



ELECTROFORMING GALLERY
THE



CHAPTER 1

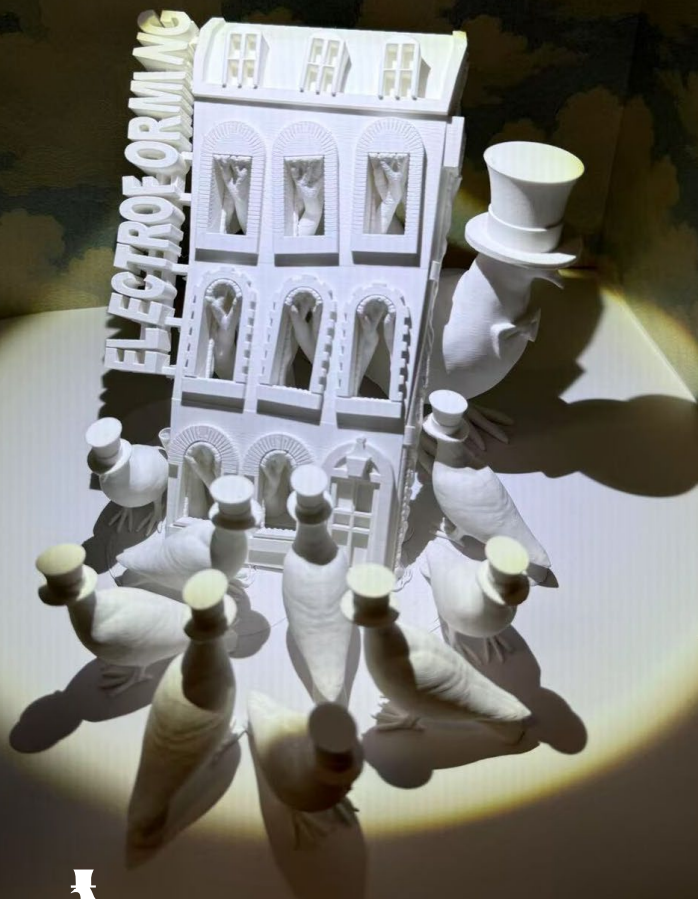
This lookbook is divided into two parts.

The first chapter showcases the brand's campaign props presented by Discoverylab during London Fashion Week.

The second chapter is the debut accessories collection develop & crafted with @Chanel's prestigious atelier, @Maison Michel



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Yesterday was Saturday,
and Marie came over
as we'd planned.
I wanted her so bad
when I saw her in
that pretty red and
white striped dress
and leather sandals.
You could make out
the shape of her
firm breasts, and
her tan made
her face look like
a flower.



"3"



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Lonliest

"4"



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CHAPTER 2



Watch the campaign

The Hat-trick Collection was conceived following designer Chiyang Duan's win at the 39th Hyères Festival Grand Jury Prize, made possible through the generous sponsorship of @CHANEL.

Marking the brand's debut, the collection showcases a special collaboration with CHANEL's esteemed Le19M. In this special collection, developed together with the legendary millinery atelier @Maison Michel, every hat prototype piece was crafted by highly skilled artisans from the maison.



"Well behaved women rarely make history"



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*"They believe its lucky to have a cat in the theatre,
but unlucky if one runs across the stage during a show"*



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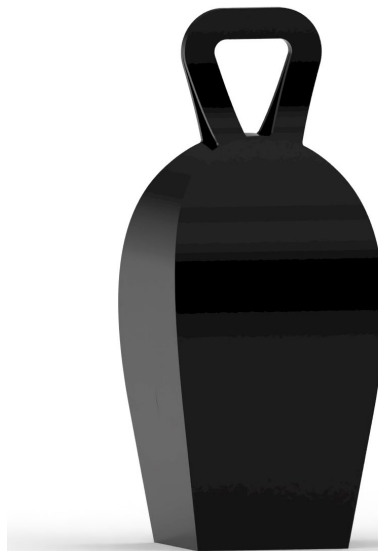
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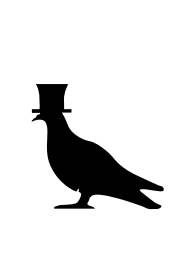
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Design Direction:
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2025

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Electroforming Gallery debut collection presented in
LONDON FASHION WEEK 22th Sep 2025 by Discoverylab.

Specialy thanks :

@Villa Noailles
@CHANEL
@MAISON MICHEL
@Le19M
@British Fashion Council

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Debut Collection 2025

