



PORTFOLIO

By YiQi
AW 2025





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BRANDETHOS

London Based, Chinese designer YiQi Huang established menswear brand ECHIQUIER in 2025.

The brand wants to present Neutral and interesting designs that make daily clothes more possible. We are high standard in the selection of fabrics, adhering to comfort, aesthetics and quality. Giving clothes playfulness. Slow fashion is always the core philosophy of the brand.

The studio based in London, and the collection will be presented online first for pre order. Then the brand will work with agency to present in showroom and pop-up for sale.





2008 Beijing

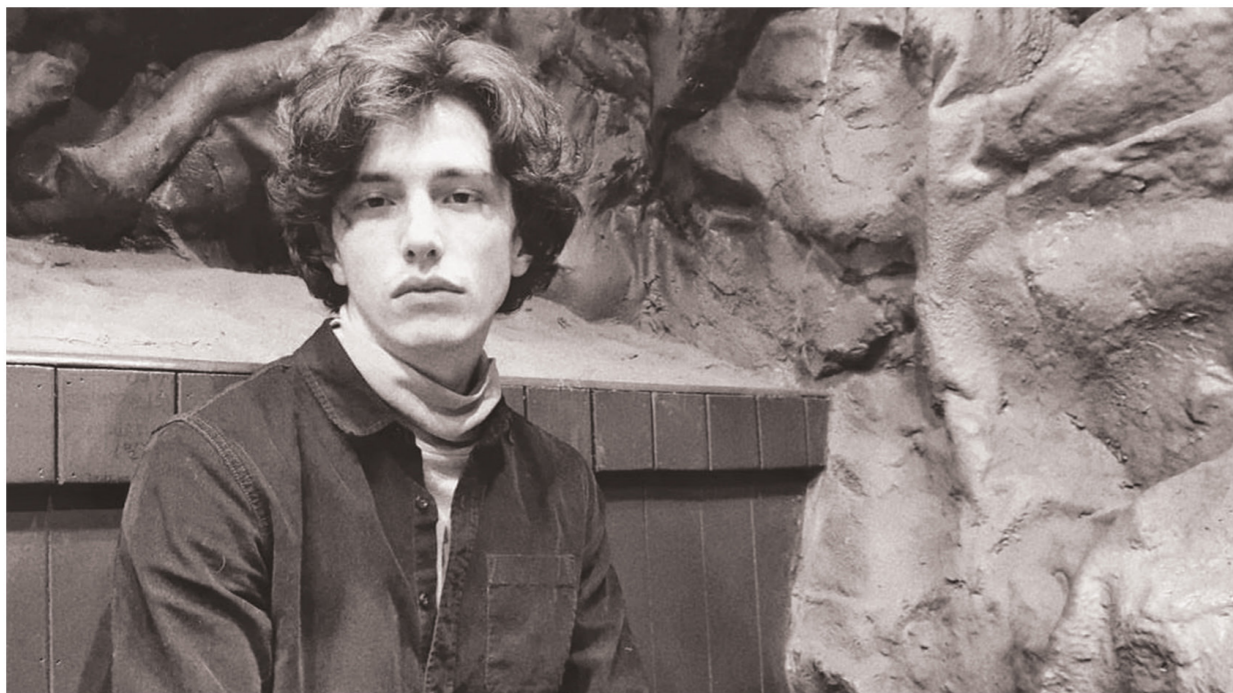
STATEMENT OF INTENT

The collection is inspired by childhood memories and emotional revisits to father. Through this design, designer recalled her childhood image to father as a hard worker who was often absent from the home and not good at expressing his emotions. However, these brief moments of companionship are deeply imprinted in designer's memory and became the starting point of this collection. This collection is not only a tribute, but also a re-examination of the versatility of the contemporary man: the man who can be confident and calm in the workplace, but also warm, caring and reliable in the family.

This collection conveys a balance between the professional glamour of today's men and the tenderness and care for their families, creating a more complete and authentic image of masculinity. Inspired by men's workwear, classic suits, trousers, trench coat from the 90s-00s. The silhouettes use many typical home elements such as deconstructed aprons, curtain, table clothes, lace, etc. The collection also draws inspiration from the domestic task of folding clothes. The natural creases formed in the folding of shirts are extended and developed, and through the construction of folds and layers, the ordinary but precious memories of "family" are visualised.

This collection's fabrics are vintage and classic inspired floral fabrics and fabric with strips and checks, as well as modern nylon, wool, leather. In addition, inspired by clothing crease, the fabric shaping technique gives the fabric a visual look and feel that is both gentle and powerful.

CUSTOMER PROFILE



Age: 20-35

He like vintage feel garments and furniture.

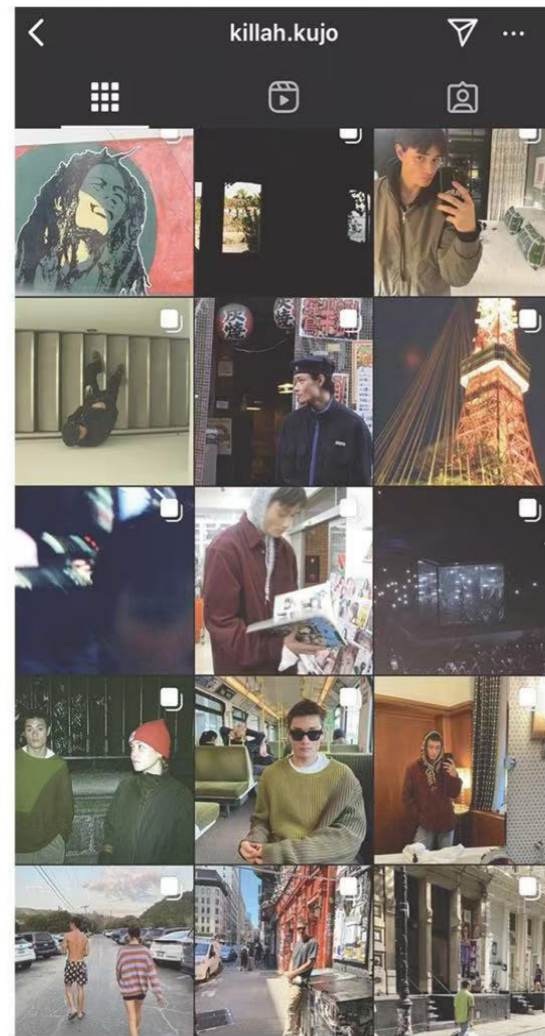
Enjoy a slower peace of life, loves growing plants and listening to vinly.

He like visiting kinds of exhibitions and galleries.

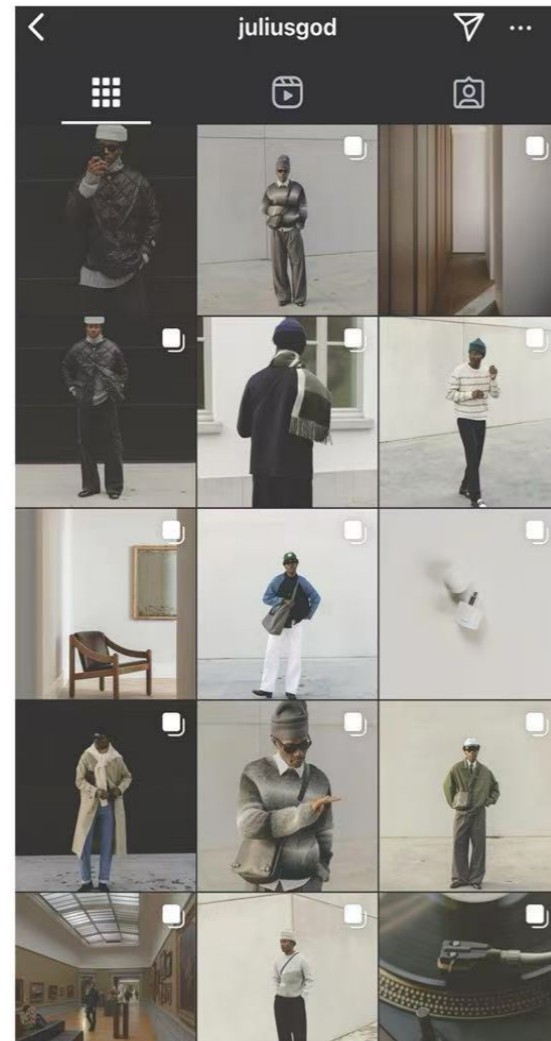
He like formal but fun clothes.

His job: Model, designer, artist, stylist, writor...

RESEARCH FOR CUSTOMERS



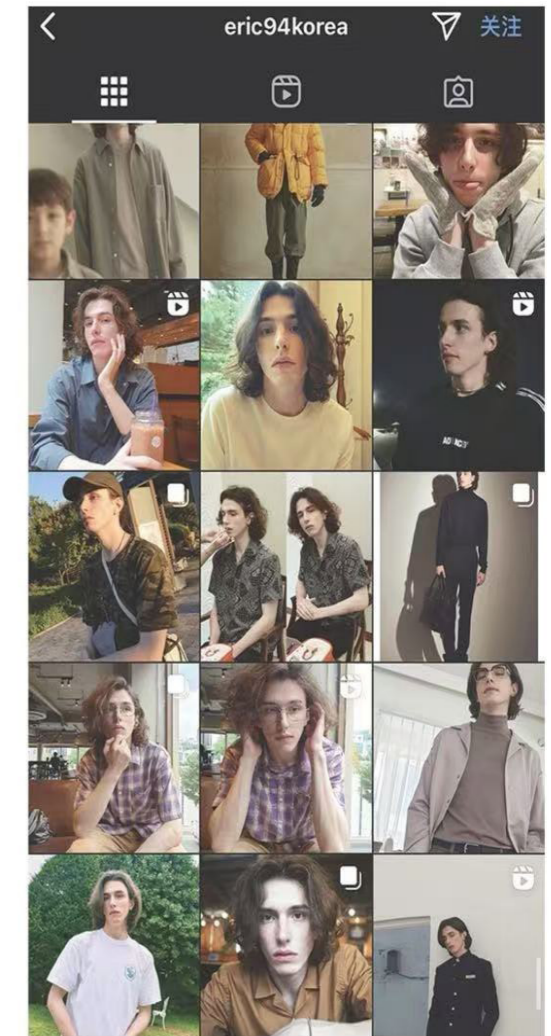
- James is a Fashion Business student who love to make films.
- He likes the vintage feel and 90s Aisan style.
- In his posts that denim and classic workwear are often seen in his daily outfits, which is in line with this collection.



