



ECHIQUIER By YiQi Huang
A/W 2025

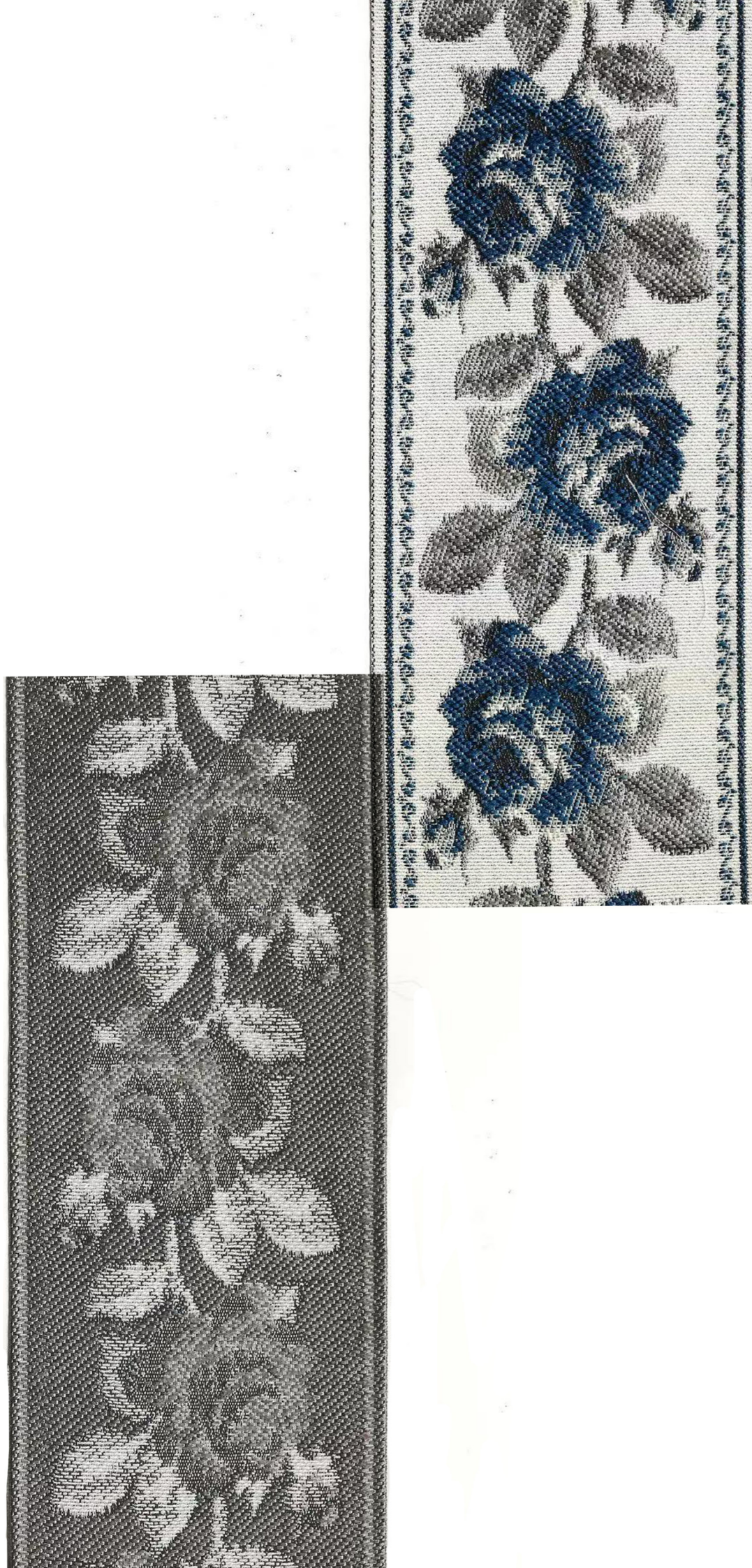


The collection is inspired by childhood memories and emotional revisits to father. Through this design, designer recalled her childhood image to father as a hard worker who was often absent from the home and not good at expressing his emotions. However, these brief moments of companionship are deeply 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.





ECHQUIER
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LOOK 1.











ECHIQUIER
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LOOK 2.







ECHIQUIER
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LOOK 3











ECHIQUIER
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LOOK 4.







