



siyun huang[®]

Beijing, China

Siyun Huang[®] Studio has officially been founded in Beijing, China in 2022. The studio operates at the intersection of pioneering fashion, conceptual art, and cutting-edge technology, positioning itself as an interdisciplinary creative studio. It offers personalized customization services for users, brands, and institutions in the fashion industry and digitalization.

The studio's services cover a wide range of activities, including digital and physical fashion design, mechanical interactive installations, digital art, fashion film, fashion curation, comprehensive research and development, production, and dissemination systems.

Siyun Huang, the founder of the studio, explores the beauty of artificial order and natural spirituality through an aesthetic concept that combines futurism, surrealism, and ecology. The aim is to use multi-contextual narratives as a concept and multimodal perception as a method to deliver exceptional experiences.

Siyun Huang[®] Studio aspires to provide users with the perception and experience of traveling between virtual and real situations while advocating for the diversification and sustainable development of the fashion field through its strong interdisciplinary attributes.

Contact Information:

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- **Essentiality:**

Human beings are at a critical point of ecological crisis and technological evolution. To effectively address the structural imbalance and shortcomings of excessive waste in the traditional fashion industry, and enhance the human body and perception, Siyun Huang® emphasizes its core concept of speculative fashion "∞ WEAR," considering clothing as "WEARABLE ORGANISM" that highlights the ongoing evolution of fashion, which could be "perceptable, morphable, kinetic and iterable". We not only design clothing, but also provide possibilities for a cognitive system of people and their unknown potentialities, re-question the traditional fashion as well as extend its boundary to various dimension.

- **Uniqueness:**

Siyun Huang® is among the few avant-garde fashion laboratories in the global fashion industry that creates works in both the real and virtual worlds. We create ready-to-wear (RTW), digital fashion, and wearable tech, reflecting our advocacy and commitment to interdisciplinary integration. We stand at the intersection of fashion, art, emerging materials and technologies, creating a de-anthropocentric, multi-dimensional future fashion ecology. Our aim is to use multimodal interaction as the method and multi-fashion mediums as the object to create new tools, methods and consciousness for the future fashion industry. We plan to collaborate with more AI labs, AR/VR/XR technology teams, life science labs, digital manufacturers and other advanced technology suppliers in the future.

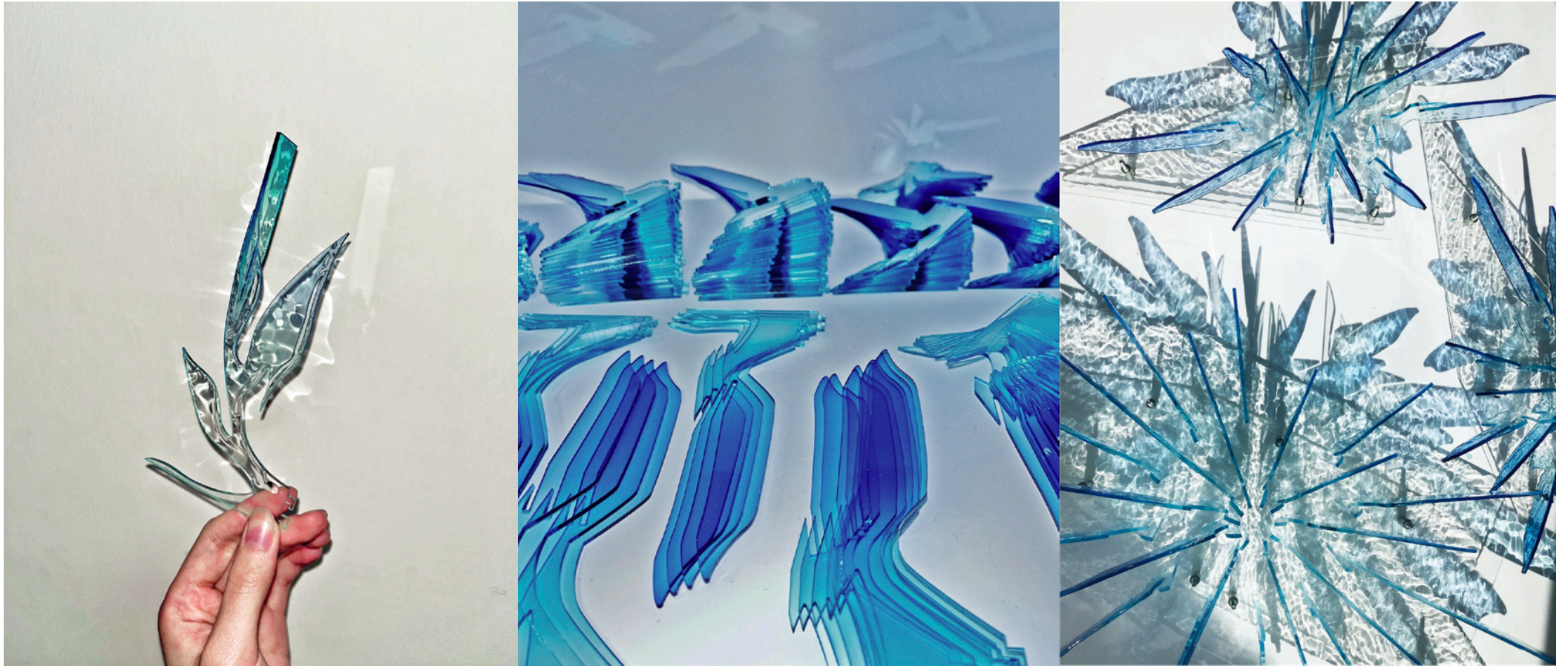
- **Marketing:**

Our main market targets the "Z generation" who seek new experiences. In the next three years of our business development plan, we primarily accept orders from showrooms and designer stores to meet their small-scale personalized needs. Additionally, some of our works are designed to be collected by museums and galleries to promote our brand concept and educate publicly.





