

FALL 2021
Product Catalogue

JAMIE HO



01

BEAUTY



02

WEALTH



03

MARRIAGE



ABOUT

JAMIE HO

I spent most of my life making attempts to assimilate into the hegemony of American culture. Through this experience, I struggled with the pressure to fit my body into the idealized mold of femininity as prescribed by Euro-American heteronormative standards. Yet it is an impossible task, as my body will always be seen as perpetually foreign in the eyes of other Americans. This realization shifted my attempts from assimilation into American culture to assimilation into my Queer Chinese culture.

Drawing from my mother's flawed knowledge regarding ancestral traditions and rituals, I create simulations of such traditions as a method of assimilation. I use the aesthetics of camp, drag, and the lighting studio as a vehicle to subvert the rituals my mother performs that bring prosperity and wealth into the family and home. By performing simulations of rituals within my work, I am critiquing the ways Euro-America consumes and objectifies Asiatic/Chinese fem-bodies. This is demonstrated in works, Footbinding, and Footbinding, Begone!. My foot and leg, clothed in pantyhose, artificial nails, and protruding orange are given the same treatment as the Ancient Chinese shoe on the pedestal, thus, equating both my body on display and the shoe are for sale. Objectness and the perception of the "yellow woman" have always gone hand in hand. As Anne Anlin Cheng writes on how Anna May Wong and Nany Kwan's personhood has been described, "for the Asian American Woman, porcelain has always been flesh and not flesh."

To demonstrate the conflation of objectness and Asiatic fem-bodies, I use three overlapping approaches for my work: GIFs, sound art, and a Product Catalog. My GIFs work in tandem with the ideas I'm exploring. The missing moments (or frames) in a GIF function in the same way that traditions do when passed down generationally: they morph over time. In place of the missing information (frames), there is room for subversion like the way the hands (are not a hand but a "hand") hovers at the edge of the left frame in both the Unveiling and Tea Ceremony diptychs. The hands only get activated when the "Bride" in the right frame reaches into the left. The soundscape I've created plays into Euro-American ideas of Asian culture while subverting them through the added texture of the plastic crinkling. I sampled from a Chinese Vogue Campaign for Chinese New Year which in turn sampled from an unnamed Chinese Opera, ancient Chinese instruments such as the suona, and Chinese reality television shows. The soundscapes give a rhythmic backdrop to the continuously loop GIFs, referencing the ephemeral nature of getting lost in a dance floor or "lost from the evidentiary logic of heterosexuality." The Product Catalog is a simulation of one where the objects for sale are the objects featured in my GIFs and it acts as a gateway into understanding my work by highlighting my three major themes: Beauty, Wealth, and Marriage (tradition). The Product Catalog uses satire and the capitalistic vernacular to highlight the absurdity of Euro-America's consumption and perception of Asiatic objects.

PRODUCT CATALOGUE
SECTION 01



PRODUCT CATALOGUE
BEAUTY





Product # 220
Lotus Stem Hanfu Shoes
Chinese Traditional Hanfu Shoes Ancient
Women Flats Blue Bandage Hidden Heels
Oriental Lolita Embroidered Lotus Stem

\$29.99

Rising above murky and muddy water, lotus flowers emerge pristine and unspoiled, able to retain their delicate and beautiful petals. Symbolizing purity in both heart and mind, what better way to show off your untouched self to suitors than doning these perfectly embroidered Lotus Stem Hanfu Shoes?

Not only will your feet look delicate in these shoes, they will resemble and exude the beauty and grace of a lotus flower. Sure, you might not be able to walk as comfortably as before, but who cares when it's fashion? Especially if you can snag yourself that well to do merchant who'll surely pamper you.



Product # 1644
Flower Pot-Soled Shoes
Ancient Costume Qing Dynasty
Flower Pot Gege Block High Heel
Pumps Shoes Womens

\$67.16

Hailing from the Qing Dynasty, these Flower Pot-Soled shoes are a sign of high class and wealth. Wearing these shoes will prove manual labor never met you and your ability to teeter toddle on these heels will convey a sign of elegance and grace. Worried about the hemline getting muddy or dirty? Don't fear! These shoes are the SOLUTION.

Not only will you be considered a prize possession of a Qing Dynasty Emperor, but your feet also will never be deformed or in pain because these shoes will prevent foot binding.

Begone foot binding! Begone!



Product #1939
Pantyhose with Painted Nails
Drag Queen Realness Red Glittery Long
Nails Painted Sheer Nude Pantyhose
Stocking Womens Mens Lingerie

\$6.77

Isn't there a saying that Mother knows best or is it *Drag Queens*? Who cares, taking a page out of a *Drag Queen's Book* is never a bad thing! Pantyhose or stockings are used to smooth out the padding to give you the perfect figure, so why not apply it to your hands?

Drag Queens know how to hide just about anything, *if you know what I mean*. What better way than to hide those dry hands and wrinkly skin than pantyhose! Nails got you down? These pantyhose include glittery nails to impress anyone. Comes in all shades and sizes.

Why show off your true hands when there's Pantyhose with Painted Nails. Get yours today!



Product # 206
Round Silk Fan (Tuanshan)
Circular Antique Fan Chinese Style
Classical Round Fan Ancient Han
Chinese Clothing Accessories Tassel

\$12.99

Resembling the feminine energy of the moon, this Round Silk Fan is the pinnacle of high fashion. Chang'e's moon, you say? Don't worry! Chang'e's tragic fate to lonely imprisonment in the moon won't happen to you. Instead, carrying around this Hanfu accessory will bring union and happiness!

