

# oqLiQ

This season, oqLiQ releases the 23SS show in London Fashion Week, using NIKE as the attire's semiotic theme, weaving the Chinghsing tea culture into the fashion show, while extending the spirit of Taiwan's tea to London; using Hundr proprietary metal coating technology from semiconductor processes, for an ultra-lightweight Radiax® titanium insulation that retains body heat and efficiently accelerate body warmth. The event invites Taiwan's technology and art team, IF Plus, along with Lim Giong modern electric music that not only retains traditional Pingtung Manjhous folk music flavor, but also gives it a new flair through superlative sound mixing.

In the visual aspect, four designers from different fields from IF Plus deploy their own visual vocabulary to translate the indigenous imagery of Manjhous Township, in Pingtung, Taiwan, by improvising motion pictures with live music to convey the free and spontaneous spirit of the Manjhous style.

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The design concept is for resilient "Aura Protection", incorporating the concept of protection into the wire mesh totem and replicating the military Ripstop texture creating an invisible three-dimensional weave camouflage, for a highly dramatic integration into the design.

Aura is a magnetic field of invisible biological waveforms surrounding the human body, analogous to a garment becoming an extension of our consciousness, a value explored in the final home of the oqLiQ universe, envisioning how to rebuild in the void and how to choose what is really most important, and the concept of self-protection is just like armor, or the Asian proverb for dismantling and deconstructing the Mandarin character for "Building Qi" into the phrase "Carpe Diem in all ways", discussing a form of righteousness, as the soul's precious energy field, evolves outward, in belief and as protection.

The Qi field resembles an invisible wire mesh presenting a protective totem, and this season's classic composite texture is the military's RIPSTOP tear-resistant fabric, using various combinations of RIPSTOP to form an invisible camouflage to holistically project the season's overall protection concept throughout the unified theme.

A special introduction is warranted for the backstage team who are mostly from Taiwan. Dr. Cink sponsored New York makeup artist Jonathan Wu leading the make up team for this most august event. As for the hair care and styling part, the famous Taiwan hair salon T iAM sponsored Lead hair designer Weic Lin leading the brilliant backstage hair styling team.



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Special Thanks

林義 Lim Giong

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Make up team Sponsored by DR CINK



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T I A M



Visual: IF Plus

Account: Li

Account: Lin

Visual: Team

Translator: Ting-Hong

Photo: Wang