Julius is a stylish instagram influencer, His outfits focus on color combinations and usually with the low saturated color. His style often have a vintage and classic feel.



- Maina is a stylish instagram influencer. Her outfits are often neutral. She often pairs simple, classic pieces together to make them stylishly.
- Espeically the bag is an indispensable accessory in all her outfits. In this collection the bag is one of the keys in the structure of the garments.



- Eric is a famous model. In terms of his styling style for the shoot it matches the vibe of this collection.
- In contrast to his work image, his everyday style is simple and casual, often wearing printed shirts with plaid.

COMPETITOR RESEARCH

Competitors include KOVA, Moohong, PeterDo etc. Their price around 300 to 3000 pounds, in case of KOVA it's around 2400 pounds for a trench coat and 400 pounds for a shirt. The price is about the same as ECHIQUIER and the market level are also ready-to-wear. And they have a more natural style, comfortable and a minimalist yet individual design.

MARKET LEVEL





**Housewife's Kitchen
Apron**

Juigenssen, Hausfrauen-Kiichenschurze, 1975



Office Desk Apron



TABLE SET FOR A FORMAL LUNCHEON



The image of men here wearing suits and ties while also donning aprons to do housework creates a visual contrast.

This collection examines how the male figure expresses softness, caring and responsibility in domestic roles.



LABORES

Mantelería
para
comida y
merienda

Esta es una bonita mantelería muy adecuada para ser usada en esas grandes celebraciones que, de Pascuas a Ramos, tenemos todas en nuestras casas.

Está hecha en fina batista de hilo y el bordado es una combinación de trébol, punto de sombra y fil-tiré, como puede apreciarse claramente en ambas fotografías.

Para el bordado se recomienda dibujar sobre la tela, con papel de calcar y por el derecho, todo lo que vaya a ir en realce y fil-tiré, y por



ALEMANIA

PARAISO DE LAS AMAS DE CASA

ES DIFICIL ENCONTRAR SERVICIO DOMESTICO, PERO LOS MARIDOS HACEN DE TODO UN POCO

EN ALGUNAS PESCADEIRAS, EL ARTICULO SE VENDE VIVO



El arreglo del jardín es uno de los trabajos domésticos de las mujeres alemanas, que hacen de ello una distracción familiar.

Cocinas de película americana.

Con su gran ventana a la calle, sus alegres cortinillas de colores y sus plantas, incluso se puede recibir en ellas - que refugio de más que un cubo de agua - el viento a sacudidas con nosotros, no estará de más que un cubo de agua para preparar los empastados o servir una sopa. Las cocinas, impresionables, de la mayor parte de las casas alemanas, y que son el orgullo de las señoras de las amas de casa, tienen vista. Las cocinas alemanas suelen ser pequeñas, algunas, puesto que todas tienen luz a la calle, con el mínimo de travesaños, y son todas con puertas de cristales, blancas pintadas al agua, una silla, una alfombra roja y decorada a través de las cuales se desahoga la primavera, brillante. Nada de cuadros modernos; la cristalería, de colores, y los muebles, brillantes. Nada de cuadros ni de papeles, ni de cacharros a la vista. Todo guardado y siempre tratado con cuidado. Si acaso, un jarro con flores sobre la alacena o a uno plantado en el alféizar interior de la ventana, y tampoco resulta extraordinario en cualquier rincón.



el envío lo correspondiente al punto de destino. El punto de destino y el fil-tiré debe hacerse con hilo blanco y el realce con hilo de color del mismo color.

La mantelería es de color blanco, así como el bordado. Aunque el dibujo parece más indicado para mesa y toalla, puede también aplicarse a cualquier otro tipo de mesa.

La categoría de esta mantelería requiere el complemento de una buena vajilla, cristalería y cubiertos, así como un centro con flores, que pueden ser de cualquier color y que sobre un blanco todo contrastará bien.

En la fotografía pueden verse una servilleta, comida y otra de mesa. El remate de ambas servilletas es de flores haciendo grandes olas y es idéntico al que lleva el mantel.

Para el lavado de esta mantelería se recomienda un jabón en polvo, dejando en remojo un día, con el fin de quitar la mancha de grasa. Después de lavar, ésta antes de mojar toda la mantelería, pues, de lo contrario, es posible que se fruste expresamente no se seque y saiga de nuevo al ser planchada.

Por ser indispensable que la mantelería sea muy fina y transparente, siempre que se planche debe hacerse con un poco de almidón para que quede bien.

Si alguna lectora se decide a copiar esta mantelería y sigue todos los consejos anteriores, tendrá asegurados el éxito y las felicitaciones de sus amistades.

M. B.

Sólo un veinticinco por ciento con sirvientes.

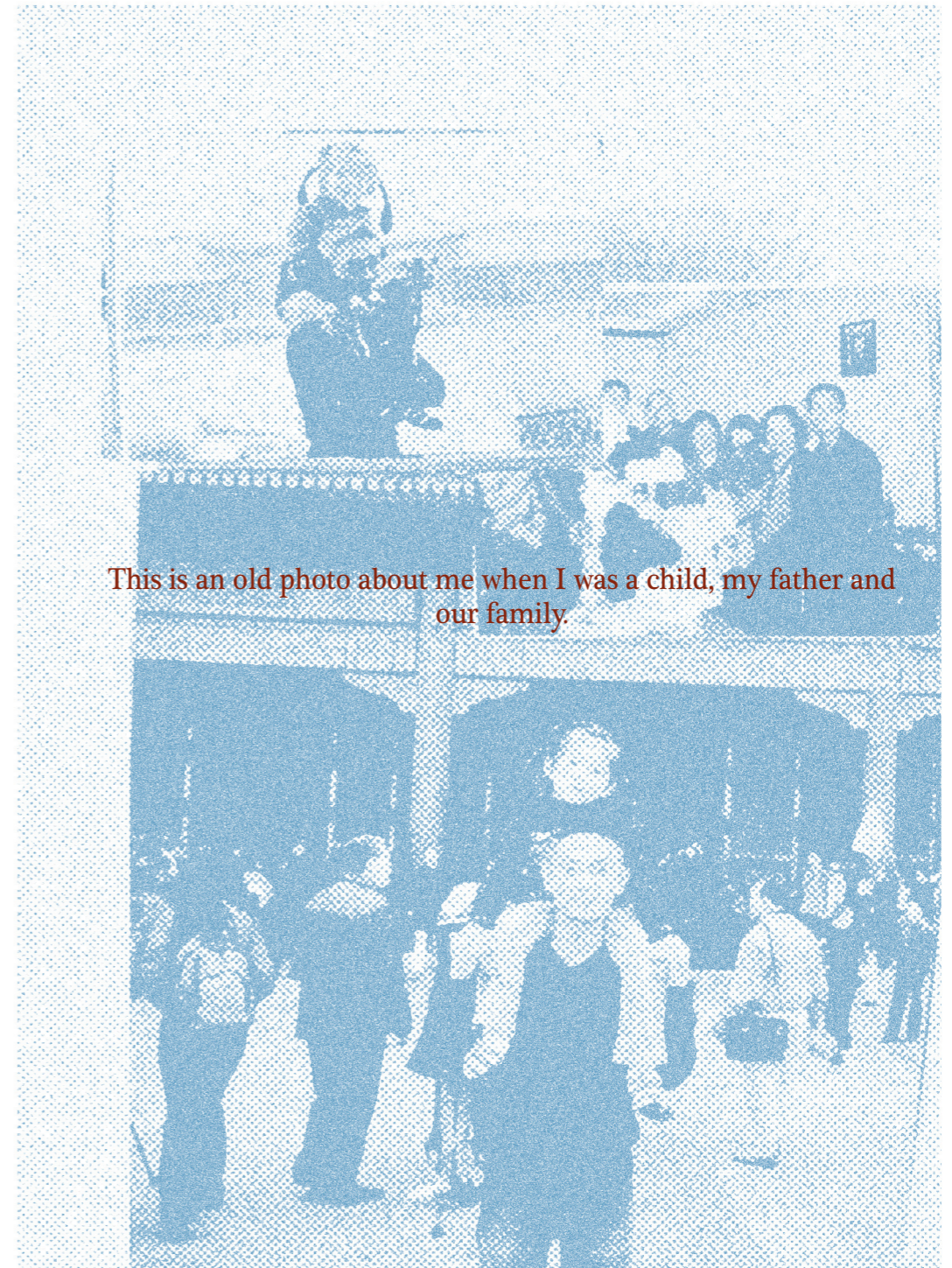
En cuanto al servicio doméstico, reducido casi ya únicamente a las cocinas, en esta día un lujo menos aceptable, se alza por los precios en Alemania que piden, más porque el año a este precio se difícil encontrar. Así, las estadísticas nos dicen que el setenta y cinco por ciento de las casas alemanas no tienen sirvientes. Y que sólo tres por ciento de los hogares alemanos disfrutan de una criada fija.

