

WOMENSWEAR LABELS TO WATCH



KUMANN YOO HYE JIN

Kumann was founded as a womenswear studio in 1965 and quickly came to prominence in its native Korea. In 2010 the founder's daughter, Hye Jin Yoo, took over the brand to reinvent her mother's project as an avant-garde label. A fine arts graduate, Hye Jin Yoo showed her debut collection that featured experimental LED light-emitting dresses in Seoul in 2011. Since then, Kumann Yoo Hye Jin has received multiple fashion awards under her direction. Hye Jin is known for geometric silhouettes reminiscent of modern art, in particular surrealism. She uses curved lines with various seam techniques and asymmetric cuts finished with distinctive details, such as out-of-place zippers or oversized pockets. The colors are mostly muted; some pieces feature signature pattern prints. Neoprene is a dominant material in the A/W 2017 collection. **Kumann Yoo Hye Jin** is currently stocked at **Doota** in Seoul, among other stores, and wholesaled at Berlin's **Premium** trade show. www.kumann.com



KITTY JOSEPH

Kitty Joseph is about mixing colors, textile innovation, an unconditional love for painting and illustration, and clean, simple silhouettes. A Royal College of Art graduate in textile design, Joseph gained immediate recognition from the fashion industry after her graduation in 2011, with commissions from Carine Roitfeld, Zandra Rhodes and Piers Atkinson, as well as celebrities such as Lady Gaga. The Autumn/Winter 2016 collection is her third, and this time she has gone back to basics, having chosen German-born American artist Josef Albers and his 'Interaction of Color' series as her inspiration. For this collection she collaborated with British knitwear brand **Unmade**. The result is a series of colorful ensembles knitted in the finest Merino wool. Staying true to its London roots, the brand is expanding into the international fashion market, with retailers such as **Colette** (Paris), **Pretty Rad** (Zurich) and **Liger** (Hong Kong) on her stockists list. The collection is wholesaled at **Capsule** (Paris) and **Designer Showrooms** (London Fashion Week). www.kittyjoseph.com



MATÉRIEL

Matériel, a Georgian-based womenswear brand, dates back to 1949 when it was founded under the name of Georgian Fashion House. At that time, young, highly skilled designers formed a collective that brought innovative fashion to the Georgian and international markets, presenting their collections at European and Soviet catwalks. In 2003, the brand name was changed to Materia Fashion House, and soon after the house's premium line Matériel was launched. It became a platform of self-expression for some of the top Georgian designers. Currently, the brand features independent collections by three Georgian designers: Lika Chitaia, Tiko Paksashvili and Aleksandre Akhalkatsishvili. While having their own distinctive DNAs, these lines share a propensity for strikingly graphic silhouettes, minimalism, asymmetry, primary colors and exquisite fabrics. Midi and maxi lengths – typical of Matériel – geometric lines and utilitarian references carry a very slight echo of early Soviet constructivism, while channeling thoroughly modern elegance. Apart from its showroom and catwalk shows in Tbilisi, the brand presents its collections during Paris Fashion Week. www.materieltbilisi.com