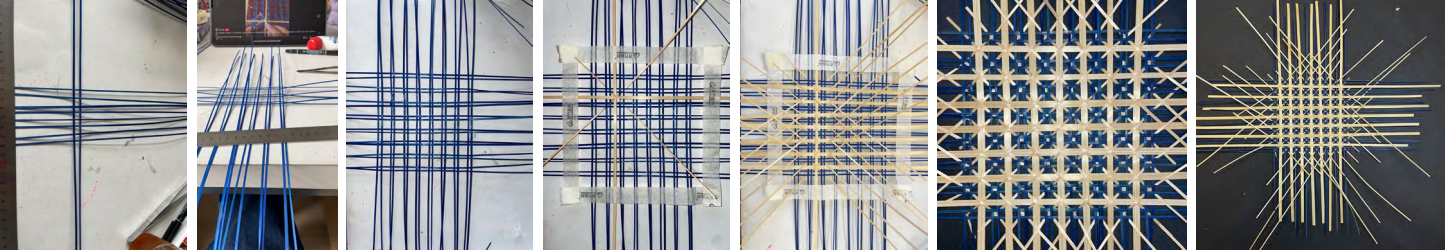


The costume elements of the Betel Nut Beauties contain a large amount of lace, so in this fabric transformation process, I have tried various different methods and materials to develop new types of lace fabrics, such as: mesh printing, silicone, dripping glue, ultra-light clay, etc.