Desayuno con muchas calorías.

Las cocinas son bastante distintas de las nuestras. Así, para el desayuno es una comida importante, en la que, además del café con leche y el té con crema, pan, meringuillo y mermelada - y que viene a ser así como el postre del desayuno -, se comen huevos, fiambres, queso, etc.

(Continúa en la página 68)

«Paraiso de las Amas de casa». Teresa, n.º 95, 1961, p. 33. Biblioteca Nacional de España.



This is an old photo about me when I was a child, my father and our family.

OFFICE

MANANA

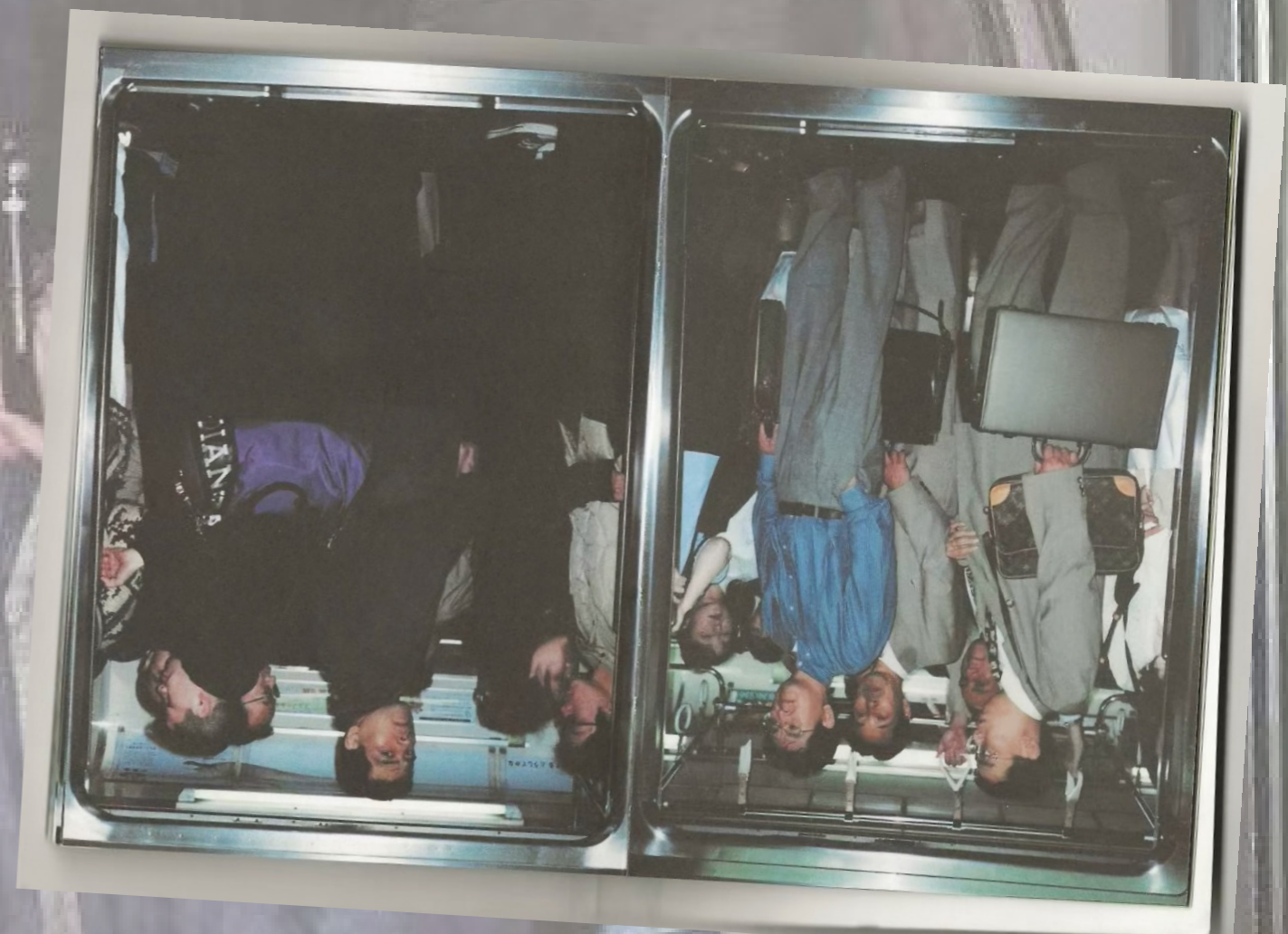


London 1958-1959



London 1958-1959

London 50's office men and their office. They are all dressed in formal clothes, shirts and ties. The neatly arranged desks exuded a cold and impersonal atmosphere. This was opposite to the atmosphere in a family setting.



Asis, I. (2001) Yamanote. London: Pocko Editions.



Old photos of fathers. The images when they were working.





PANTONE 7452 C	PANTONE 18-0201 TPG Castlerock	PANTONE 16-5803 TCX Fint Gray	PANTONE 11-0801 TRG Bright White
PANTONE 20-0196 TPM Nebulosity	PANTONE 4102 C	PANTONE 19-0511 TCX Grape Leaf	PANTONE 14-0210 TCX Tidal Foam

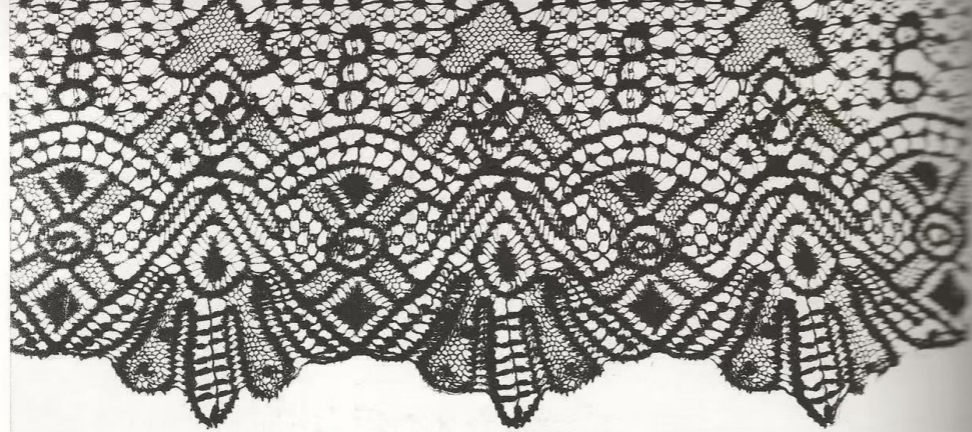
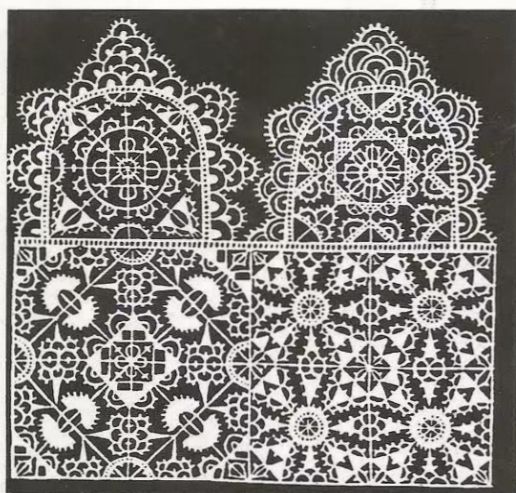
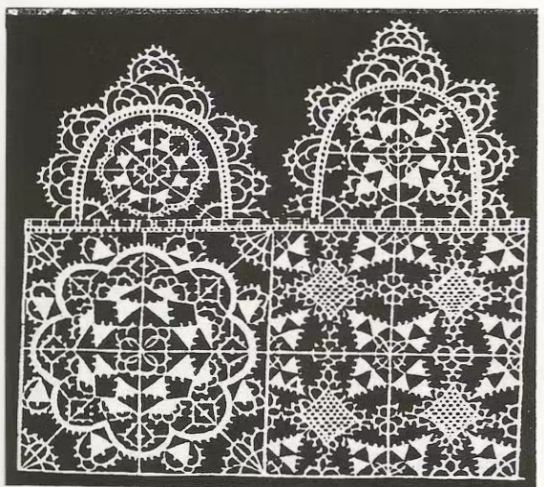
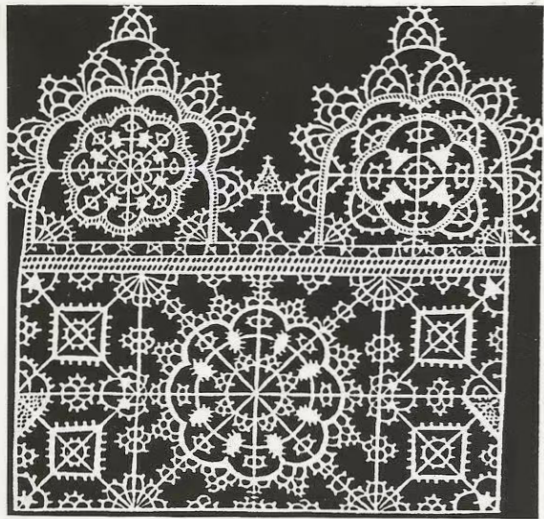






