



WEIYU HUNG

2021 Spring/Summer "Goddess" Storybook

There are lots of things and spark are forgotten in our life.
I want to embrace the stories from culture, community engagement,
and the second life of abandoned materials through design.

WEIYU

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Plant the culture; light from craft and nature

Tapa (Barkcloth) handicraft is a traditional Austronesian handicraft to turn the tree bark into the textile with eco-friendly progress without chemical addicts.

For WEIYU, he saw his mother work with tree bark when he was a child, so it's **not only a cultural heritage or an eco-friendly material but something deep bond with his memory from his family and the community.** As a Taiwanese and part of the Austronesian community, we don't have a continuous cultural footprint because of colonial history, but we do have the craft, Barkcloth, which **establishes our identity and the way to get together to make local globally.**



From Local to Global



The theme of bark embroidery in this collection comes from a saying for Moon Festival “ **when the moon is full, and flowers are blossoming, all of the people will get together**” this would be the best wishing for all of the people who experienced the quarantines during the most challenging time.

We combined the leftovers lace from the manufacturing in Taiwan and embroidery to create the poetic scene in Chinese tradition.

From Local to Global



Another traditional craft in the collection is the shinning fabric from the Hmong tribe, which is a combined natural dye technique; it gives the fabric a unique shinning texture.

This technique is based on the Indigo dye process and combines with Shoulang Yam, glutinous, pottasche, and then uses the egg white to swipe on the surface repeatedly. Each family has its formula, and it makes the final works have different features and feelings, they keep it as the heritage in their family and let the fabric become one kind of identity. It lights up the close relationship between humans and textiles, which is lost in the fast fashion system.

Plant the community; light of human engagement

WEIYU believes **every big thing comes from a small action**; keep doing it could make a positive movement and make our surroundings better.

Last season, we collaborated with social organization in Nijmegen to support the jobless, the retired, and the sick people to engage the new community to go back to society. The current situation makes me have more ideas to support each other locally and share with the surrounding.



Beneficial Fashion



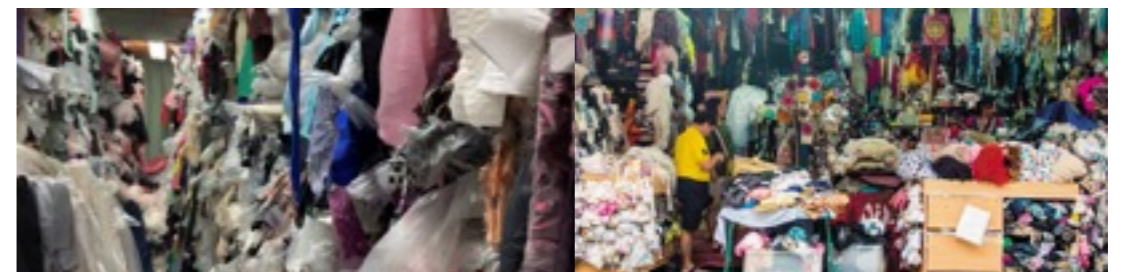
This year, we worked with the students and the social studio. One of the people worked at the social workshop said “I did something wrong before, and I know it's hard to recover the harm from other's hearts, but I wish I could do something with my hands to make it up.” We believe that everyone deserve a second life and we wish to use design to support each others to create a positive cycle.

I truly believe that **fashion could benefit others through working together and slow down to focus on the details in being progress.**

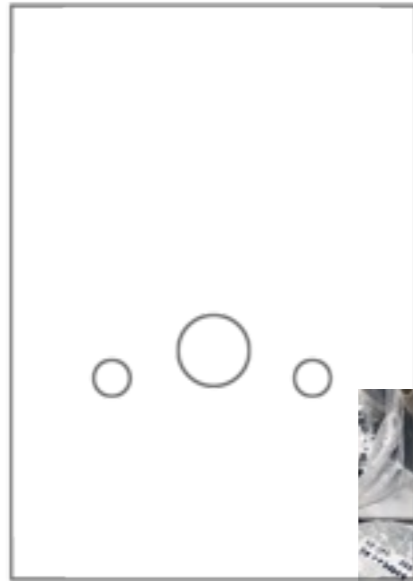
Plant the fashion; light of abandoned materials

There is a huge amount of leftovers and deadstock after the mass production in fashion industry nowadays; for some leading textile company, they never ship their abandoned materials out but put them in the storage or burn to dust.

I believe the **core mission of design** is not **only creating beautiful products but using our hands to improve the quality and solving the current problems.**



Design the second life



I want to use the existing abandoned materials in our surroundings to upcycle them to give them a new face; even if these materials are not trendy enough in the fashion context, but I think the **next trend is in our surroundings.**

In the 21 SS collection, we **highlight the concept of upcycling ideas and zero-waste into the design to embrace sustainability with many dead stocks and leftovers in the manufacturing and secondhand clothing** thrown by the rental shop.

For the zero-waste pattern, we are inspired by the traditional Chinese clothing's square pattern ideas to decrease the waste during the sewing and cutting progress. (Find out the square cutting pattern at the left top)

Daily light of inspiration; Goddess

The inspiration comes from religion in different communities and areas, we feel there are lots of common and belief to reach for a better and brighter future between the difference.

We want to create a **universal goddess image with peace, happiness, purity, and**

contemporary feeling for humans, society, and the environment during this period of time which is full of violence, colonization and unfairness.