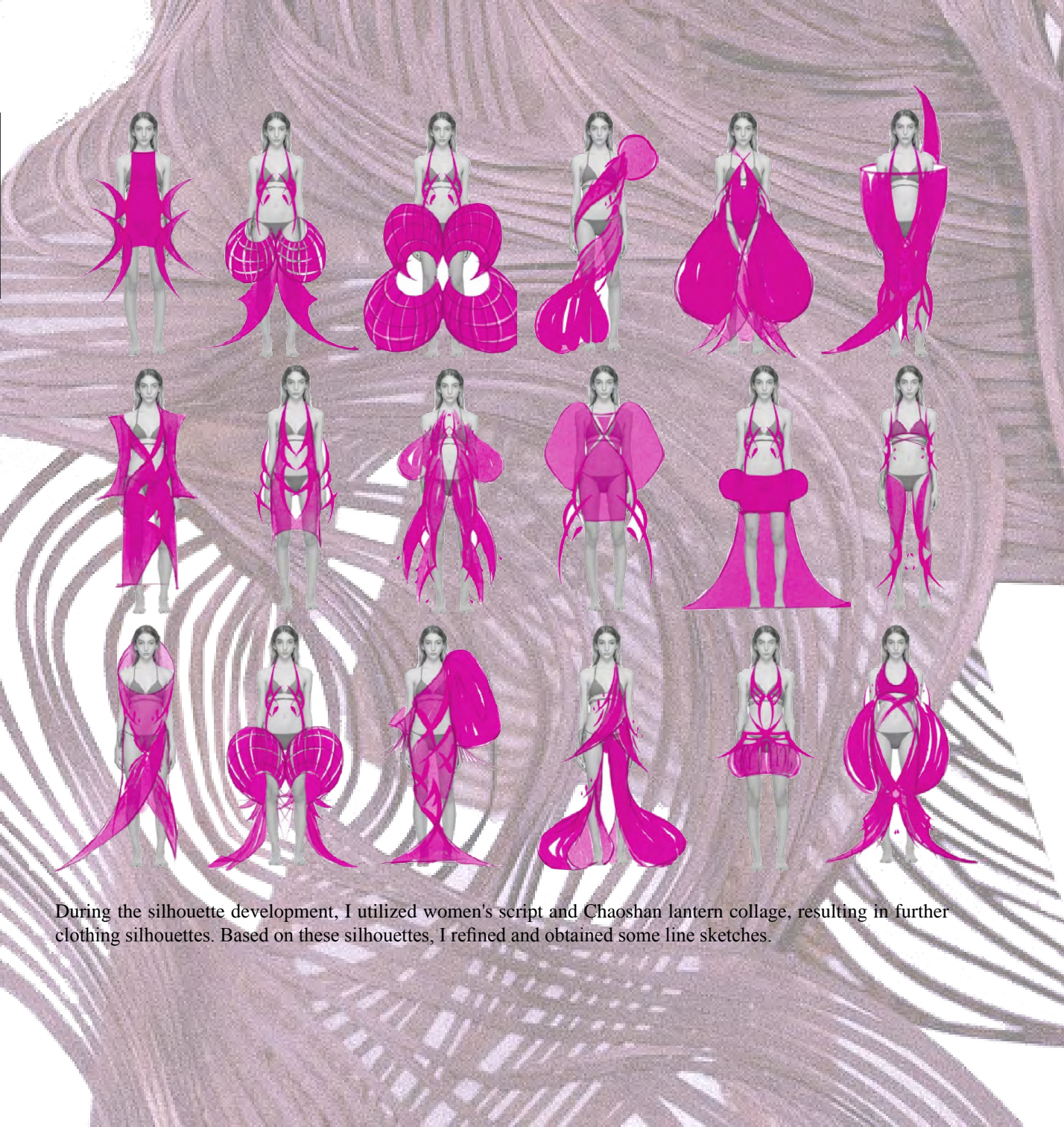
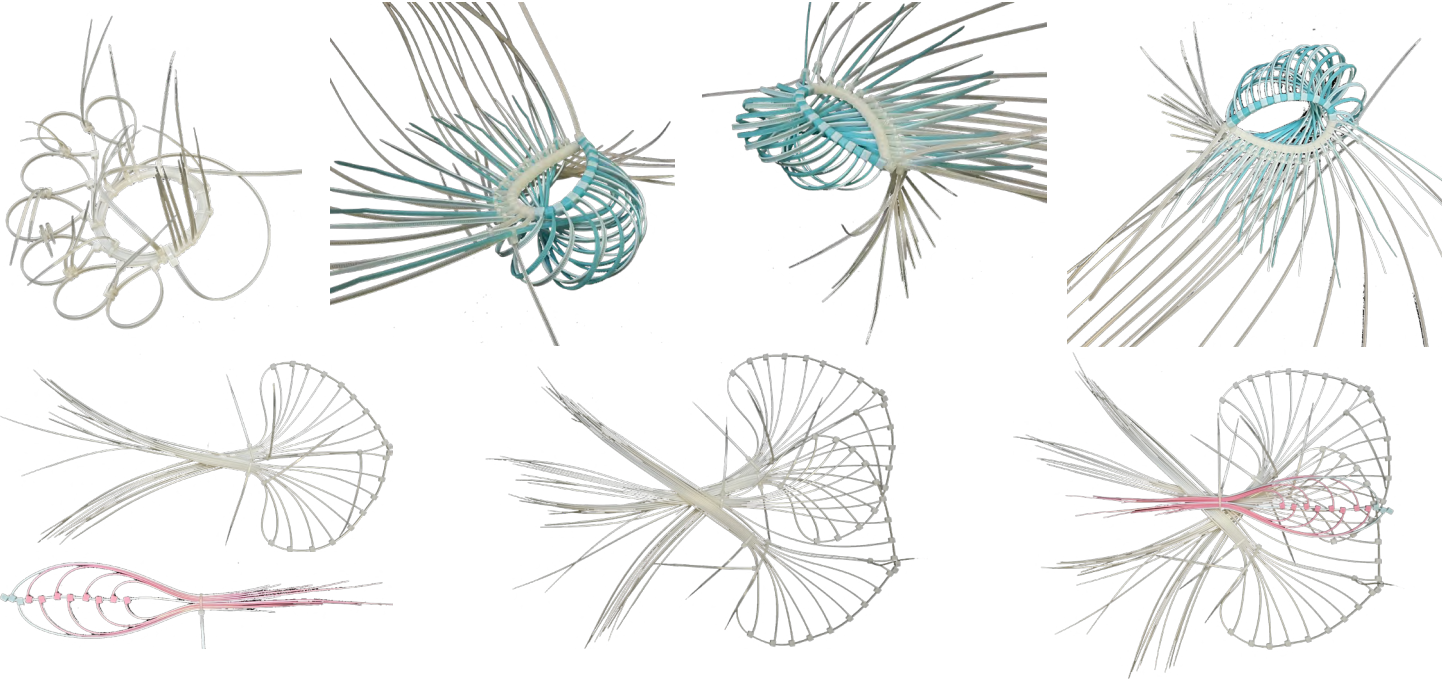
Inspired by lace, I combined regular and random patterns for a fresh design in the female book's small units. Using laser cutting techniques, I incorporated elements from betel nut beauty clothing and explored positive/negative cutting, as well as fully hollow and non-hollow approaches.



