

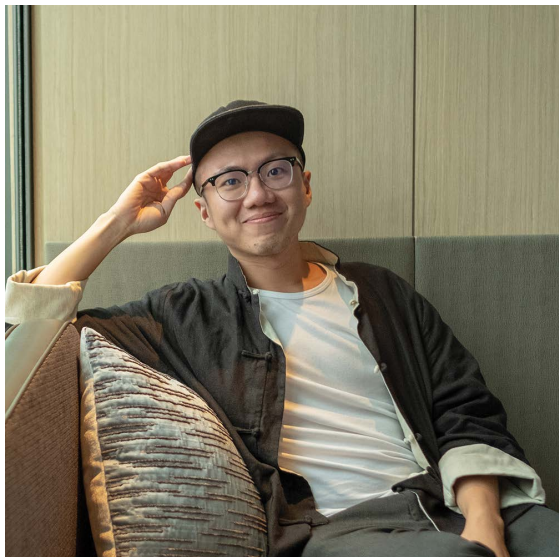
FASHION SUMMIT

10 - 12 SEP

Fashion Summit (HK) Design Pavilion

Global Designers' Sustainable Fashion Showcase

Weiyu Hung



WEIYU HUNG

Biography

Hung Weiyu was a finalist of the Redress Design Award 2018 as well as a semi-finalist of the 2017 cycle. He was awarded the Redress Design Award 2020 Rising Star accolade in recognition of his new eponymous brand (launched in 2019) which has gained tremendous recognition through a wide range of projects including being selected for the Vogue Talents 2020 issue, and the WEIYU HUNG x The R Collective collaboration for Net-a-Porter. Weiyu works with lace and textile companies across Taiwan using their dead-stock and production leftovers for his collections. He also uses up-cycled coffee powder textiles, and combines barkcloth with crocheting, embroidery, and knitting techniques, exploring new sustainable design approaches around traditional crafts.

Weiyu holds a degree in Fashion Design from the Fu Jen Catholic University, Taiwan. Alongside running his brand, he is currently studying Master in Fashion Design from ArteZ University of Arts (Netherlands).

About WEIYU HUNG

WEI-YU HUNG is a womenswear label based in the Netherlands. Tradition is avant-garde, local is global; he tries to transfer the culture and traditional handicrafts into the design and go beyond the exploration of humanities and heritage to embrace the spirit of sustainable fashion. It brings together creations and social fashion that are embedded with historical impressions and future prospects.

Bark fabric is one of the iconic materials in WEIYU's design, which he saw his mother work with when he was a child. They follow the footprints of Austronesian people to inherit this traditional handicraft to the next generation and turn it into the modern design to make it spark.

Since 2014, WEIYU HUNG has been invited to present in Milan Fashion Week, London Fashion Week, Dutch Sustainable Fashion Week, Mercedes Benz China Fashion Week, CENTRESTAGE, Hong Kong Fashion Week, showcasing designs incorporating practicality with unconventional materials and vision on consciousness to environment and society, in the forms of catwalk shows, and presentations.

WEIYU also gained great recognition through a wide range of projects including Vogue Talents 2020 issue, WEIYU HUNG x The R Collective collaborated collection for Net A Porter, Redress exhibition at Fashion for Good in Amsterdam, Annual auto show with Volkswagen in Taipei.

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Outfit 1

This outfit was made by the iconic handcraft, bark fabric, from WEIYU HUNG which is a traditional Austronesian handcraft to turn the tree bark into textile combined with French embroidery to create the harmony between fashion and environmental care.



Outfit 2

This outfit came from "Goddess " collection which we want to embrace different kinds of women in our daily life. We up cycled the end of rolls to give the abandoned materials a new life then combined the bark embroidery from Austronesian handcraft to find the future perspective of sustainability and craftsmanship.

Outfit 3

In WEIYU HUNG's works, we always try to use fashion to discover different kinds of sustainability in materials, culture and human's care. We worked with the jobless, the sick and the elder to do the embroidery and crochet to let them find out their inner talents to light up their life again; we believe everyone is talented and we would like to use fashion as a platform to let them find our their confidence.



Outfit 4

Materials are always the first starting point from WEIYU HUNG's works, we think the biggest value as a designer is how we could use our creativity to turn light up the value of the forgotten and abandoned things. For this outfits, we up cycled the end of rolls combined with zero waste cutting inspired by the traditional Eastern cutting to find out the Eastern sustainable fashion concept.

