

# FASHION SUMMIT

## 10 - 12 SEP

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

### Ka Yan Lam



A stylized, handwritten signature in black ink, consisting of a series of loops and a long horizontal stroke.

### Biography

Ka Yan Lam, was born and raised in the classic 90s Hong Kong. Yan obtained her first Fashion Design degree from Nottingham Trent University respectively. Before degree course, she studied Fashion design and Product development in Hong Kong Design Institute.

Her graduate collection "Underground-the world beneath your feet" is honored with the Creativity Award from the Hong Kong Fashion Designers Association and one of the finalists of Young Talent Award Hong Kong in 2011.

After graduated, Yan worked with three local fashion brands as a fashion designer. In 2016, her personal clothing brand "WHY" launched.

### About WHY

WHY /wɪ/

- founded in 2016 by Ka Yan Lam.
- base in Hong Kong.
- reconstruct her brand to sustainable fashion & branch out into three different lines – women, human & youth in 2019.

women /'wɪmɪn/

- WHY 1st line.
- womenswear high fashion.
- redefine women wear with stock fabric and thoughtful cuts, giving you a doorway to explore different phenomenon, deliver the message of what you have discovered and keep the emotions of your on-going journey.
- shape your unique style with our design and unveil your inner beauty.
- limited production by using stock fabric, or remade from existing clothing.
- collection launch 1-2 times per year.

human /'hju:mən/

- WHY 2nd line.
- basic items collection in genderless size.
- offer collectibles with refine cuttings to excite you with vibrant and add verve to your closet.
- items launch time to time.
- no seasonal & trend limitation.

youth /ju:θ/

- WHY 3rd line.
- embed storytelling in the product, ranging from daily good, vintage to accessories.
- offer remade service by use client's own clothing / product / fabric / materials...etc, reinventing your garments to witness your lived experiences and extend your memories from the inside out.

### CONTACT US

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## Outfit 1

Outer: Apron cut 2-way lab coat  
Bottom: Herringbone pants

- outer inspired from vintage nurse apron
- zipper-detachable halfway to wearing in different way
- string adjuster on sleeve cuff
- multi pockets design

design in classic cutting with using quality wool stock fabric to extend the clothing usage



## Outfit 2

Outer: Patient pleated jacket  
Inner: Asymmetrical opening see through shirt  
Bottom: Patient pants

- inspired from vintage nurse and patient uniform
- hand pleated in front and back panel
- multi pockets design

design in classic cutting with using quality wool stock fabric to extend the clothing usage

## Outfit 3

Dress: Sailor suit dress  
Outer: Patient quilted linen coat

- inspired from medical protective clothing and patient clothing
- invisible elastic band cuff details
- side pockets in front and inner

design in classic cutting with attachable details, using quality linen stock fabric to extend the clothing usage



## Outfit 4

Top: Office shirt  
Bottom: Uniform pleated skirt

- skirt design with zipper-detachable halfway to wearing in different way
- wrap skirt opening design for free size and styling adjustment
- single side pocket

design in classic cutting with attachable details, using quality wool stock fabric to extend the clothing usage

