

FASHION SUMMIT

10 - 12 SEP

Fashion Summit (HK) Design Pavilion
Global Designers' Sustainable Fashion Showcase

Jane Ng



phenotypsetter.

Biography

Ng Kong Wah (Jane) began her fashion design learning and creative exploration at alternatif fashion workshop. Her aesthetic and technical knowledge continued to develop and strengthen through participation in HKTDC Young Designers contests (awarded 10 Best Collection), and working for International brands. She started her private label in 2010 and opened her shop at PMQ in 2014. The brand and shop are named "phenotypsetter".

In 2015, she completed her Master of Visual Arts degree programme (Experience Design) at the Hong Kong Baptist University and later work as a part-time Lecturer of Wearables there.

She believes that there should be alternatives in fashion, new and playful approaches to design. She specializes in garment concept, construction, fabric manipulation and graphics. Apart from own collection and commercial projects, she also participates in creative programmes/open calls.

Years of experiences and encounters in the fashion industry have also influenced her to start reforming to a sustainable way of doing wearable, and incorporating the circular economy concept. She begins to host upcycling workshop and work on new product line and user experience in 2019.

About phenotypsetter

phenotypsetter stands for an attitude for playful, unconventional, forward and creative concept for clothes. Taking a conceptual approach, phenotypsetter attempts clothes in another shape, construction, material, visual and style, allowing them to be made in a witty and novel approach.

The way we dress doesn't confine to our gender and body. **phenotypsetter** does not set visually a definite style, and disregards trend and norms. We appreciate art and incorporate handmade details into the design for alternative textures of fabric and graphics.

phenotypsetter started with gender neutral ready-to-wear, women and accessories lines are added later on for diversified creations. Currently **phenotypsetter** is selling at her own shop at PMQ, online shop, select shops and e-marketplaces. **Phenotypsetter** also showcases seasonal collection at Fashion Week in Paris, Tokyo, Shanghai and Hong Kong, with stockiest in Europe, Middle East and China. Pop-up stores were held in Tokyo, Shanghai and Hong Kong.

CONTACT US

info@phenotypsetter.com

FB: phenotypsetter | IG: phenotypsetter

www.phenotypsetter.com

OUR SHOP

S203, 2/F, Block A, PMQ, 35 Aberdeen Street, Central, HONG KONG



Outfit 1

Sleeve – with Suspender

A clothing is disintegrated into parts for flexibility to wear for different seasons and styling purpose. A pair of Sleeves with Suspender for all year round that it maximizes the usage and longevity. Local production and it minimizes carbon footprint.



Outfit 2

Hoodie – Back Opening

A clothing is disintegrated into parts for flexibility to wear for comprehending other clothes, functionality and styling purpose. A standalone hoodie fills the gap that it reduces repetitive and allows upcycling. Local production and it minimizes carbon footprint.

Outfit 3

Top – Fray Denim

Fabric ribbons are placed to form a clothing. This concept allows maximum use of fabric, or zero waster, from scrap and upcycle. Local production and it minimizes carbon footprint.



Outfit 4

Bucket hat and apron

Bucket hat and apron are upcycled from idle jeans that it extends the usage of clothing. Local production and it minimizes carbon footprint.

