

SUSAN FANG

FW25 AIR•MEMORY MILAN SHOW



































Styling: Katie Grand
Casting: Anita Elizabeth Bitton
Makeup: Aaron Demey
Hair: Mustafa Yanaz
Set design : xl+architects and tracyguo
Set making: Shanghai Fusion Cultural Communication
Music: Genseichi
UK PR: Purple PR
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SUSAN FANG

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"During the creation of this season's collection, I focused on exploring creative expressions across diverse cultural backgrounds, blending a wide range of inspirations into both the design and craftsmanship. This collection continues my commitment to detail and texture, while also venturing into new territory with fresh breakthroughs in form and structure. The "Supported by Dolce&Gabbana" initiative has played a crucial role in bringing this collection to life, providing essential resources and expertise. The Shanghai Fashion Designers Association, the Camera Nazionale della Moda Italiana, and stylist Katie Grand have also contributed guidance throughout the process. I look forward to unveiling this exciting new collection at Milan Fashion Week this March and sharing it with all of you".

Susan Fang

SUSAN FANG FW 2025 AIR•MEMORY

The FW25 collection, Air•Memory, is an exploration of the pursuit of happiness – a heartfelt tribute to my mother Ai Lan, whose unwavering support has been instrumental in bringing my childhood dream of becoming a fashion designer to life.

This collection also acknowledges my mother's own dream of holding her first art exhibition, and it is my deepest wish that, through our debut show in Milan, we can take one step closer to making that dream a reality.

A particularly special aspect of Air•Memory is my desire to feature my mother's paintings throughout the collection. She only began painting in her 50s after her retirement. Her self-taught and inspiring style captures the vibrancy of nature, from the plants and flowers that she knew and loved so well from her farming background to the landscapes that she paints. Each piece is full of life, joy, and nostalgia. We have reimagined her paintings into sequins, with the support of Dolce&Gabbana, and created sneakers, embroidered flowers, birds, and ballpoint pen-style denim sketches. We've even incorporated beads to mimic the night sky that she paints, filled with stars whose names were taught to her by her grandmother. The runway installation design brings SUSAN FANG FW25 collection Air•Memory to life through the abstract combination of 3D printed petals and optical membranes, forming a continuously flowing spatial form. This creates a sense of airiness and a rainbow-like warm glow, immersing the viewer in a dreamy atmosphere full of happiness, while paying homage to childhood memories and maternal love.

One of the standout pieces in the collection is a long jacket, which my mother has directly repainted her hometown onto the fabric. This jacket exemplifies the beautiful, scattered embroidery and beadwork found throughout the entire collection.

We further explore the fragility and endurance of memory through our puffer designs, which pay tribute to the broken porcelain patterns of Chinese ceramics from the Song Dynasty. The soft, muted colors and laser-cut floral elements recreate the fragmented beauty of ancient porcelain, much like the way memories are pieced together over time, forming something both delicate and enduring.

To evoke the warmth and joy that memories bring, we designed folded rainbow dresses -fluid, flowing garments that symbolize the unseen energy of love. Their interwoven strips of color create a gradient effect, much like the shifting hues of recollected emotions, expressing happiness, movement, and

vitality. These pieces mirror the intangible yet powerful connections that memory fosters, linking past, present, and future in a continuous dance of color and light.

In an especially personal touch, my mother has also created three wedding dresses for me, anticipating my wedding this May. Crafted from delicate pastel strips to minimize waste, these gowns echo the softness of Air-Flowers, symbolizing love's enduring presence in our lives and the memories yet to come.

I am incredibly grateful to have been born Chinese, as the rich culture, history, and focus on family and heritage deeply influences my work. Chinese philosophy emphasizes beauty in harmony with nature, and in this collection, we celebrate these roots. We incorporate colours inspired by Chinese ceramics and jade, which can be seen through our accessories, such as the flower sunglasses and bags. Additionally, elements from the stunning beauty of Chinese minority and imperial jewellery inspired decorations such as hair diamante embellishments which are integrated throughout the collection.

At its core, Air•Memory celebrates the richness of Chinese cultural artistry, the warmth of family connections, and the intricate craftsmanship that binds these two worlds together. This season, we have collaborated with mothers from the Zhuang minority in the Guangxi region of China, through a charity initiative that empowers them to create accessible handcrafts in their own time. The mothers have created hundreds of Bubble Dandelions, which we have incorporated into skirts, dresses, and accessories. In Chinese culture, the dandelion symbolizes strength, endurance, transience, and healing – qualities that resonate with the strength of Chinese mothers and their enduring connection to nature.

These handcrafted Bubble Dandelions are also incorporated into two dresses created in collaboration with my husband, Orelia De Jonghe, an exceptional talented designer now Head of Accessories at SUSAN FANG. By merging traditional handcraft techniques with advanced technology, we used 3D-printed soft material to create an organic frame that allows the Bubble Dandelions to blossom. This dresses symbolizes the passage of culture and endurance from tradition to modernity.

He was inspired by the intricate artistry of the Beijing Imperial Palace and the logic of nature, to develop designs that reflect the harmony of organic systems found in the natural world. By using digital tools to create intricate, layered floral structures, his 3D-printed designs, including a peach blossom corset, bra, balaclava, and handbag, explore how modern advancements can redefine craftsmanship by embracing new methods to evolve artistry in the contemporary era.

In Air•Memory, we celebrate the beauty of diverse cultures, the power of human connection, and the timeless value of handcrafted artistry. The collection merges Chinese and Italian craftsmanship, celebrating the shared value of family and the beauty of human energy. Through this work, I hope to honor the strength of Chinese mothers, the enduring power of cultural heritage, and the infinite possibilities of collaboration across cultures.

Growing up, I moved frequently between countries every few years, and I've experienced both the misunderstandings within my own culture as well as with others. Yet, it's clear that our similarities run deeper than our differences, and it's these contrasts that spark inspiration as well as love. With Air•Memory, I hope to celebrate the beauty that comes from uniting histories, memories, and cultural legacies. This collection reflects the deep emotional connection we all share as humans, transcending cultural boundaries through love and unity.

The incredible support that we have received from Dolce&Gabbana has provided us with invaluable resources and expertise which allowed us to expand into new product areas such as denim, sneakers, corset and sequins for the first time.

I look forward to sharing this deeply personal and artistic collection with you at Milan Fashion Week this March. Through Air•Memory, we hope to honor the harmonious beauty of human energy, the union of Chinese and Italian craftsmanship, and the heartfelt connection between family, culture, and creativity.