Lace Apron

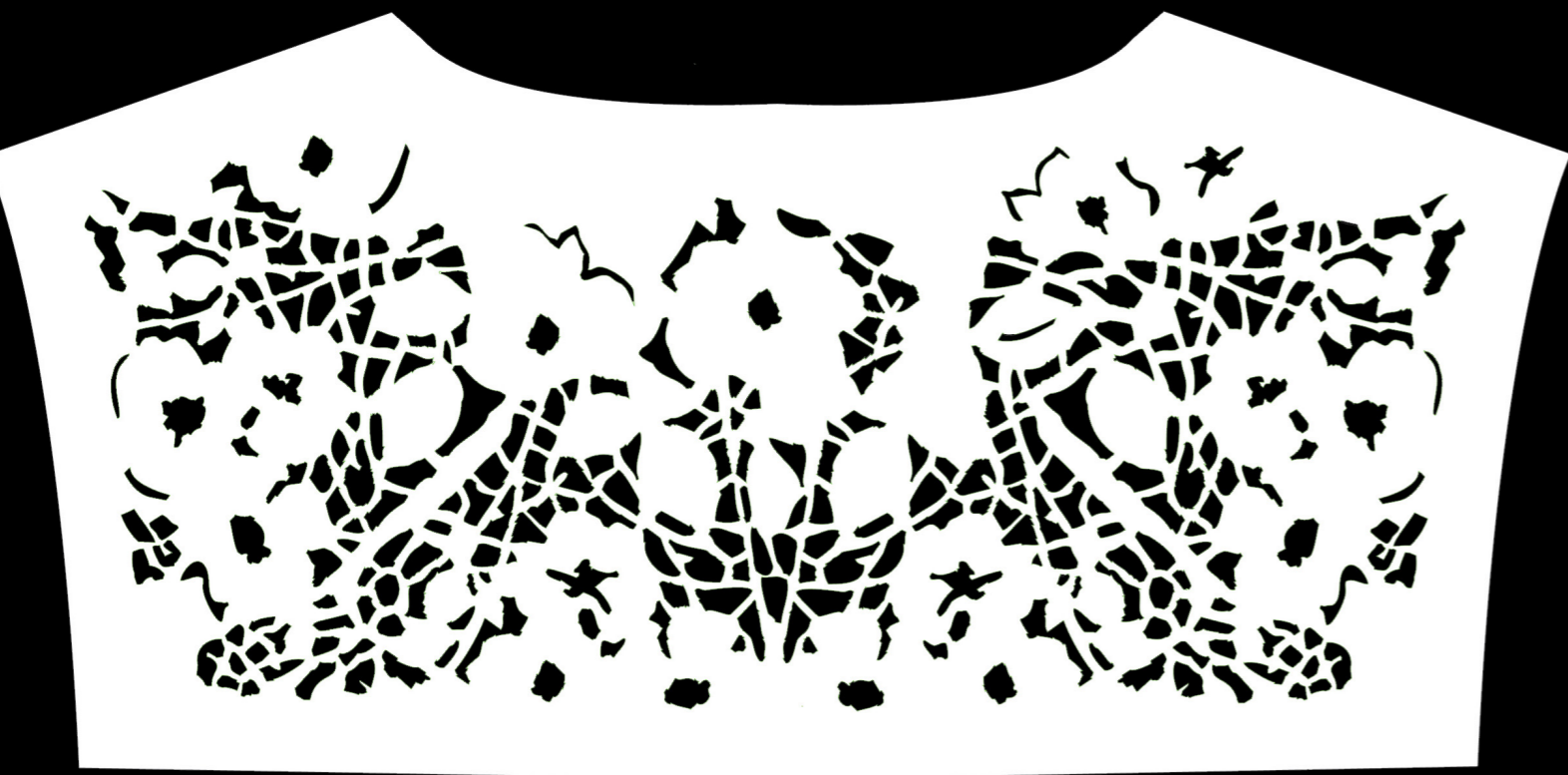




119 黒絹レース糸を用いたル・ピュイ様式のボビン・レース 19-20世紀 高さ22cm
 Guipure de soie noire. Le Puy. XIX^e-XX^e siècle. H. 22 cm.
 120 "クリュニー"と呼ばれた最高の素材のル・ピュイ様式のボビン・レース 19-20世紀 高さ20cm
 Dentelle blanche, genre Cluny. Le Puy. XIX^e-XX^e siècle. H. 20 cm.



Vinciolo. Singuliers et nouveaux pourtraicts
 servant de patrons à faire toutes sortes de point coupé, Paris, 1587.

