

WAN HUNG

Angela Cavalca



London-based designer **Wan Hung** Cheung founded his eponymous fashion brand Wan Hung in 2014 after graduating from Central Saint Martins and gaining work experience with **Tom Ford**, **John Rocha** and **Bernhard Willhelm**. The clean-cut tailoring and classic silhouettes, conceived for a sophisticated modern urban man, are reinvented with the help of innovative textiles, exclusive prints and embroideries often inspired by the natural beauty of the Chinese tropical island Hainan, where the designer was born and grew up.

Wan Hung has presented his collections at London Collections Men since 2015 and was selected for **Lane Crawford's** exhibition 'Vision from a New Generation', executed in collaboration with **Swarovski** in Shanghai in October 2015. The brand was also scouted by Camera Nazionale della Moda Italiana and Sara Maino from **Vogue Talents** to show the S/S 2017 collection in Milan and Paris.

The collection references David Hockney's art and Tim MacPherson's photography. Prints are developed from Wan Hung's own acrylic paintings of Hainan's beaches and applied alongside 3D cuttings. Tailored draping creates wave effects in the long shirts, and hand embroidery enriches the printed patterns of jackets and trousers. Japanese tailoring fabrics, technically enforced cottons and rubberized plastics reveal the designer's penchant for exploring and combining contemporary materials.

The brand is currently stocked at several signature stores, such as **Lane Crawford** in Shanghai and Hong Kong, **H. Lorenzo** and **Please Do Not Enter** in Los Angeles, **The Cartel** in Dubai, **The Snatch Book** in London and the online platform **Farfetch**.
www.wanhung.com