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KENT&CURWEN**ENGLAND**

英国时装品牌KENT&CURWEN澳门威尼斯人精品店盛大开幕
精彩呈现全新2024秋冬系列

December 26, 2024, the British fashion brand KENT&CURWEN launched its boutique at The Venetian Macao, with renowned actress Gulnazar attending the grand opening event. Alongside numerous guests, she participated in a magnificent ribbon-cutting ceremony, marking another splendid chapter for the brand in the China market.

2024年12月26日，英国时装品牌KENT&CURWEN揭幕澳门威尼斯人精品店，特邀知名演员古力娜扎出席精品店开幕活动，在现场众多来宾的见证下一同参与盛大的剪彩仪式，开启品牌在中国市场的又一华丽篇章。

The overall interior design of the KENT&CURWEN boutique at The Venetian Macao features blue handcrafted ceramic tiles representing the British royal aristocracy, complemented by classic white stone. The décor is elegantly accented with English red roses, embodying the brand's spirit and highlighting nearly a century of British culture and charm. The minimalist lines throughout the space create a youthful and unique upscale ambiance, while the contemporary reinterpretation of the brand's iconic three lions insignia and the vintage English carpets work in harmony, showcasing the brand's strength and underscoring its commitment to rich traditions.

KENT&CURWEN澳门威尼斯人精品店的整体内饰以代表英国王室贵族的蓝色手工陶瓷砖搭配经典白色石材为主色，加以点缀蕴含品牌精神的英式红色玫瑰，充分彰显品牌积累近百年的英伦文化与韵味。贯穿室内的简约线条充分营造出年轻而独特的高级格调，糅合当代视角全新演绎的品牌标志性三狮徽章标识和英式复古地毯交相呼应，旨在尽显品牌力的同时，表达其对于悠久传承的重视。





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KENT&CURWEN started as a maker of uniforms from 1926. Today, uniforms can be considered the ultimate paradox: crafted for conformity, worn for a sense of belonging, yet often subverted for self-expression. A very British contradiction given the history of strict codes of dress and the defiance to counter them. It was with this in mind that the Autumn/Winter 2024 Collection came to life, Kent & Curwen stands for a modern, playful, and expressive version of Britishness: tailoring, sportswear, and fashion, brought together in unexpected combinations.

1926年创立伊始， KENT&CURWEN以制造制服而闻名。时至今日，“制服”这一概念蕴含了一种极致的悖论：它们为追求整齐划一而精心打造，因寻求归属感而被穿着，却常常成为挥洒个性与自我表达的载体。这种矛盾极具英伦风范——在严格的着装规范传统之外，亦洋溢着反抗规则的叛逆精神。

KENT&CURWEN 2024秋冬系列正是从这一理念应运而生，将剪裁、运动和时尚三者交相融合，带来令人耳目一新、满载摩登与趣意的英伦服饰风尚。

KENT&CURWEN invites you to visit the boutique at The Venetian Macao for an immersive experience of an updated iteration of the British genderless wardrobe.

KENT&CURWEN诚邀您莅临澳门威尼斯人精品店，沉浸式体验更新迭代的英伦无性别衣橱。