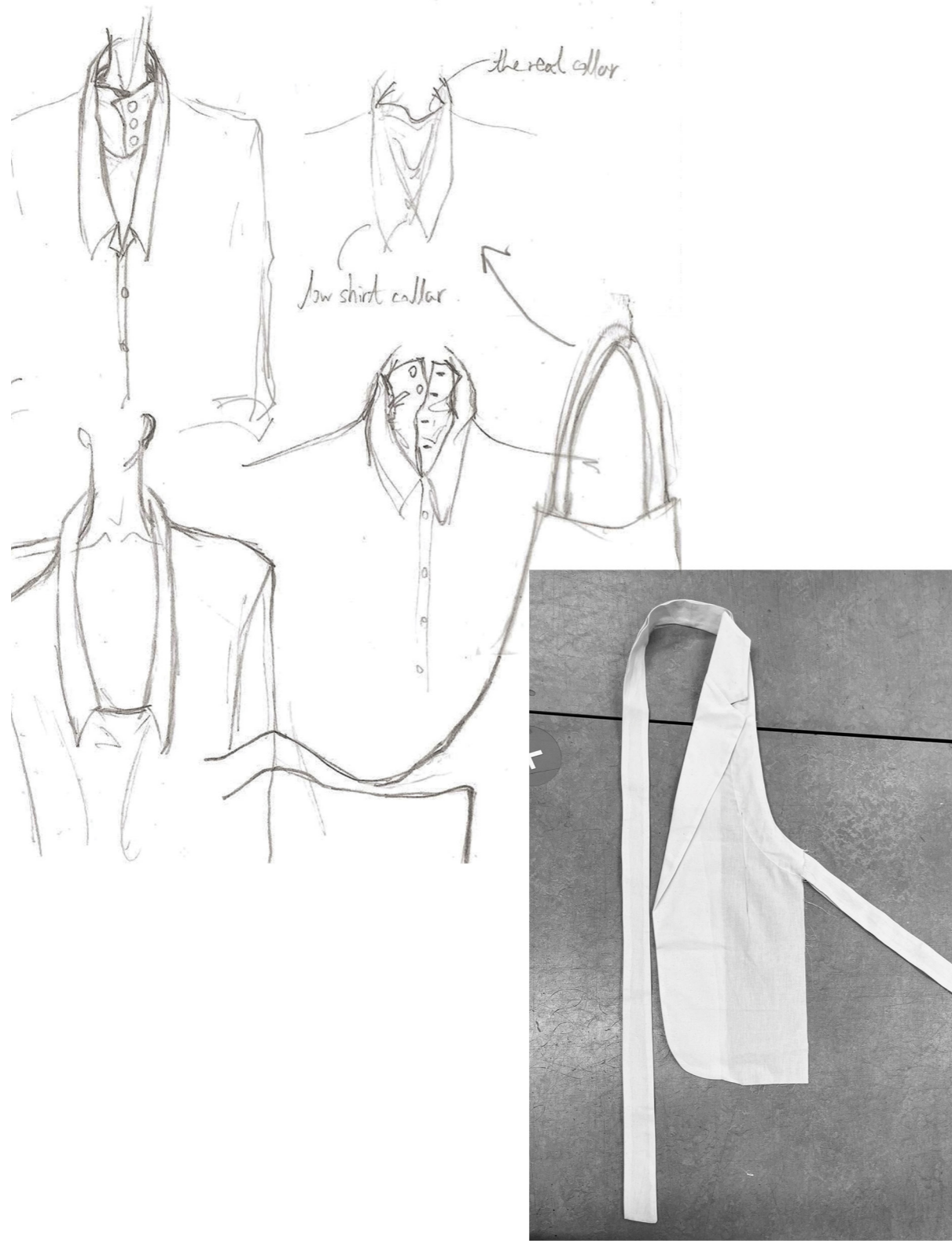




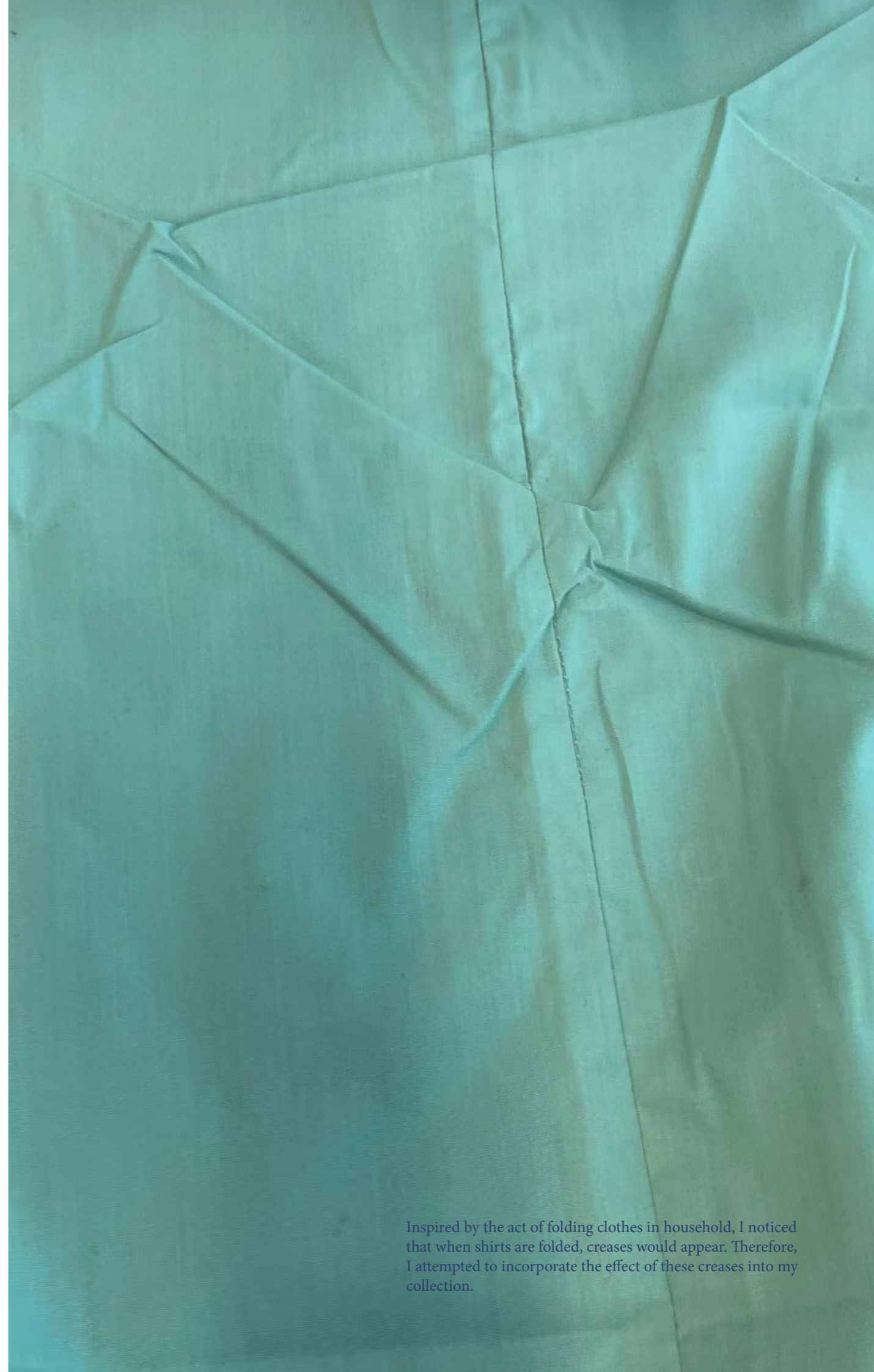
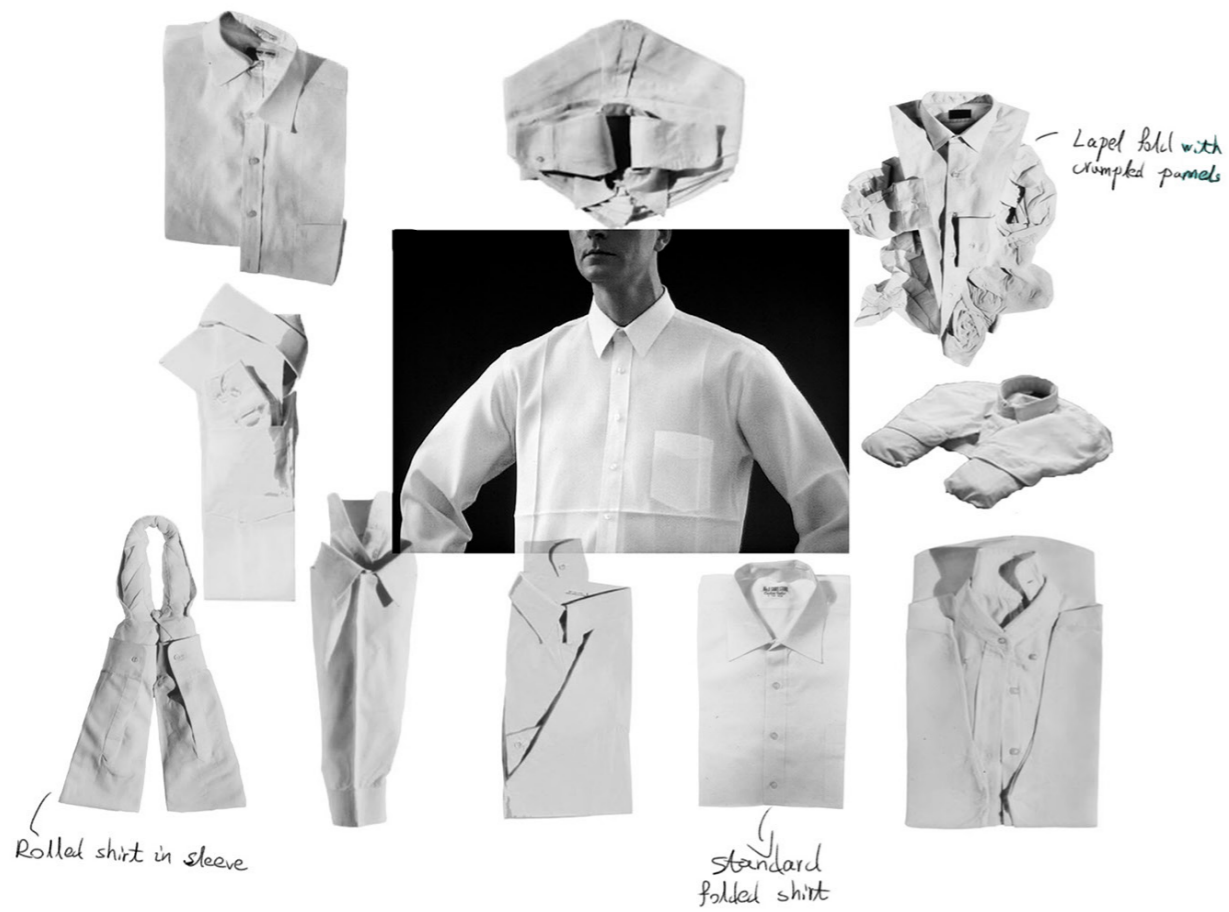
I used laser-cut leather to simulate lace. I collected many lace patterns and designed the final product.

I tried using cotton fabric for laser cutting, and it looked visually appealing and combined naturally with the shirting, but it was very fragile. Then I tried leather, which was more durable. The combination of leather and the lace-like cutout patterns created a contrast, giving it both a sense of toughness and elegance.





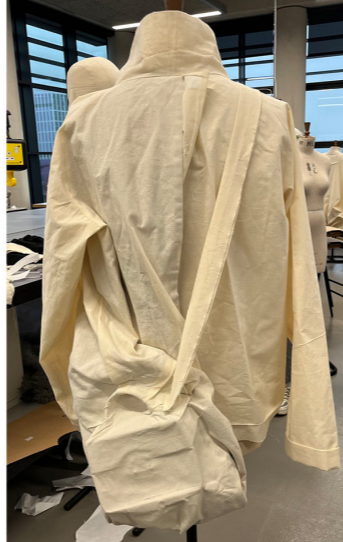
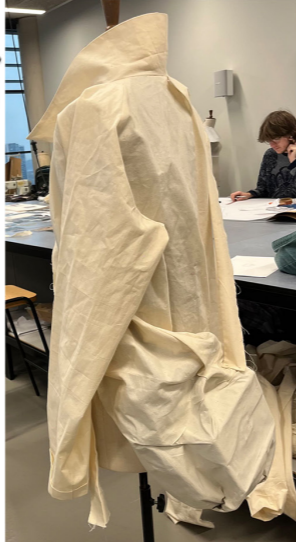
The crease of the clothes



Inspired by the act of folding clothes in household, I noticed that when shirts are folded, creases would appear. Therefore, I attempted to incorporate the effect of these creases into my collection.



bag
newspaper
classic work necessity



development of crease.

be the part of the fabric



This structure need to fusing first to increase the thickness and hardness of the fabric. Then fix the shape with glue.







This knitted sample inspired by the dining table was designed in collaboration with students from the knit department. We attempted to use knitted techniques to create 3D patterns such as knife, fork, vase and plate. Finally, we knitted an open vase on the collar, with the opening allowing items to be placed inside.



