



# Rhyzem

2023 Campaign - VEIL  
MENSWEAR

## About Rhyzem

The sustainable designer brand Rhyzem, founded by Boqun Huang(graduated from Central Saint Martins) and Yinghua Wu(graduated from London College of Fashion),who intends to construct a unique clothing system belonging to Rhyzem, exploring the future diversity of fashion based on biotechnology and traditional aesthetics, as well as constantly reflecting on the meaning and value of fashion for living systems and the environment. Rhyzem is based on the concept of fusing classical oriental romance with modern technological philosophies, aiming to embody the interaction and contemporary sustainable lifestyles. Rhyzem, the name of the brand, means fluid consciousness and derived from the English words rhizome and rhythm. The theory of the rhizome emphasizes an ideology of inclusiveness and fluidity. Rhythm, meaning flow and harmony, embodies the elegance and flow of classical. Romanticism and poetry is the main theme of the Rhyzem brand aesthetic system

## VEIL

Emphasizing garment structure through transparency and photographic process allows men to wear transparency without exposing the body. By combining the relationship between human energy and environment in Oriental philosophy with the acupoint theory, the existentiality of fluid consciousness in space and aura is explored.









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