

"IN THE RAIN" YSALLY AW 2025

PRESS PACK

**BA (HONS) : FASHION DESIGN AND DEVELOPMENT
2024/2025**

**Yeung Chin Wa, Sally
ID : 21011208**

YSALLY was created by Sally Yeung in 2024. An innovative and ambitious designer from Hong Kong, Sally Yeung aimed to bridge the border between the natural world and city life. Her inspiration comes from her own contrasting experiences growing up in both the suburbs and financial districts of Hong Kong. Inspired by the city's own approach towards development, she wanted to bring together the unfiltered natural environment with the synthetic urban world. YSALLY brings this vision to life through a bold design approach characterized by shaping laser cut textiles skills in the form of natural phenomena, giving the brand's iconic homogenous, modern look.

In the project, "In The Rain" AW 2025, I was inspired by the rain in London, visualizing how water drops trickle down women's bodies. I believe rain symbolises the modern women. Rain is powerful, disruptive and unpredictable. I believe modern women are the same way, women today are powerful and disrupt the flow of society, escaping the fetters of patriarchy. Both are forces of nature that can bring life to the world. "In The Rain" was inspired by these intersections, meticulously exploring how rain and the female body integrate to one through my designs. The flowing fabrics and ethereal couture depict this union.





YSALLY
AW 2025



YSALLY
AW 2025



YSALLY
AW 2025



YSALLY
AW 2025

YSALLY
AW 2025



YSALLY
AW 2025





YSALLY
AW 2025

Sally Yeung

c.yeung0420211@arts.ac.uk | +44 7949959492

EDUCATION

- University of Arts London, London College of Fashion, London, UK** Sep 2021 – May 2025
- *B.A. (Hons) Fashion Design and Development*
- Chamberlain Institute, Hong Kong SAR** Aug 2020 – April 2021
- Distinction Graduated Western Creative Art and Design Course (Foundation)
 - Recommend student from Academic Head, Kavan Lau, final Major Project "Kite" got exhibited in School

ACHIEVEMENTS AND INDUSTRY EXPERIENCES

Pendulum Design Consultant, New York, US (2024)

- Designed an innovative AI led website conducting trend analysis and forecasting using large datasets, providing insights to customers. Developed a user friendly system that increased user engagement by 50%.
- Manager of 8 data analysts, using data mining techniques, predicting upcoming trends with 95% accuracy

Gusto Collective PR Intern, Hong Kong SAR (2024)

- Assisted in planning and executing a Canada Goose campaign, including media outreach, and press coordination, resulting in significant media coverage and brand visibility
- Researcher on technology trends and key media outlets for start up client projects

Victoria Beckham Fabric Development and Print Design Intern, London, UK (2023-2024)

- Assisting fabric buying and development, involved in creating seasonal fabric overview and arranging handover meetings with different departments, budget and cost analyzing with quality control
- Participating in print design and development, launched both hand painted and digital artwork for each season. Launched PAW24 floral print concept and development that got into production

Costume director of Central Saint Martins MA performance design graduation show, London UK (2023)

- Designed the Platform theater 9-performer cast oversized kite shirt performance outfit
- Led the 10-person CSM BA & MA student design team through the process of designing and producing the oversized kite shirt as the head costume director of the CSM MA show

Winner of "FARA's 30 Year Anniversary X LCF competition", London, UK (2022)

- Awarded up-cycled Denim Flower Dress created by 6 deconstructed denim trousers and organza dresses by me got displayed in FARA Islington (London) for over 6 weeks
- Promoted and researched on sustainability through the project by using deadstock fabrics sponsored by FARA Charity Shop London

Personal Project "Black Dress" Featured in London Fashion Show, London, UK (2022)

- Communicated with a design team of 5 LCF students to plan and design the black dress concept made from various textiles such as 3D-printed plastic. Exploring the sensory, touches the intangible, and fuse technology
- Styled Celeste Epiphany Waite, a famous American-British singer and songwriter for her performance for legendary Jools Holland at iconic Royal Albert Hall on June 22nd 2022, a Prostate Cancer UK fundraising event

UAL: London College of Fashion, Course Representative, London, UK (2021-2022)

- Organized monthly networking fairs between tutors and student representatives, allowing students to explore various fashion industries and internships
- Collaborated with the LCF administration to improve class schedule flexibility, opening new tutorial time slots for students

ADDITIONAL INFORMATION

- **Skills:** Machine and hand sewing, 3D printing, Pattern Cutting and Draping, Pattern Alterations, Microsoft Office, Adobe Platforms, textiles development, fashion analytics skills, press release writing, data analysis, UX design
- **Languages:** English (Native), Mandarin (Native), Cantonese (Native)