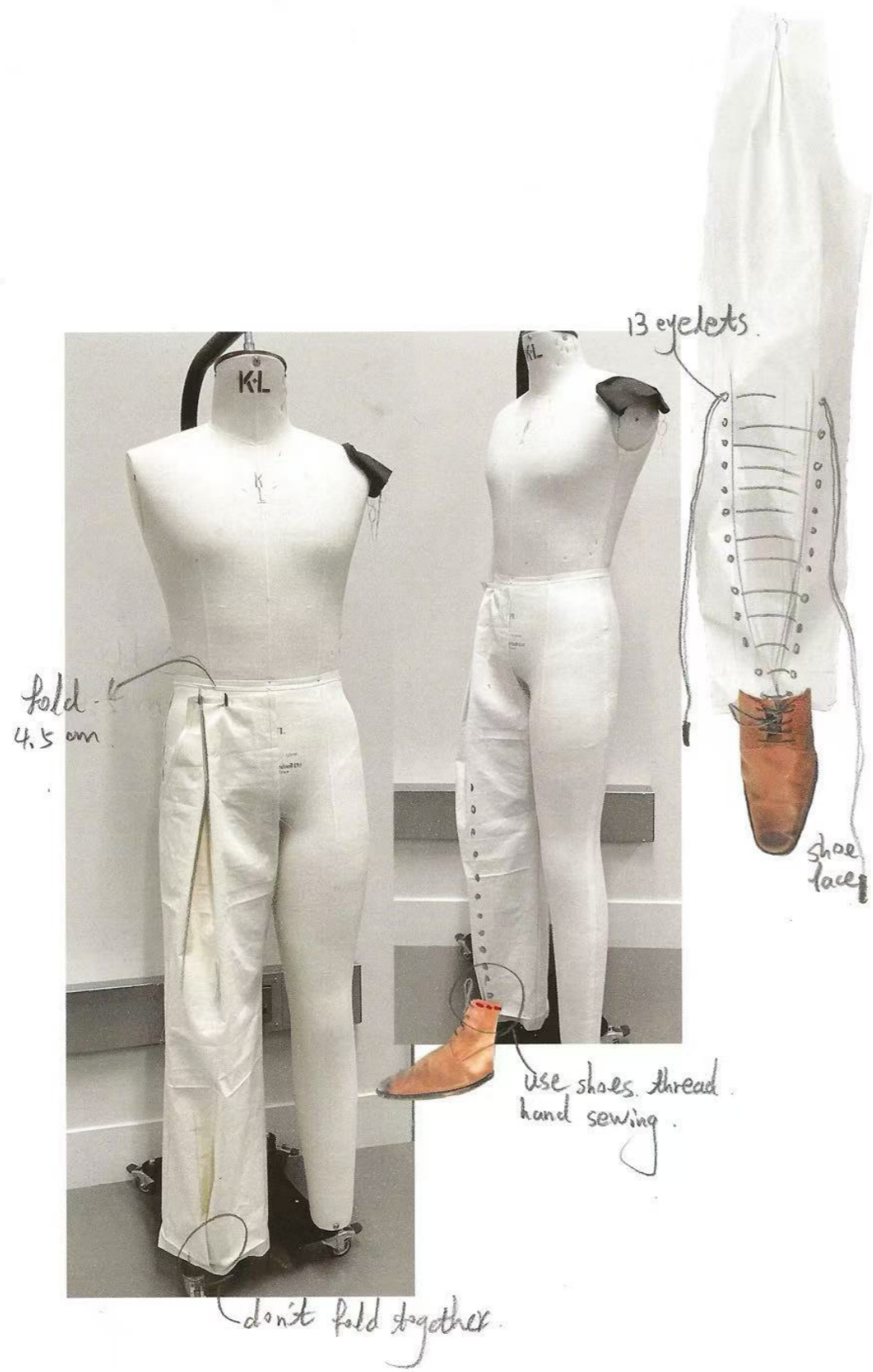
I drew the shape of a cup on the fabric that often appear in the home and office desk.

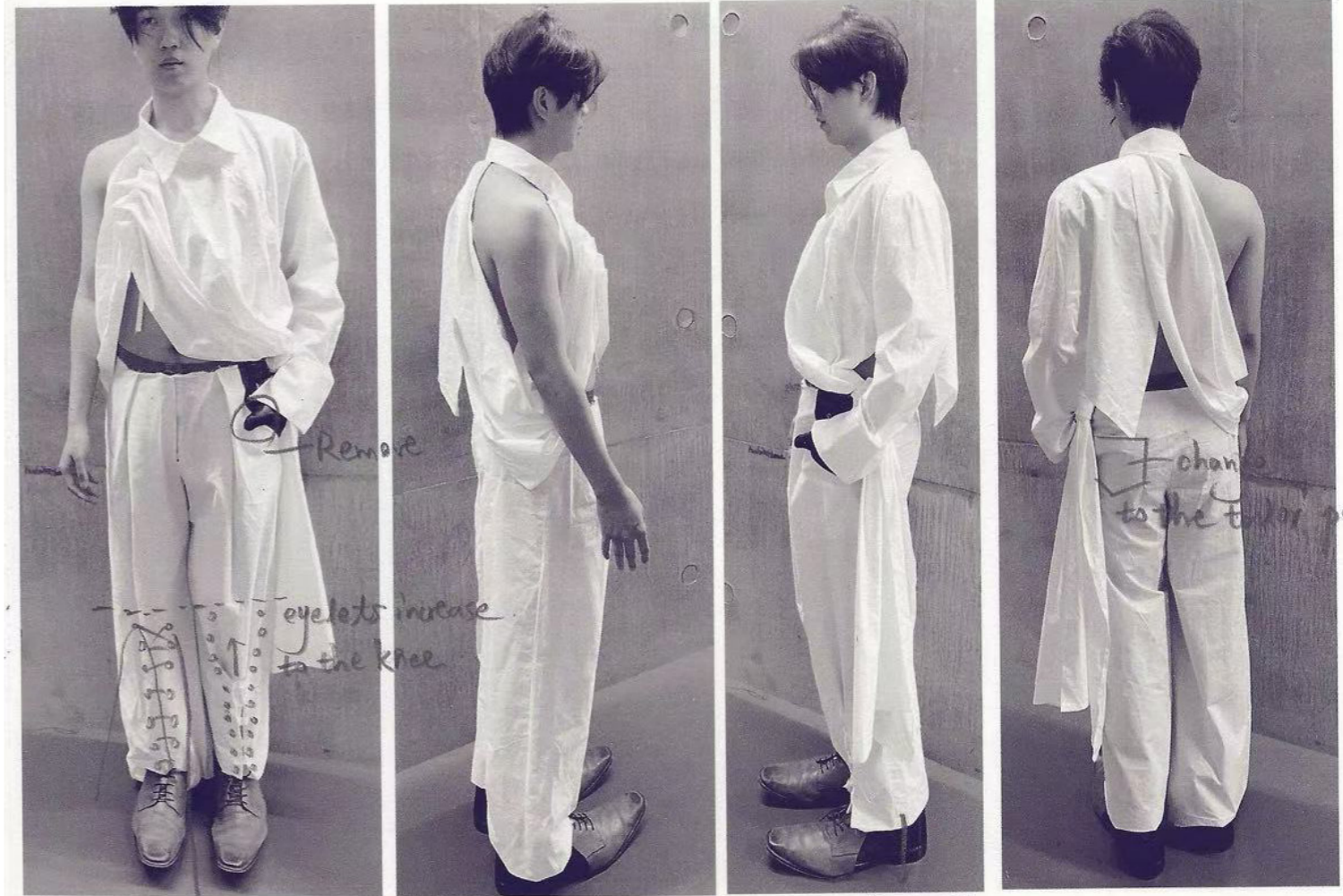
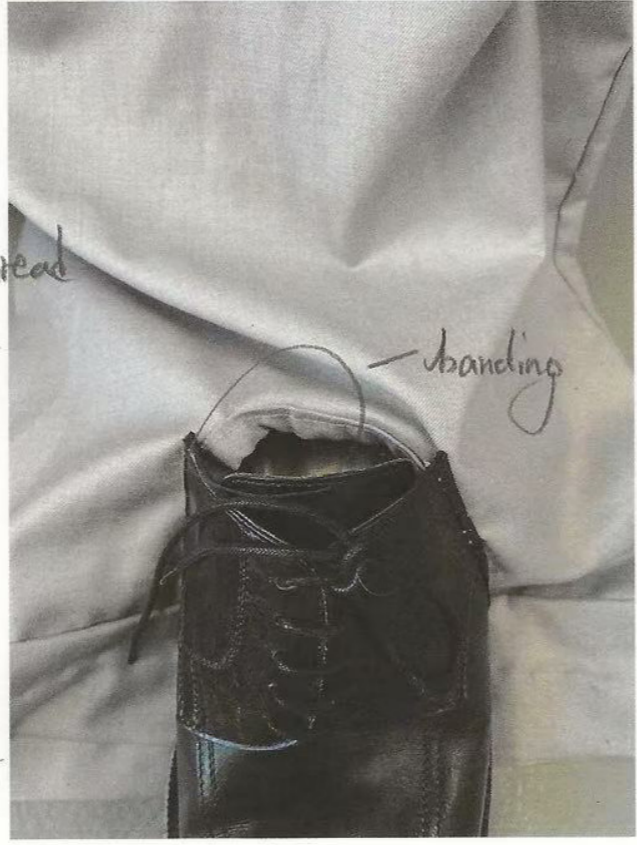
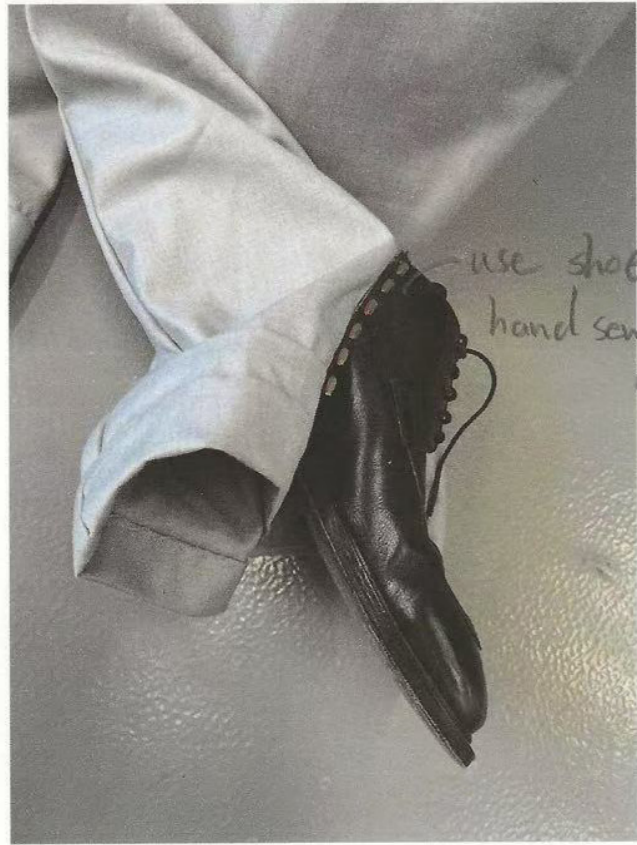




I hope the person wearing this trousers can instantly switch roles. Even if you are wearing a pair of sneakers, you still have a leather shoe cap or heel that can be swithed.