Painting fans is an Ancient Chinese art form, and the Round Silk Fan is at the peak of artistry. Cherry blossoms painted delicately on, silk sourced from the finest silkworms in the forest of Beijing means carrying this cute fan will show off your true beauty and heighten your prospects for marriage.

PRODUCT CATALOGUE
SECTION 02



PRODUCT CATALOGUE
WEALTH





Product #202
Xiao Guan (Small Headwear)
Chinese Traditional Men's Jewelry
Headdress Hanfu Vintage Hair Crown
Hairpin Prince Warrior Knight Hairpin

\$18.19

Just turned 20 and it's officially your coming of age? We got you!

Your outfit will *not* be complete without an guan and better yet a xiao guan. What is a xiao guan? And why is it important? The Chinese believe every part of one's body should be respected as your parents intended, so why neglect your hair?

Guan is a hair piece that secures your topknot with a pin. It is used to signify your rank by how stylish and ostentatious it is. And boy is this xiao guan ostentatious!



Product #1021
Florida Produced Oranges (4 pcs)
High Imitation Artificial Orange Fruit
Plastic Simulated Orange Fruit Model
Offering Buddhist Fortune Fruit

\$358

Need to bring good luck into your home? Or good fortune? This set of 4 oranges are exactly what you need.

The color of the orange closely resemble the color of gold and the Chinese word for orange and luck are homonyms. Which means they are the perfect offering to bring wealth into your home. Sourced from Florida's premium orchards, these oranges will never fade or rot.

Guarenteed to work or your money back!*

*Not valid for a refund until 30 years after purchased date



Product #1368
Nail Guards (Zhijiaotao)
Chinese Ancient Punk Antique Gold
Claw Bend Nail Ring Knuckle
Fingernail Ring 24k Protection

\$13.36

Long fingernails tell everyone you are rich and *loaded*, but when they break, it hurts. And your long nails sure do break easy. Plus, you're wealthy! You don't need to use your hands on mundane everyday tasks. No way!

So, what is the solution? It's Nail Guards! Originated in Ming Dynasty but became popular in Qing Dynasty, these Nails Guards will protect your long fingernails while showing off some seriously stylish bling. The Nail Guards are 24k gold* with intricate designs that will shut up any Chatty Cathy. You're not a poser, you really have the dough and you got the stylish and extravagant Nail Guards to prove it!

*Hallmark unavailable but you don't need it, it's the real deal!



Product #1603
Chinese Lucky Cat
Warm Classic Chinese Lucky Wealth
Electric Wink Cat Gold Waving Cat
Beckoning Maneki Battery Powered

\$9.95

Slow business got you down? The Chinese Lucky Cat is the figurine for you!

Why a cat and how is it lucky? There's a beloved Chinese proverb that a cat cleaning it's face will make money rain, or as Tang Dynasty Duan Chengshi wrote in Miscellaneous Morsels from Youyang, "If a cat raises its paw over the ears and washes its face, then patrons will come."

The sheen of gold and warmth of a very cute cat will draw in customers year round! Battery powered, the Chinese Lucky Cat* uses its paws to beckon in customers, bringing prosperity to your business!

*Originated in Japan, Chinese Lucky Cat is actually called Maneki-Neko or Beckoning Cat. It's not Chinese at all, but can you tell the difference? No? It's all the same in the end.

PRODUCT CATALOGUE
SECTION 03



PRODUCT CATALOGUE
MARRIAGE





Product #550
Double Happiness Veil
 Ancient Chinese Wedding Bride
 Red Head Veil and Xi Cheng Hanfu
 Accessory Wedding Props

\$1.81

Getting ready to walk down the aisle? This Double Happiness Veil is a must have for your perfect day.

Picture this: it's your special day and it's spent without having to see a single person or thing outside of the glittery almost sheer veil draped over your head. This includes that annoying aunt with no manners or the cousin who wears too many fake gold bracelets and asks too many questions. A relief right? Plus, at the very end, you get a surprise: a brand new spouse, handpicked by your parents!

This Double Happiness Veil is made with care and will ensure your marriage is a happy one. And it's unisex! Made for both or either grooms and brides so you can both be surprised!



Product #618
Double Happiness Marriage Tea Set
 Chinese Wedding Teapot Teacup Gold Red
 Teapot Cup Bowl Set Ceramic Teaware Creative
 Joy Bride Gift Dowry Marriage Celebration

\$26.59

The Tea Ceremony is the most important step on the wedding day. It's when you get to welcome a new person into your family as they pay respects to you and their elders! In exchange bride and groom must serve tea to their parents, in-laws and other family members. So what better time to buy the perfect tea set than now?

The ceramic tea set includes 4 cups, a tea pot, and a round platter. As a blessing for a happy marriage, the auspicious double happiness symbol are engraved on each object.

This tea set is an essential item for your daughter's or son's dowry. How else will they forge a happy new union between two families?



Product #1677
Silk Matrimonial Bed Sheets
 Luxury Chinese Wedding Pink 100%
 Silk Dowry Princess Bedding Set
 Duvet Cover Bed Sheet Pillowcases

\$525

The An Chang ceremony or the Matrimonial Bed ritual is key to a harmonious and happy marriage. That means there really is nothing more important than choosing the perfect bedding for the dowry! So, why wait to purchase the bedding that will shape your child's future?

This particular bedding set is made from the finest silk and handwoven in a Beijing factory. Comes with 2 pillowcases, a duvet and a fitted sheet. These one-of-a-kind bedding, imbued with luck and good fortune, are only available until supplies last. Act fast!

