

SHAO YEN to participate in London Fashion Week's digital schedule

AUTUMN WINTER 2013 Collection "Stalker"

London, 6th February 2013. As part of the first digital schedule launched by the British Fashion Council, we are excited to announce that SHAO YEN has been chosen by the BFC panel to participate in this year's *Fash/On Film* during London Fashion Week.



"SHAO YEN, the London-based womenswear designer, has been chosen to be a part of this season's *Fash/On Film* programs during London Fashion Week."

Shao Yen's Autumn Winter 2013 collection titled 'Stalker' will be officially revealed at the BFC Canon Cinema on 16th February 2013 at 16:30 as part of the digital schedule aiming to bring together live stream shows and a selection of fashion films.

Inspired by the iconic surrealist black and white films by the likes of Bunuel, Dali and Cocteau, the specially curated film merges various genres of fashion with exceptional avant-garde filmmaking and features heavy references to the popular street style of the late 80s and early 90s.

For press queries please contact:
Roxanne Chen at DYELOG
roxannechen@dyelog.co.uk
+44(0) 7841581190

SHAO YEN AW13 'Stalker' Collection

Inspired by the iconic surrealist black and white films by Buñuel, Dali, and Cocteau, SHAO YEN's AW13 collection is a playful montage of various fashion genres. From religious iconography to futuristic children's cartoons synonymous with the late 80s, 'Stalker' invites you on a fabled journey through the realms of dream and imagination.

Reinterpreted through the use of velvet, faux fur, leather and denim, this collection displays a myriad of layers and textures. Sedate colours of navy and grey are accented with sparks of white, pink, silver and assorted wild animal patterns.

Secular Missionary
Metropolitan Safari
Stationary Travel
Kind Hunter
Urban Suburb
Street Landscape