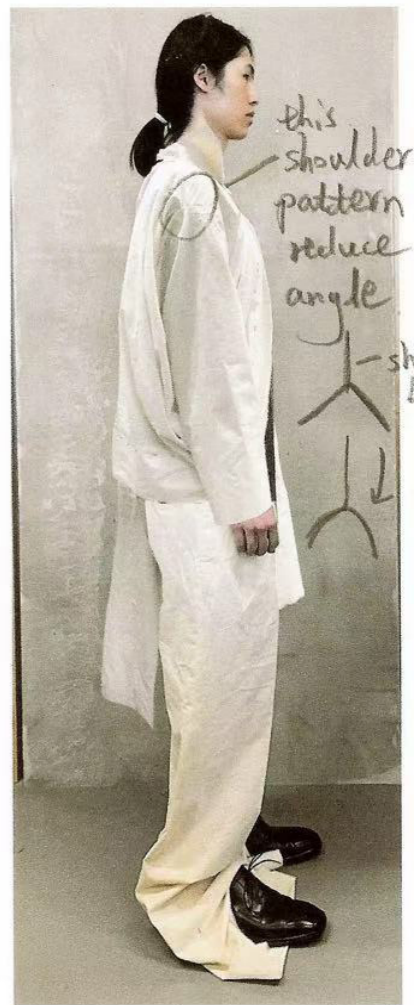
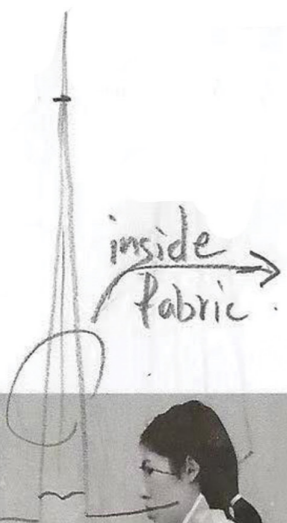




increase the length

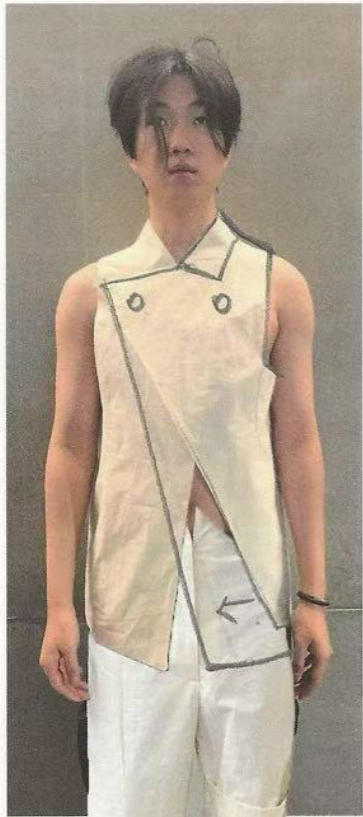


Leaf 4.





LOOK 3



close the opening

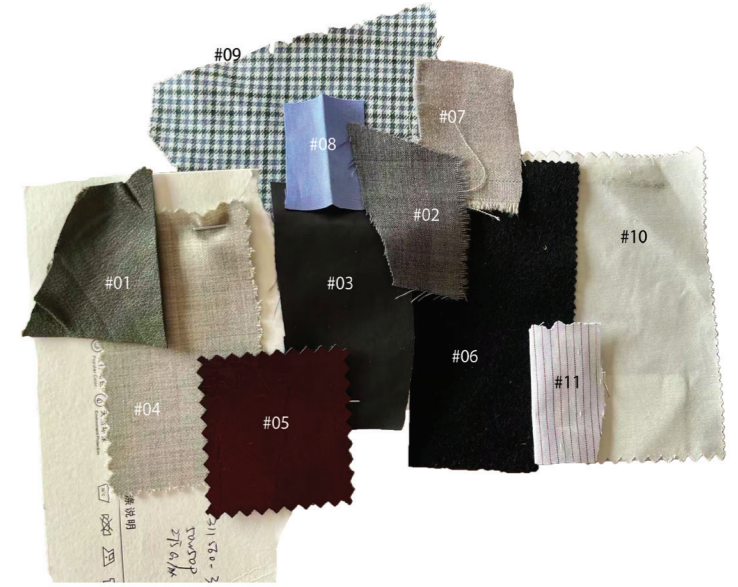
increase length.



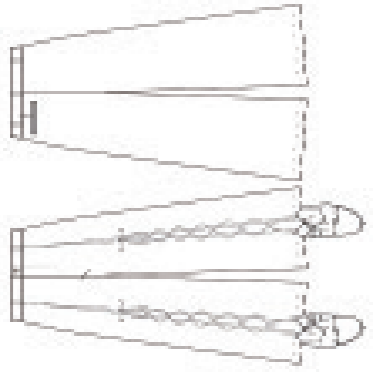
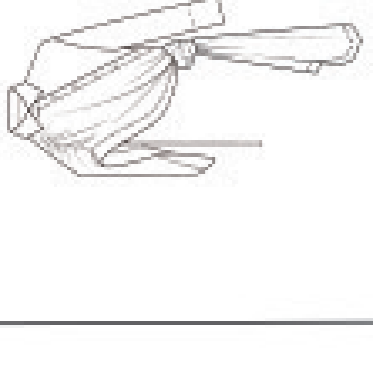
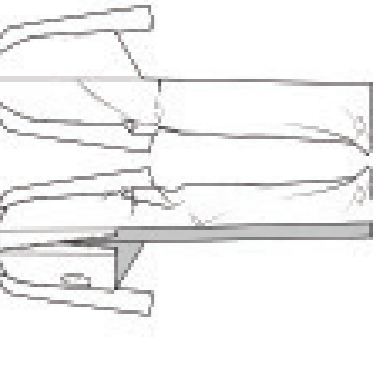




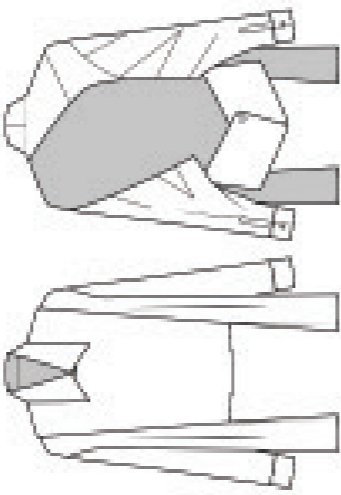
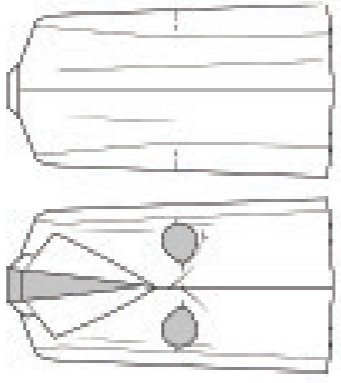





FINAL COLLECTION



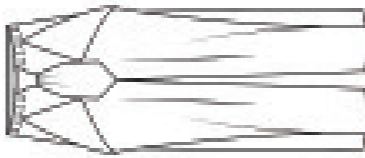
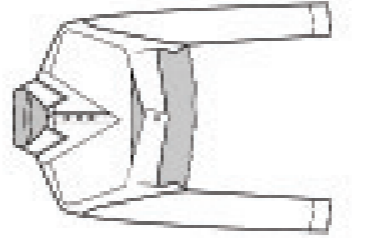
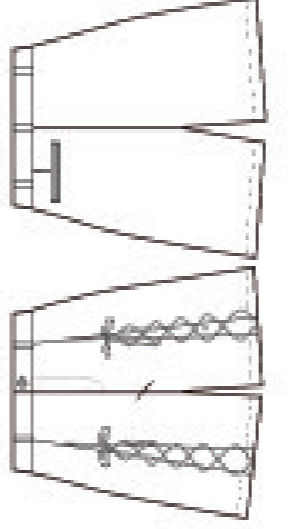




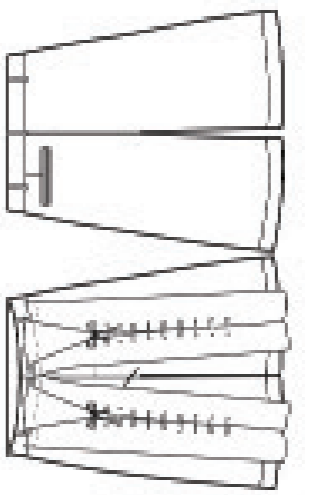
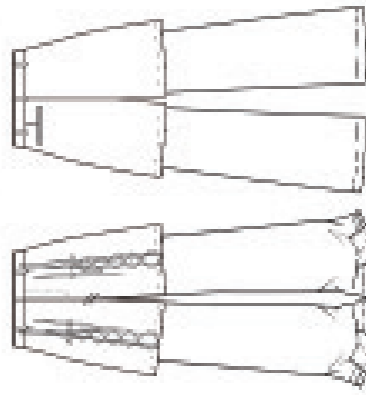





YIQIJIANG

		
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Colour: 	Colour: 	Colour: 
		
Style: 263885	Style: 263883	Style: 2738951
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Colour: 	Colour: 	Colour: 

