

# WOMENSWEAR LABELS TO WATCH



## YI CONCEPT

**Yi Concept** creates collections that strike the perfect balance between East and West, using a fusion of traditional oriental design and modern aesthetics. Founded in 2012, the brand has grown quickly, opening its first flagship store in 2014 and now boasting a further ten stores across China, including Beijing and Shanghai. Led by Angelo Katsapis (former senior designer at **Armani Privé**), a group of international designers produces clothes for independent, intelligent and sophisticated women. Each season, the point of departure is a Chinese historical dynasty, whose dressing style is mixed into the distinctively modern aesthetic. The A/W 2016 collection is a mix of relaxed tailoring, delicate layering and intricate embroidery. The brand is currently expanding internationally through trade shows such as Who's Next.

[www.yiconcept.com](http://www.yiconcept.com)



## SHAO YEN

Taiwanese designer Shao Yen Chen brings a wealth of education and experience to the table with his self-titled womenswear label, **SHAO YEN**. Having graduated from Central Saint Martins in the UK with both a BA and an MA in Knitwear, Chen went on to work for prestigious fashion houses including **Hussein Chalayan** and **Alexander McQueen** before founding his own line in 2010. Since then, his talent has been recognized by various media outlets and awards, such as Power 10 by Vogue Taiwan and the Hot 100 in the Red Pages (United Kingdom). However wearable, Chen's designs incorporate unconventional structures, making the label a favorite of Bjork and Jessie J. The brand is currently stocked at **One Fifteen**, a high-end store in Taipei; recognition by other esteemed ventures, including The Bright Young Things platform within London's **Selfridges** and Nicola Formichetti's **Exclusive Pop Up Shop** in New York, is solidifying SHAO YEN's path to global success.

[www.shao-yen.com](http://www.shao-yen.com)



## TATTOO SWEATERS

Launched in Moscow and Kiev just over a year ago, **Tattoo Sweaters** instantly made waves: their collection was picked up by the iconic Parisian concept store **Colette** and sold out in a matter of weeks. The combination of easy, wearable designs, such as sweatshirts, T-shirts, cotton underwear and casual wear, competitive price points and a recognizable aesthetic constitutes the brand's USP. The brand's philosophy regards clothing as a second skin: the striking, intricate prints are designed by some of the world's leading tattoo artists, such as Ien Levine, and strategically positioned on the garments in spots where real tattoos would have been located: upper arms, buttocks, the nape of the neck. Tattoo Sweaters shows at Who's Next and has already caught the attention of major international retailers, including **Gago** and **Harvey Nichols Hong Kong**.

[www.tattoosweaters.com](http://www.tattoosweaters.com)