

MOD in HONG KONG

With bold, colourful and striking creations, a group of talented emerging Hong Kong designers are set to make a name for themselves. Arthur Tam recommends five to pay attention to this year – and highlights their arresting apparel

Photography by Calvin Sit.
Art direction by Jeroen Brulez.
Special thanks to
Hong Kong Design Institute

GROUND ZERO *On Angie*

If you've seen the galactic-styled billboards of the hugely popular K-pop group, 2NE1, plastered across the city, you might already have noticed Ground Zero's work. The brotherly duo of Philip and Eri Chu were behind those cosmic pop outfits – and indeed, it's just the latest in a series of coups for the emerging stars of HK fashion. Having been crowned the first Hong Kong-based fashion designers to grace the runways of Paris Fashion Week, the Chu brothers have gone from strength to strength with each of their collections. This season, they are showcasing electrifying florals juxtaposed with futuristic prints on organza jackets and neoprene dresses. This particular look has a high-fashion presence. The coat is meticulously cut with a good balance of colours, while the proportion of the top and short shorts add a sexy flair for a complete fierce look. Having already done collaborations with the likes Juun J. and Linda Furrow, Ground Zero is one of the most sought after labels in Hong Kong and well on the way to becoming a fully fledged brand. *Ground Zero is exclusively sold at IT, citywide inc. Shop LG01, Silvercord, 30 Canton Rd, Tsim Sha Tsui, 2265 7110; zerolaboratory.com.*

NELSON BLACKLE *On Wayne*

Nelson Leung is the superstar of this year's Hong Kong's Young Designer Contest. He received high praise from the judges, who noted that the execution and creativity of his collection far exceeded that of his competitors. There's a maturity, humour and youthful charm to his video game-inspired designs, which explains his tagline, 'play with your journey'. Leung has a good sense of what's current and relevant, incorporating contemporary hip-hop influences into his edgy and street menswear. His head-to-toe ensemble of a graphic printed skirt shorts, sweater and bomber jacket nods to a Givenchy and JPG aesthetic and shows that the designer is conscious and cohesive when developing his designs. His collection called, Nelson Blackle is now available for pre-order through Facebook. 6389 8357; facebook.com/nelsonblackle.

Styling Arthur Tam
Models Angie Ng @ Model One
Wayne Lau @ Jamcast
Hair D.T @ Salon Spectrum
Hair assistant Yui Lam @ Salon Spectrum
Makeup Raymond Lau



Location: The Department of Fashion and Image Design at Hong Kong Design Institute

Working in close collaboration with both international and local industry professionals, from Yohji Yamamoto to Dai Fujiwara of Issey Miyake, the HKDI has always strived to develop programmes that meet the demands of a fast-paced and ever-evolving global creative industry. For more on the HKDI and the programmes they offer, visit hkdi.edu.hk.



ELIZABETH & JACQUELINE

'More is more' is the mantra that Elizabeth & Jacqueline evidently live by. The colourful prints created by best friends Elizabeth Lin and Jacqueline Tsang, combined with varying textured materials and eclectic silhouettes, create a surreal and beautiful mess that's both captivating and full of spirit. And while some designers falter with editing and innovation, this is where Lin and Tsang shine.

After both graduating from London's famed Central Saint Martins College of Art and Design, the female duo have gained extensive experience working at Alexander McQueen, Coco de Mer, Viktor & Rolf and Agent Provocateur. And just at the beginning of last year, Lin, with help of Tsang, blew away the judges at the Hong Kong Young Designer's contest, sweeping three of the four prizes on offer.

In this outfit, you can see their chaos in harmony. The cute cartoon prints on an explosive couture-pleated skirt and furry sleeve sweater seem like a lot of details headed toward disaster, but the result is simply stunning.

The duo recently moved into a studio in Kwai Chung and are busy planning the launch of their debut collection in Tokyo, already having secured two stockists in the Japanese capital and Shanghai. They're not yet carried here in Hong Kong, but it seems assured that they will be soon – if you can't wait to get a hold of their creative designs, purchases can be made by contacting the duo directly. *Unit G2, 9/F, 8-10 Kwai Sau Rd, Shui Shum Industrial Bldg, Kwai Chung, 9718 0180; elizabethandjacqueline.com.*



JOURDEN

Using technologically innovative materials from a lux fabric house in Italy, Jourden is a label that delivers well-crafted and sharp pieces that have strong masculine elements while retaining a youthful feminine silhouette. Anais-Jourden Mak is one of those designers that gives you a sense of honesty and thoughtfulness, which comes through in her clothing. This particular outfit combines a classic 60s cut with a modern blue palette and clever textures that's signature to the brand.

Mak has already created a capsule collection for major US retailer Anthropologie and is working her way into the cradle of hip fashion retailers, Opening Ceremony, all the while setting up a showroom in Paris. Mak is on a mission to becoming an international name and, with her tasteful and relevant eye for fashion, she's well on her way. *Available at Liger, Shop A&C Vienna Mansion, 55 Paterson St, Causeway Bay, 2503 5308; ligerstore.com.*

HEAVEN PLEASE

It's 80s glam rock combined with punk romance at Heaven Please. It's only been a little over a year since the pair of Venus Mote and Larry Cheung launched their own label and already it's selling out as the city's sartorialists look for something unique, vibrant and, above all, modern. Having just settled in at their new shop in TST, Heaven Please offers magnetic pieces that range from metallic gold biker jackets and bright pink tutus to flowing laced dresses, as well as a new collection of punchy platforms and necklace accessories. In this outfit, you can say the signature aesthetic in full life – this pink biker jacket adds a tough edge to the punk-laced wedding dress and, together, showcase just how thoughtful the brand is in contrasting hard and soft elements to create something pretty. *7/F, Kolling Centre, 77-79 Granville Rd, Tsim Sha Tsui, 2311 9533; facebook.com/heavenplease.com.*

