



YYATOMIC SPRING SUMMER 2024

UNCHATED

PRESS RELEASE



YYAtomic was established in 2022 in London by Chinese-born designer Ziwei Qu. Ziwei graduated from London College of Fashion, where she received a bachelors degree in Menswear Fashion Design Technology. She went on to graduate with a masters degree from prestigious Central Saint Martins college in 2022.

YYAtomic is a menswear brand dedicated to contemporary craftsmanship and new technologies, attracting creative individuals who challenge the norms of fashion. The style is retro-futuristic, with mechanical aesthetics and a touch of romance.

The name "YYAtomic" is a portmanteau of YYA and Atomic, the former being the name of Ziwei's family business, and the latter a reference to the futurism of using atomic energy to fuel the infrastructure of various industries.

The initial collection took inspiration from space operas, such as "The Last Star-fighter", as well as modern city life. The image of an athletic and young man is conjured in her design, each piece is uniquely crafted to represent a vision inspired by youth and street culture. Those elements were crucial in creating YYAtomic's identity.

At the same time, in 1984, a space opera film called "The Last Star Fighter" appeared in the United States. In today's society, people often see retro elements and high-tech futuristic style originated from this. There is a special form of wish fulfilment in the movie: a down-on-his-luck rural boy who plays a game to rise to the top and thereby save the galaxy. Therefore, Ziwei wants to explore men's inner desire for power and design a collection with male power by combining contemporary clothing elements.

In Ziwei's words: "CLOTHING IS CLASSLESS". Her designs are meant for individuals with distinctive personalities. Through YYAtomic, streetwear and luxury fashion collide to create something that is uniquely hers.

As the creative director, she has her own attitude and opinion regarding the industry. She wanted to combine real-life features with a fictional world. Her hope is to do something new with this integration and to create a new sense of style.

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The second season titled “Uncharted” is set to explore Creative Director Ziwei’s deep interest in space and love for the western cowboy theme. Continuing from the techniques of AW23, SS24 is an extension of the research of the human body’s interaction with the future.

The new season is still set in the future, with a creative twist as the main characters have changed from a sci-fi setting, to the Wild West. The SS24 YYAtomic collection “Uncharted” is a line that fits the brand, is provocative, effortless, loud, proud, and futuristic. Inspirations for the new collection include cowboys, the space race, metal rock, psychedelia, and cyberpunk movies.

The new collection draws further inspiration from ultra-sexy club clothes from the early 2000s. This all combines practical wear with creativity.

In SS24, Ziwei hasn’t strayed far from exploring the retro-futuristic and masculinity space. Using her skills to innovate the classic men’s slim-cut suit and the 1880s cowboy outfit, adding modern and futuristic touches like eye-catching fish scales, pleated sequins, suede and leather, all combining to deliver a spectacle to only be seen in outer space.

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