Experiment

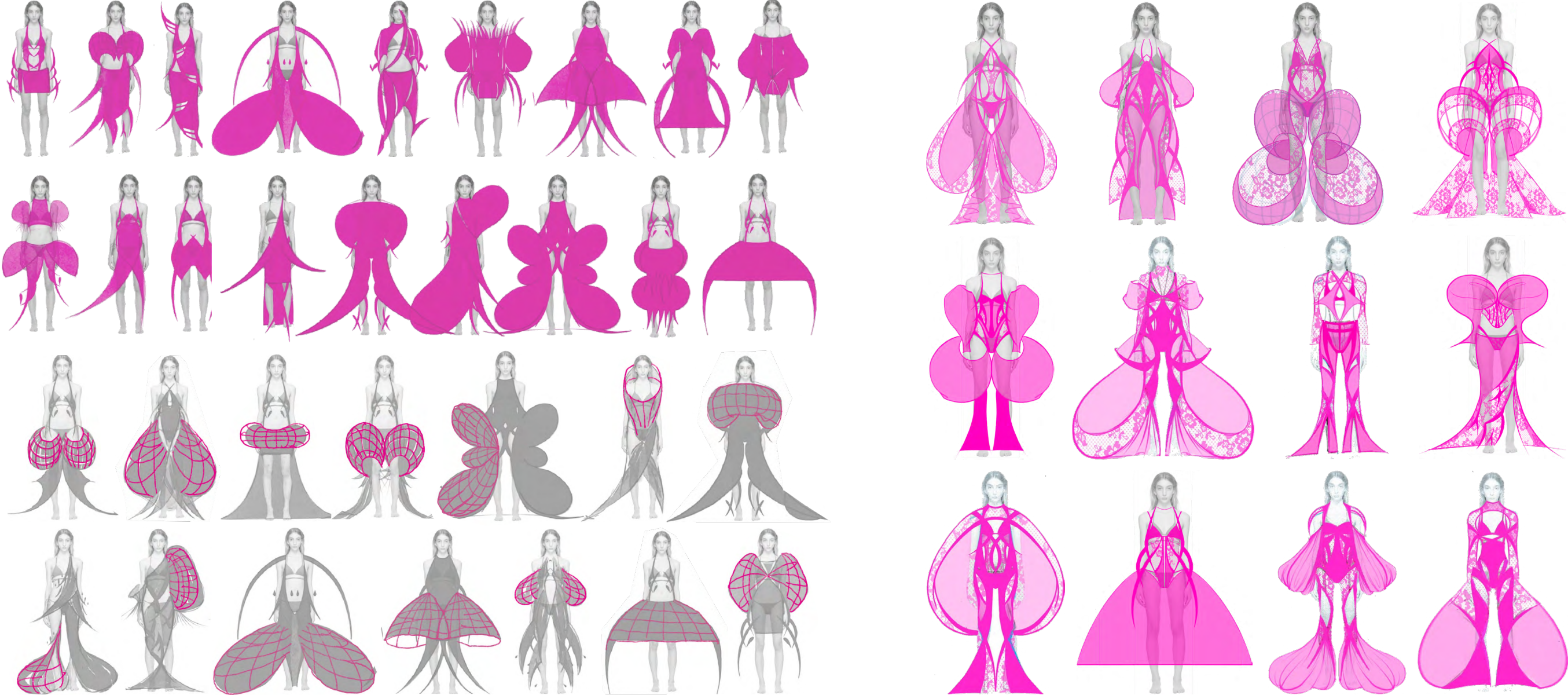


Teochew " 灯 " means family prosperity with a traditional view on women's fertility. I incorporated bamboo strips, resembling lantern crafting, into fabric samples, experimenting with diverse weaving techniques using similar structured straps.



