

## **The shifting interests in Sino-Italian Fashion Collaborations**

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### **Abstract**

In the wake of her economic success, fashion has become a new accessory to China on both production and consumption level. The active exchange between the West and China stimulates production and consumption of a hybrid style which has form part of the identities of Chinese fashion, as pointed out in many recent works on contemporary Chinese fashion. But China has also a role in reshaping Western fashion. If China's new role as a consumer is frequently underlined, as opposed to that of manufacturer, little has been written on how international fashion production in China presents ambivalences right from the manufacturing stage. China has a relevant role in determining global fashion. It is a complex process blurring the boundaries between Chinese and Western fashion systems, and disavowing essentialism on both sides. The paper deals with the specific relation between China and Italy in the process of "fashion making". It refers to a collaborative study (2002-2010) in Cultural Anthropology on Sino-Italian joint ventures and other kind of work collaborations between Italian and Chinese in the textile and fashion field.