

S H A O Y E N

CLASS*

Autumn / Winter 2012

Born in Yilan, Taiwan, Shao Yen Chen made the move to London back in 2003 where he began his journey with fashion knitwear at Central Saint Martin's College.

During this time there he began to intern with industry icons including the late Alexander McQueen, Hussein Chalayan and Claire Tough. He later started his own label after graduating in 2010.

The AW12 collection is inspired by the quintessential British style with particular focus on creating a unique twist on formal wear, by using elements of street and sportswear from youth subcultures. This is represented by the use of tweed and knit and also integrated with a mix of leather and fur, which relates to his trademark of experimentation with unconventional materials and form.

This collection uses a distinctive range of colours from neutral, black, white and brown to colour pops of orange and turquoise, which presents his delicate yet sculptural pieces perfectly. These pieces have confident and creative women in mind, who aim to look classic yet playful.

Shao Yen has been involved with many young talent inspired projects including Nicola Formichetti's Pop Up Shop in New York, "A Plus" exhibition at Lane Crawford, Beijing, "Power of Young and New" exhibition at MOCA Taipei along with curating a display window for Selfridges London as part of their Bright Young Things project in 2011.

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