During the silhouette development, I utilized women's script and Chaoshan lantern collage, resulting in further clothing silhouettes. Based on these silhouettes, I refined and obtained some line sketches.

Development--Sketch



Final Line-up



Manufacture

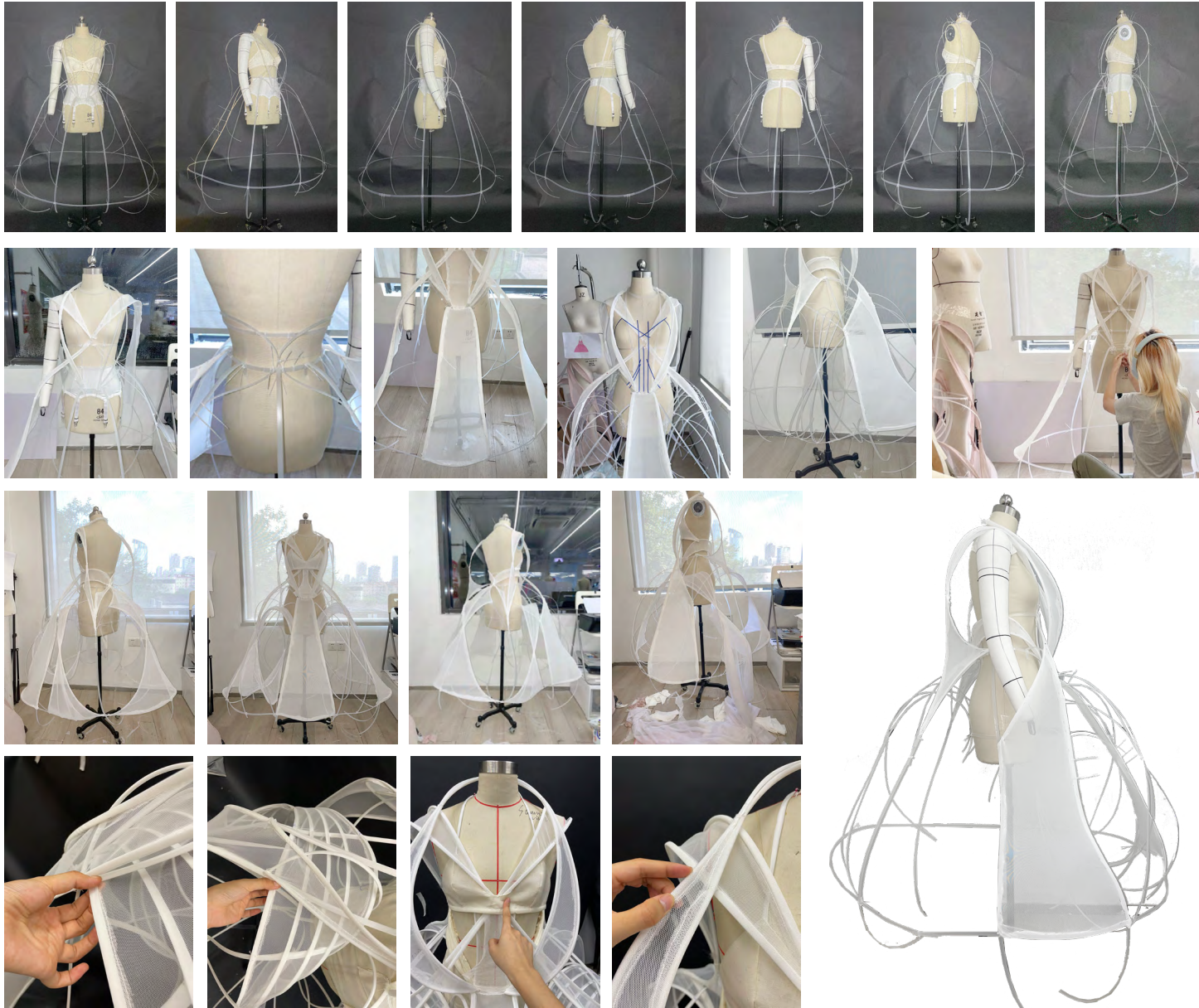
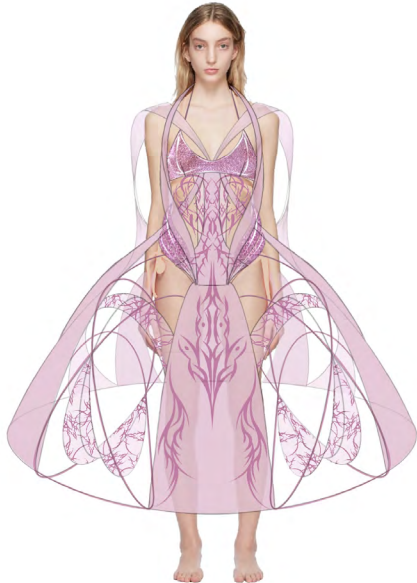


