

# FASHION SUMMIT

10 - 12 SEP

**Fashion Summit (HK) Design Pavilion**

**Global Designers' Sustainable Fashion Showcase**

## Chen Wen



### Biography

**CHEN Wen**  
**Brand Director of "CHENWEN Studio"**

- Winner of the Top Prize of "Golden Thimble", China's Top Fashion Designer Award
- Vice President of China Fashion Designers Association
- Art Director of the Eurasian (France) Association for the Exchange of Culture and Art
- Professor of Shanghai International College of Fashion & Innovation, Donghua University

As the founder of his own fashion brand, namely "CHENWEN Studio", which advocates a unique style combining the spirit of denim with modern fashion elements, Chen Wen is one of most influential designers in China who has attended China Fashion Week for years.

Chen Wen is also an artist who advocates the concept of combining originality, creativity, fashion, and technology. His collections integrate the beauty of his paintings into denim design, and his passionate strokes and colours infuse a new vitality into denim fashion, making him stand out among designers for his bold fusion of originality and creativity blending East and West.

The collection from "CHENWEN Studio" was created by Chen Wen who established his design concept by integrating functional denim fabrics and a healthy lifestyle with today's fashion trends, endowing his collections with eye-catching patterns, colorful graffiti and different fashion elements. Leveraging the functionality and comfort of innovative sustainable U.S. cotton-rich and recycled cotton blended denim fabrics from H.W. Textiles with special finishing treatments and pollution-free digital laser printing technology, Chen Wen incorporated the latest digital printing technology, finishing treatment and washing effects into denim design, making denim a natural choice for people who care about what they wear in their daily lives.

### About CHENWEN Studio

"CHENWEN Studio" is an independent designer brand founded by Mr. Chen Wen with unique design concepts that advocates originality, creativity, fashion and technology, leading the trend of denim fashion designs. It is a spirit and lifestyle that combining the passion of denim with modern art.

The brand focuses on the combination of denim elements, art, and technology, the fashion mix and match, and the integration of Eastern and Western cultures. His collections integrate the beauty of his painting into denim design, and his passionate strokes and colours infuse new vitality into denim fashion, making him stand out among designers for his bold fusion of originality and blending East and West.

"CHENWEN Studio" leverages the fabric's function, texture, colour, pattern, printing process, finishing effect, etc., and uses various types of fabrics to create a typical denim style. The theme of each season always has a new design inspiration that comes from different artistic travelling and creative experiences of the designer. With both classical denim basis and innovative design elements, blending the Eastern beauty into the clear shape. It embodies youth and energy, sexy and romantic without age boundaries of the denim spirit and dressing concept.

## CHENWEN Studio

The sustainable U.S. cotton denim fabrics from H.W. Textiles are used to retain the original blue of the denim. The use of environmental friendly and pollution-free laser technology illustrates the style of European classical oil paintings on the original denim blue perfectly. The excellent combination of hightech craftsmanship and classical oil paintings achieves the integration of eco-friendly and fashion, focusing on the concept of comfort, sustainability and environmental -friendly.



## Outfit 1

Concise denim silhouette suit with wide-leg suit trousers, lasered European classical oil painting patterns on the front piece of the suit and the wide-leg trousers.



## Outfit 2

A combination of a fitted denim vest and high-waist silhouette wide-leg pants suit, the front piece of the vest and the trouser legs of the wide-leg pants are lasered with European classical oil painting patterns.

## Outfit 3

Concise and generous ruffles denim skirt with a large area of European classical oil paintings lasered on it.



## Outfit 4

Loose and irregular silhouette denim suspender skirt with a large area of European classical oil paintings lasered on it.