- siyun huang - 2023 Autumn / Winter - Kinetic Ode to Underwater Wonderland -



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siyun huang ® is an interdisciplinary, speculative, inclusive fashion art studio established in 2022. Works with multiple unconventional material such as metal, acrylic, digital materials, etc and digital technology, for example, 3D modelling, human-computer interaction, kinetic and mechanical structure, combing with innovative craftsmanship and phygital interface. Siyun has created various fashion art works by concentrating on her hybrid avant-garde aesthetic from the symbiotic relationship within the human being, lives, nature, technology and art, which is bio-inspired, futuristic, surrealistic. Previously, she has received public attention by launching digital fashion film at China Fashion Week and digital fashion design series on web 3.0 platforms.

This season siyun huang ® presents two sets of Kinetic Fashion that perceptible, responsive and morphable with different forms of movement and shape transformation. The usage of acrylic with an attached layer, and gradient blue organza, which created shapes that are reminiscent of marine life, soft of ocean wave. The cutting of the outfits was carefully crafted to emulate the mesmerizing beauty and lifelike of marine inhabitants. These Kinetic Fashion pieces were presented in the space that simulated the underwater lighting and water, providing the audience with an immersive experience of an underwater wonderland.

The Autumn/ Winter Collection "Kinetic Ode to Underwater Wonderland" sources from the ecological artist Jason deCaire Taylor's Underwater Museum, influenced by deep ecology, ecological relationship and cyborg philosophy. Created by the observation and understanding towards the ecological crisis nowadays.

Using innovative materials and techniques, we creates pieces that simulate the fluidity and movement of ocean life, uses shape-changing elements in apparel to convey the fluidity and beauty of the underwater world. These two kinetic fashion are embeded sensors and able to react to its changing enviroment.

The outfit constructed by blinking blue acrylic changes its speed of movement as the light increases and decreases. The other made by organza shrinks its edge to show pleats when the brainwave is active. From the flowing lines of marine lives tentacles to the intricate patterns of ever-changing shapes of the ocean, the currents, every design element has been carefully considered to capture the essence of oceanic life.

The thought-provoking kinetic outfits interact with wearers and viewers, explore speculative ideas that challenge traditional perceptions of fashion. The designer Siyun Huang tempts to inspires a deeper appreciation and understanding of our ocean's inhabitants and the need to protect their natural habitats. By exploring the concept of oceanic symbiosis, siyun huang ® aim to create designs that are both aesthetically captivating and thought-provoking. The designs encourage a deep sense of responsibility towards protecting our oceans and the diverse forms of life they support, embrace the ever-changing shapes of the ocean, the currents, and marine life, capturing the essence of fluidity, balance, and harmony.



Kinetic Ode to Underwater Wonderland
2023 A/W Kinetic Fashion Collection

Producer: siyun huang® Studio
Fashion Designer: Siyun Huang
Creative&Art TEAM: Siyun Huang/ Shuo Li
Film Art Director: Shichang Ouyang
Director of Photography: Jienan He
Assistant: Pengtao Liu/ Jie Wang/ Han
Technology Support: Liang/ Shuo Li/ Gao
Graphic Designer: Tongsen Yue
Makeup & Hair Artist: Dawid
Model: Yameng Guo/ Fangyuan Feng
PR & Media Collaboration: OUTPUT/
Enze(OUTPUT)/ Jie Song(OUTPUT)/ Julie(Hy-
perYoung)/ Nancy

Special Thanks & Support
London Fashion Week
British Fashion Council
Nikki Kravshik
International Fashion Art Network
Fashion Art Research Center of Central
Academy of Fine Arts
Beyond Fashion (Beijing) Art Development
CO.,LTD
OUTPUT

Music: Yelo_FM





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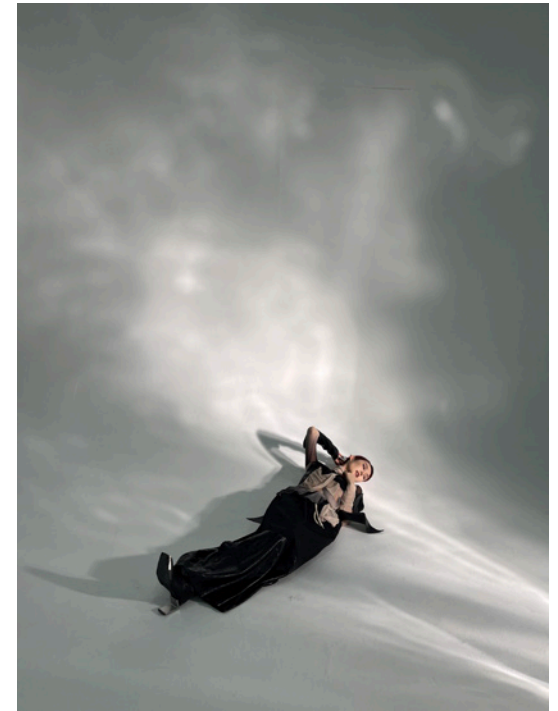




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Instagram:
@siyun_huang_



Wechat Public Account:
siyun huang Official



Wechat Channel:
siyunhuangDIGITAL

For More Information:

Designer profile with the British Fashion Council:
<https://londonfashionweek.co.uk/designers/siyun-huang>

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Instagram: @siyun_huang_ / @siyunhuangofficial

Youtube: @siyunhuang (https://www.youtube.com/channel/UCYDhDaC_HBjXB7QuhzEMk6Q)

Redbook: @siyun huang