The design of this look focuses on the legs, the silhouette of the legs is in the shape of a lantern, which is then divided by the structural line of the women's book. For the cutting experiment, I first used bamboo gabion, but the material characteristics of bamboo gabion are easy to break and not flexible enough, so based on this, I used fishbone and netting as the last material used for further cutting experiment.

Manufacture



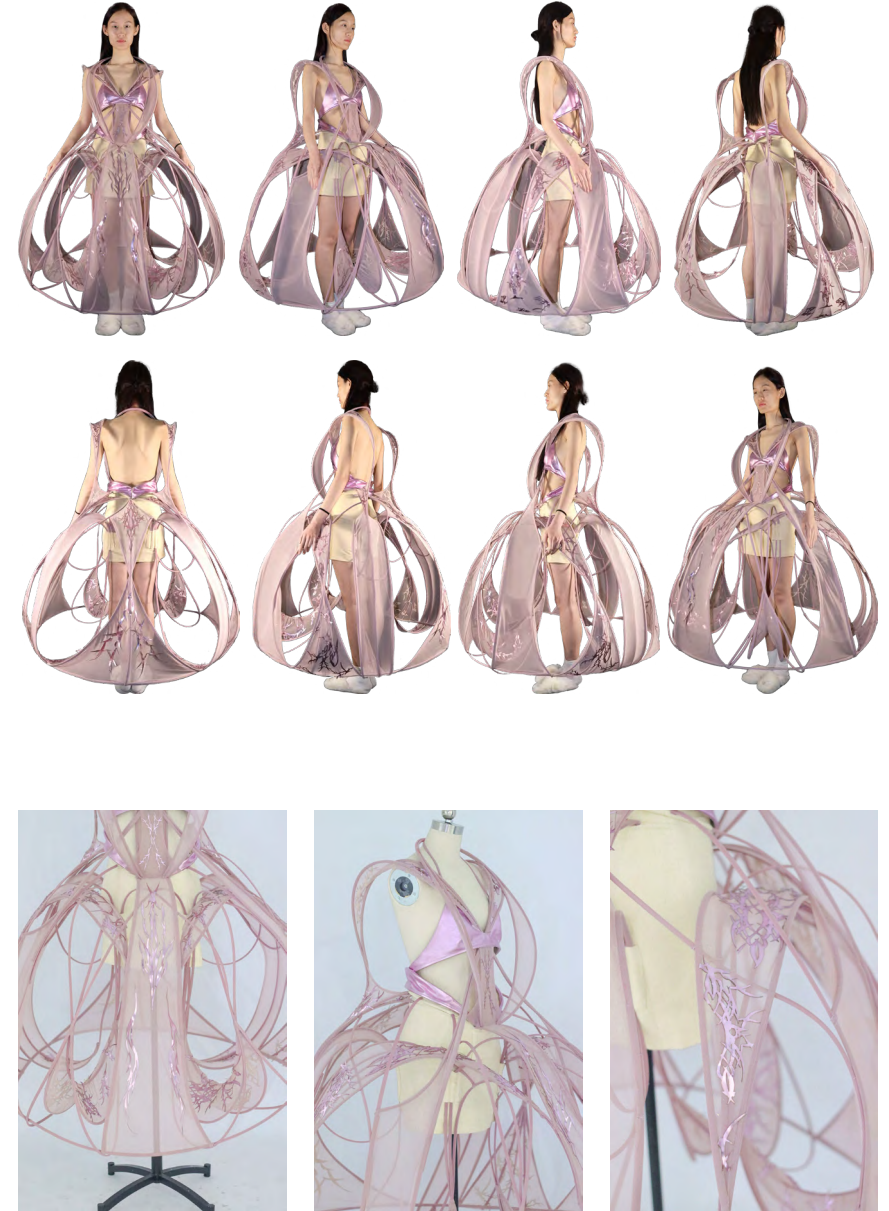
Manufacture



Manufacture



The main design point of this look is the lantern-shaped hemline and the linking and interspersing of the chest and waist in the upper body. On the tailoring experiment, I first build out the overall frame of the skirt, and then step by step deepen each part of the structure of the specific links and interspersions. After the fishbone frame is built, then selectively attach netting to grasp the balance between partial nudity and exposure.



Manufacture



Look3 focuses on the upper body with lantern-shaped sleeves featuring fishbone for a layered effect. Chest segmentation lines are influenced by fluid female calligraphy, while the lower body design is inspired by the "underwear exposed" style of Betel Nut Beauty, paired with a high-slit pleated chiffon skirt.

