



Press Release

ELECTROFORMING GALLERY PRESENTS ITS FIRST ACCESSORIES COLLECTION AT LONDON FASHION WEEK

LONDON, UK – [2025/9/10] – ELECTROFORMING GALLERY PROUDLY UNVEILS ITS FIRST ACCESSORIES COLLECTION, A EXPLORATION OF CONTEMPORARY AESTHETICS ROOTED IN PLAYFUL REINTERPRETATIONS OF WESTERN TRADITION.

THE COLLECTION TAKES INSPIRATION FROM A CAT MASCOT, WHOSE PLUSH TEXTURE RECALLS THE ICONIC BRITISH BEARSKIN HAT. STARTING FROM THIS WHIMSICAL REFERENCE, THE DESIGN TEAM REIMAGINES THE FUSION OF TRADITIONAL HEADWEAR AND JEWELRY, ELEVATING BOTH INTO FRESH ARTISTIC EXPRESSIONS.

TO COMPLEMENT THE COLLECTION, ELECTROFORMING GALLERY INTRODUCES A NEW SEASON GALLERY MOVIE, WHICH ENCAPSULATES THE CORE AESTHETICS BEHIND THE DESIGNS. DRAWING ON ELEMENTS SUCH AS TRAFFIC LIGHTS, TOWNHOUSES, DOLLS, AND THEATRE, THE FILM CREATES AN ECLECTIC YET COHESIVE VISUAL NARRATIVE, ACCOMPANIED BY AN INTRIGUINGLY UNCONVENTIONAL SOUNDTRACK. TOGETHER, THESE COMPONENTS REFLECT THE GALLERY'S EVOLVING ARTISTIC VISION AND UNIQUE AESTHETIC PERSPECTIVE.

About Electroforming Gallery

ELECTROFORMING GALLERY WAS FOUNDED IN LONDON BY CHIYANG DUAN AND YIHAN HUANG, WITH A MISSION TO MERGE EXPERIMENTAL DESIGN WITH CULTURAL NARRATIVES, CREATING ACCESSORIES THAT RESONATE BEYOND FASHION AND INTO THE REALM OF ART.



SPECIALL THANKS:

@LE 19M
@VILLA NOAILLES
@MAISON MICHEL
@CHANEL
@LONDON FASHION WEEK
@BRITISH FASHION COUNCIL
@DISCOVERYLAB

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