

## **Press release - RUIRUI DENG**



**RUIRUI DENG is set to launch their new collection: ZOO, in an effort to learn more about ourselves and other human beings this upcoming season.**

RUIRUI DENG's new AW22 capsule collection continues the journey of Alien Mermaids through her garments. This collection is centred around the story of two extraterrestrial Mermaids and their voyages from outside universes to our Earth.

In search of a more suitable home, these mermaids are guided through London by a property agent who brings them to a large mansion that is filled with the antiques and sculptures alongside other mermaids from different galaxies and universes, each of which is familiarising themselves with various elements of their new life in a new world.

In essence, Deng uses the metaphor of the "Alien Mermaid" as inspiration for those who are looking to find expression and unity through style.

The message in Deng's garments expresses the Alien Mermaid's effort to familiarize herself with new surroundings. This can be expressed through Deng's usage of mixed media fabrics such as lace, silk and satin to imitate a blend of the supernatural silhouette with modern design tactics.

### **About RUIRUI DENG**

*RUIRUIDENG was created and founded by Rui Deng herself after graduating from Central Saint Martins. Her design collection is primarily inspired by the Dutch artist – Hieronymus Bosch. One of the most influential artists of the 20th Century whose artwork mainly depicts sin and morality.*

*Rui Deng is inspired by the complex and imaginative paintings which contain impressive surrealism. From there she conceived the future-oriented fashion brand, discovering the founder's deep intrigue about alien mermaids inhabiting the earth. From Rui's perspective the confusion, expressed by the alien mermaids when interpreting the human world reflects the expression of Bosch's paintings.*

*The logo of RUIRUIDENG is composed of mermaid images including the brand's design of every collection revealing the finding of the alien mermaids.*

*Our Mission is to embrace futuristic cultural exploration and engage with peoples' future-oriented imagination beyond understanding ourselves from an extraterritorial perspective.*

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