Manufacture



Lookbook

Shixian Shao Project 2: Betel Nut Beauties 2023



Photographer: Shenyu Li

Model:Kefei Niu

Make up:Yebaihe

Hair stylist:Yilin

Art Director:Mouni

Styling:Erniu

Designer:Shixian Shao



Photographer: Shenyu Li

Hair stylist: Yilin

Art Director: Mouni

Model: Kefei Niu

Styling: Erniu

Make up: Yebaihe

Designer: Shixian Shao



Photographer: Shenyu Li

Model:Kefei Niu

Make up:Yebaihe

Hair stylist:Yilin

Art Director:Mouni

Styling:Erniu

Designer:Shixian Shao

Shixian Shao Project 2: Betel Nut Beauties 2023



Photographer: Shenyu Li
Model:Kefei Niu
Make up:Yebaihe

Hair stylist:Yilin
Art Director:Mouni
Styling:Erniu
Designer:Shixian Shao

Shixian Shao Project 2: Betel Nut Beauties 2023





Photographer: Shenyu Li

Model: Kefei Niu

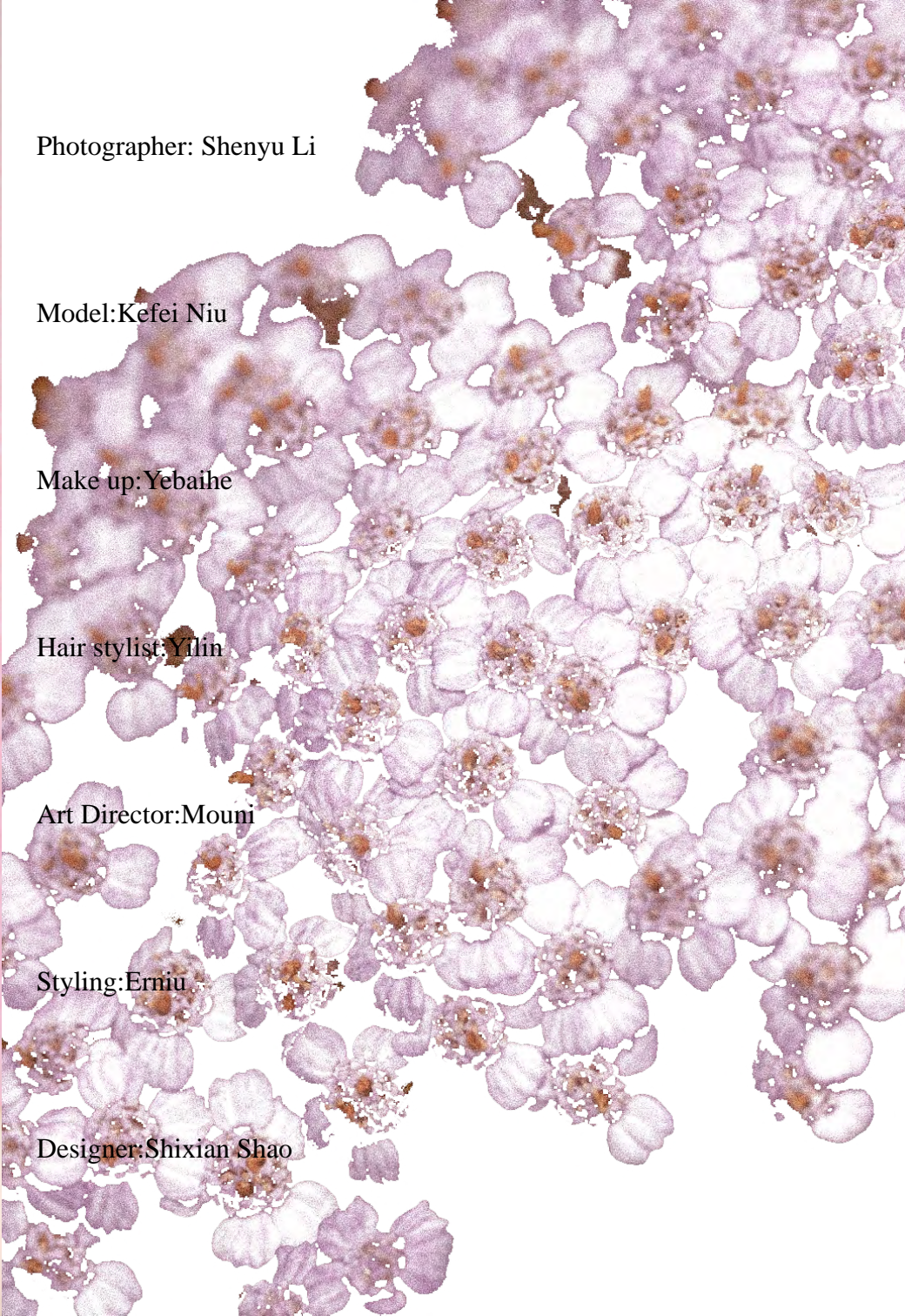
Make up: Yebaihe

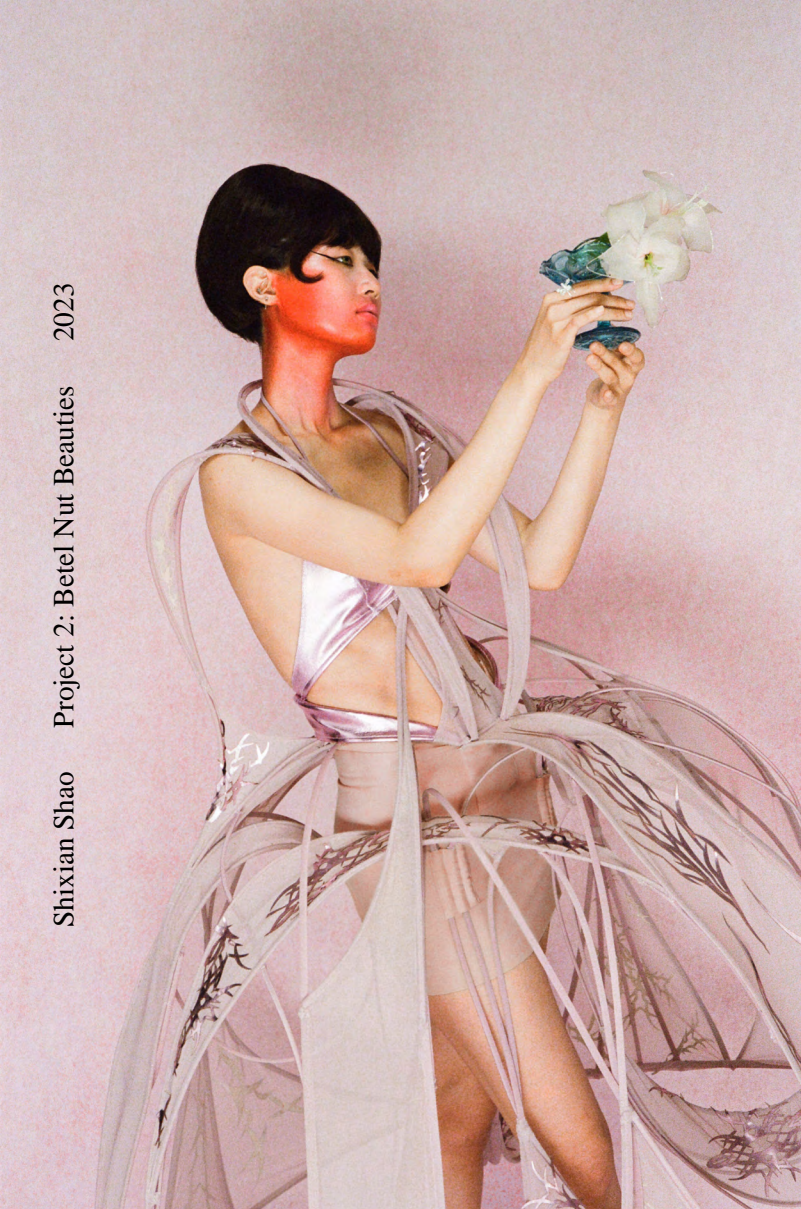
Hair stylist: Yilin

Art Director: Mouni

Styling: Erniu

Designer: Shixian Shao





Photographer: Shenyu Li

Model:Kefei Niu

Make up: Yebaihe



Hair stylist:Yilin

Art Director:Mouni

Styling:Erniu

Designer:Shixian Shao





Photographer: Shenyu Li

Model: Kefei Niu

Make up: Yebaihe

Hair stylist: Yilin

Art Director: Mouni

Styling: Erniu

Designer: Shixian Shao





Shixian Shao Project 2: Betel Nut Beauties 2023



Photographer: Shenyu Li

Model:Kefei Niu

Make up:Yebaihe

Hair stylist:Yilin

Art Director:Mouni

Styling:Erniu

Designer:Shixian Shao



Photographer: Shenyu Li

Model:Kefei Niu

Make up:Yebaihe

Hair stylist:Yilin

Art Director:Mouni

Styling:Erniu

Designer:Shixian Shao

