

## *Collection Brief*

This topic is about identity. Identity is always regarded as something hidden beneath something else. However, no matter how one explores, there always seems to be something beneath the identity. The apparent identity and the essential identity always have some kind of connection. This topic is designed to represent this connection in a structural way. The exploration of the essence failure cannot indicate that there is no essence in the identity, but rather that the essence of the identity is precisely the crease of the apparent identity. An apparent identity with a certain essence beneath it, this dual identity serves as the essence. I use folds and various ways of wearing clothes to represent this concept.









# LOOK 1



## PRESS PACK

*Model :Xingmeng Zhang*

*Photographer :Junsheng Chen*

*MUA: Xuifei Zhang*

*Product code: L-AC-2025\_002  
D-TR-2025\_002  
L-VE-2025\_001*

*Issue Date: 17-05-2025*







# LOOK 2



## PRESS PACK

*Model :Jiaqian Wei*  
*Photographer :Junsheng Chen*  
*MUA: Xuifei Zhang*

*Product code: J-TS-2025\_004*  
*W-CO-2025\_002*  
*D-TR-2025\_004*  
*L-AC-2025\_001*

*Issue Date: 17-05-2025*







# LOOK 3



**PRESS PACK**

*Product code: L-AC-2025\_003  
J-TS-2025\_006*

*Model :Guanting Zhou  
Photographer :Junsheng Chen  
MUA: Xuifei Zhang*

*Issue Date: 17-05-2025*







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