



YEUNG CHIN

Biography

Yeung Chin obtained his MA in Fashion Design from the University of Westminster in 2009. In the same year, he won the YDC Special Mention Award from Hong Kong Design Centre and exhibited his work during the Cheer's Exhibition held at London O X O Tower London.

He won a top creative award in Hong Kong Young Designer's Contests (YDC) held by The Hong Kong Trade Development Council in 2003.

From 2006 to 2008, he worked in Li Ning. In 2010 he designed the stage costume by CCDC. In 2013, he held personal exhibitions at Asia Society Gallery and Hong Kong Heritage. After being the Chief Fashion Designer in G2000, he joined Tokyo, New York, Milan, Paris, Shanghai and Beijing Fashion Week from 2015 to 2017. He was invited to the Singapore Design Centre exhibition in 2015. Parco and Isetan invited his collection to do a Popup show in their store in 2017. He is now a guest lecturer at the Hong Kong Design Institute of VTC and has established his own fashion brand in PMQ, named after his own name, Yeung Chin.



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About YEUNG CHIN

Yeung Chin's Design philosophy has always been challenging the accepted aesthetic. To build up a new aesthetic, the old aesthetic must first be broken. The most direct method is trial and error. Yeung Chin uses different concepts of art to impact the old aesthetic standard in the fashion industry. In these impacts he found new ways to perform fashion, for example, changing and limiting dance moves by clothes. This is to challenge the accepted aesthetic of dancing and at the same time, challenge the accepted aesthetic on the catwalk bridge.

Another example would be using "Fat is Fashion" as a topic, by designing an installation of art in a gallery, Yeung Chin challenged the traditional aesthetic by making visitors wear an inflatable cloth.

In the future, Yeung Chin will continue to explore different means to present his view of fashion. Film and sculpture would be his future directions.

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NUNO FELTING SWEATSHIRT AND NONO FELTING LACE SKIRT

Zero Waste

It is environmentally friendly and natural garment technology. In addition to avoid waste of fabric without cutting, it is also a material that can be seamlessly made. Low carbon emission fabric making handcraft fabric.



BOTANICAL PRINT JACKET AND BOTANICAL PRINT WIDE PANTS SKIRT

Withered Leaves and Flower

From Flower Shop and Outskirts

Botanical printing is a technique where plants, leaves and owers leave their shapes, colour and marks on fabric. Plant material bundled inside of cloth is steamed or boiled to release the dye found naturally inside the plant, creating a contact print in the shape of the leaf or ower used. These contact prints are referred to as "Botanical-prints."



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SCARF CALLOR KIMONO JACKET

It used
Yak Wool Material



MIX KIMONO JACKET

It used
Yak Wool Material

Yaks are low-carbon emission animals that have efficient digestive systems, emitting fewer greenhouse gases, including methane, carbon dioxide and nitrous oxide. The nomadic lifestyle of yaks with frequent seasonable migration prevents overgrazing in one area. Their diet of grass and shrubby vegetation also contributes to positive environmental impact and align with grassland conservation initiatives as yaks graze and feed gently without pulling up roots.

Yaks are majestic animals that dwell in the Himalayan regions. Its unique composition allows the animals to survive harsh weather conditions. Yak down is 30% warmer than wool and 1.6x more breathable than cashmere – resulting in unbeatable warmth and a luxurious hand feel. The average fineness of yak down is 18 – 20 microns with a length of 24 – 36 mm. Unlike wool, the scales of yak fiber are structured in a waved mosaic pattern, which gives it a smooth texture and surface.