Circle would be one of the most important image in the collection. In Chinese culture, it means circular/ endless, spirit of inclusiveness, and smooth. We think this symbol contains the whole positive spirit we need at this moment and our future.



Fashion is not only clothing, accessories and beautiful side in the world,
fashion is how we see the world
and the light in culture, community and our environment.



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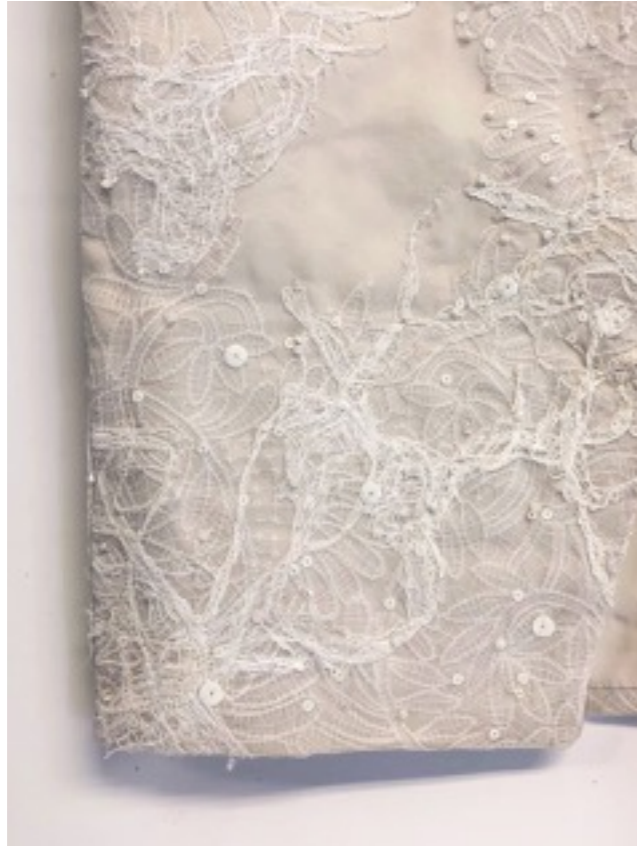


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2021 Spring/Summer "Goddess" Images



Memories are hard to last but I believe I could keep it in each stitch...



White bark lace embroidery T-shirt
Beige structured corset
Flower embroidery belt
Beige bark lace embroidery skirt

(Embroidery detail of the bark lace embroidery skirt)





Bark lace embroidery hoodie
Beige crepe structured belt
White sequin fishtail skirt

(Bark embroidery detail of the hoodie)



Up-cycling gold obi jacket
Light beige embroidery top
Ginger yellow structured skirt

(Original piece of the second-hand obi for jacket,
Embroidery details of the top)



Ivory embroidery robe
Up-cycling obi belt
Cream white grid embroidery floor-length skirt





Black embroidery corset
White back splitted shirt
Black embroidery short skirt



Ivory lace organza top
Khaki gold embroidery trousers

(Embroidery details of the trousers)



Up-cycling obi and embroidery cape
Khaki Linen wide-leg trousers





Cream white embroidery dress
Up-cycling obi embroidery half-skirt belt



Ivory lace organza floor-length dress



Black Hmong shinning fabric trench coat
Black Hmong shinning fabric splitted skirt

(First dying process of Hmong shinning fabric with Shoulang Yam)





(Hmong women wear the traditional Hmong shinning fabric clothing)



Khaki bark embroidery blazzar
Beige chiffon fishtail skirt



White lace hat
White light wool vest
White flower jacquard handkerchief skirt
White sequin embroidery trousers





Beige floor-length dress



Black lace hat
Black zero-waste linen handkerchief cape
Black Hmong shinning fabric vest
Black embroidery lace skirt

(Embroidery details of the skirt)





We expect to rebuild the relationship, pass the warmth
through our hands and cultural stories behind the textile.

The dedicated details with slow mind



WEI-YU HUNG is a Taiwanese womenswear designer based in the Netherlands. Tradition is avant-garde, local is global; he transfers the culture and traditional handicrafts into the design and go beyond the exploration of humanities and heritage to embrace the spirit of sustainable fashion. It brings together creations and social fashion that are embedded with historical impressions and future prospects.

Bark fabric is one of the iconic materials in WEIYU's design, which he saw his mother work with when he was a child. They follow the footprints of Austronesian people to inherit this traditional handicraft to the next generation and turn it into the modern design to make it spark.

Since 2014, WEIYU HUNG has been invited to present in Dutch Sustainable Fashion Week, WSM White Milan, Mercedes Benz China Fashion Week, CentreStage HongKong Fashion Week, showcasing designs incorporating practicality with unconventional materials and vision on consciousness to environment and society, in the forms of catwalk shows, and presentations. WEIYU also gained great recognition through a wide range of projects including Vogue Talents 2020 issue, WEIYU HUNG x The R Collective collaborated collection exclusively for Net A Porter, Redress exhibition at Fashion for Good in Amsterdam, Annual auto show with Volkswagen in Taipei.

Official Website: www.weiyuhung.com

WEIYU HUNG

Reimagining fashion
with sustainability, cultural belief, and community engagement

www.weiyuhung.com
Instagram: weiyuhung_design
info@weiyuhung.com