A/W 25 RANGE PLAN

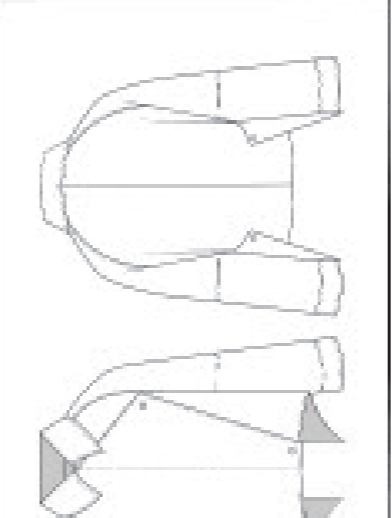
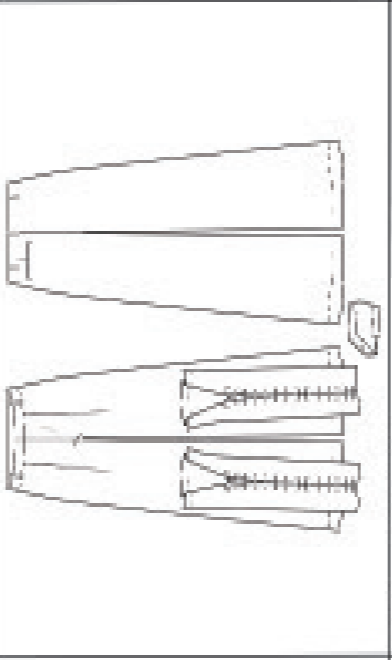
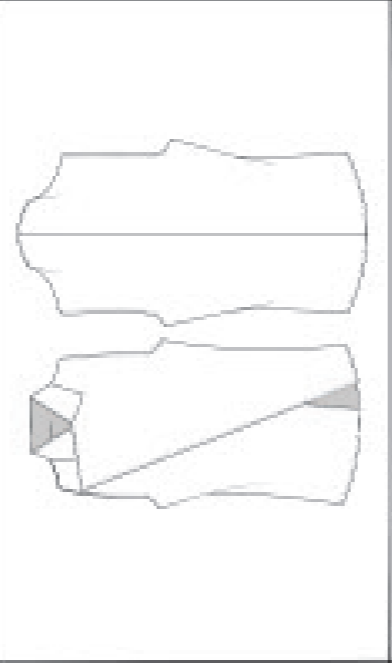
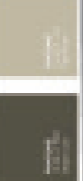


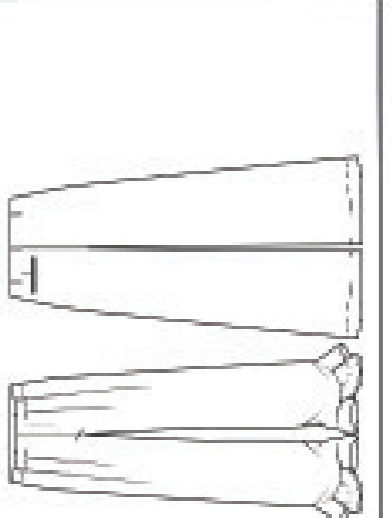
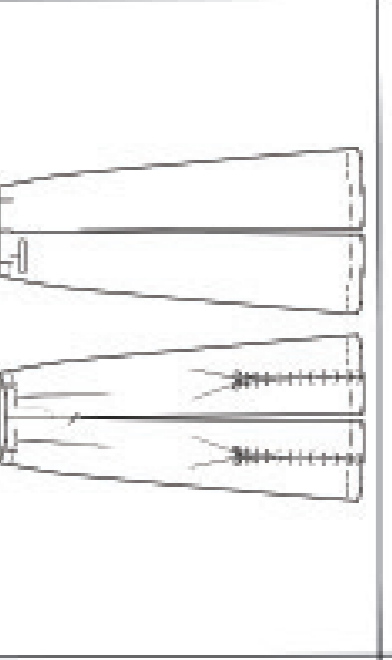
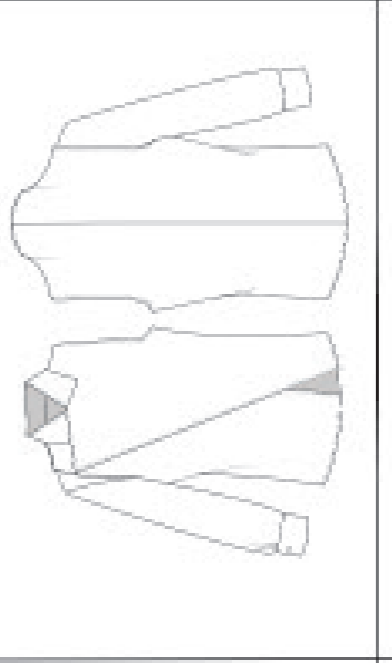
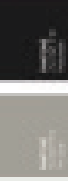

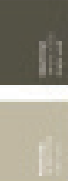
YIQIJIANG

		
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Colour: 	Colour: 	Colour: 
		
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A/W 25 RANGE PLAN

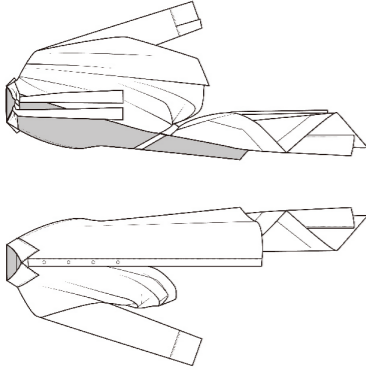
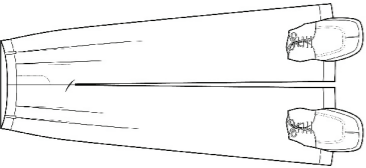
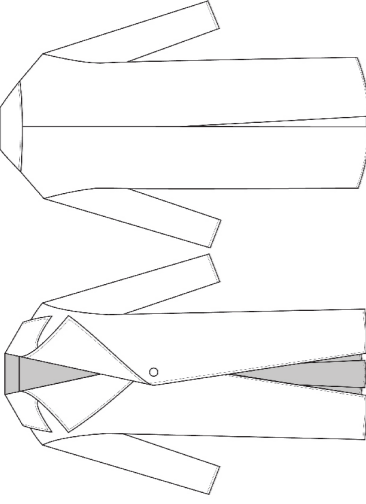


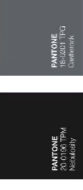
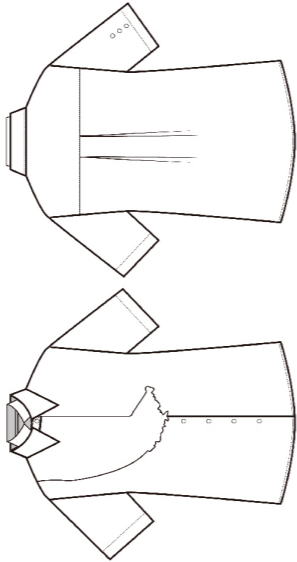
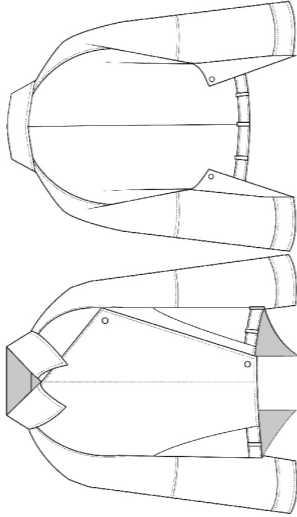
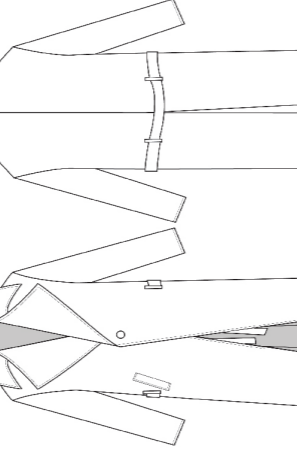



		
Style: 2476872	Style: 3575978	Style: 2575678
Fabric: #10	Fabric: #08	Fabric: #01
Colour: 	Colour: 	Colour: 
		
Style: 2576807	Style: 2476809	Style: 2575686
Fabric: #05 #04	Fabric: #02 #07	Fabric: #05 #02
Colour: 	Colour: 	Colour: 

A/W 25 RANGE PLAN

		
Style: 2638301	Style: 8738501	Style: 678301
Fabric: #01 #04	Fabric: #04 #05	Fabric: #04
Colour: 	Colour: 	Colour: 
		
Style: 2621891	Style: 2689301	Style: 688301
Fabric: #03 #07	Fabric: #07	Fabric: #04 #01
Colour: 	Colour: 	Colour: 

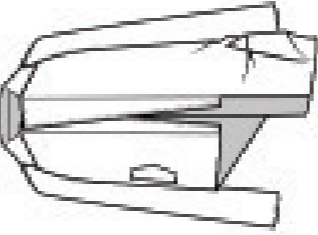



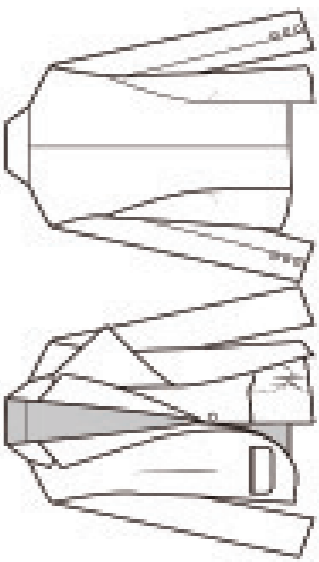



A/W 25 RANGE PLAN

YIQI HUANG

		
Style: 2476872	Style: 2621890	Style: 266850
Fabric: #11	Fabric: #07 #06	Fabric: #06 #02
Colour: 	Colour: 	Colour: 
		
Style: 263890	Style: 2638300	Style: 3421890
Fabric: #08 #03	Fabric: #01 #04	Fabric: #02
Colour: 	Colour: 	Colour: 

A/W 25 RANGE PLAN

YIQI HUANG

		
Style: 27884	Style:	Style:
Fabric: #06 #08 #10	Fabric:	Fabric:
Colour: 	Colour:	Colour:
		
Style: 26894	Style:	Style:
Fabric: #02 #10	Fabric:	Fabric:
Colour: 	Colour:	Colour:

A/W 25 RANGE PLAN

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