

Press Release**For Immediate Release**

TRAN HUNG Fall Winter 2024

[See LFW Tran Hung Profile here.](#)

Tran Hung has just launched his Fall Winter 2024 collection in digital form at this seasons London Fashion Week. This is a very special collection giving homage to Vietnams Tet Holiday.

This season Tran Hung has created an exquisite collection with extremely delicate hand sewing techniques, handcraftsmanship, limiting the use of machinery. Tran Hung's Fall Winter 2024 collection is simple but extremely sophisticated designs, some of which are made from high quality sustainable materials.

Tran Hung Fall Winter 2024 collection has the main color tones which include nude, black and white based on monochrome. Imbued with the spirit of surrealism in fashion this spectacular breakthrough of Tran Hung using Vegan leather material from Scoby - Farmed Vinegar with tea, showcases his technical skills and talent to its foremost. These talents have won him Luxury Sustainable Designer of the Year 2023. This is an extremely new sustainable material that few people in Vietnam are beginning to develop into fashion products, and Tran Hung is the leading pioneer in pursuing and developing this special material. It is also a featured material when mentioning the TRAN HUNG brand.

As seen on our super model Thuy Trang, the Scoby material has a form that shapes her body, creating flexibility and softness like thin pieces of silk hugging the silhouette from the renaissance. Other designs have bold cut shapes, bringing freedom and breakthrough in our womenswear. In addition, it has extremely loose but trendy designs.

With 10 designs bearing the spirit of surrealism, Tran Hung chose to collaborate with Super Model Thuy Trang, who is also the muse and close friend of Tran Hung. The two knew each other and collaborated for the first time when Tran Hung made costumes for Supermodel Thuy Trang to participate in Paris fashion week in 2017. Supermodel Thuy Trang is currently active in fashion in Australia, she is the highest paid and sought after Vietnamese model for two major fashion weeks in Australia, Australian Fashion Week and Melbourne Fashion Week.

This is also the 12th consecutive time Tran Hung has launched a collection at this prestigious fashion week, after nearly 5 years accompanying the British Fashion Council, with focus on Positive Fashion.

About Scoby

Scoby stands for Symbiotic Colony of Bacteria and Yeast. It can be understood as a symbiosis of bacteria and yeast, this is considered a seed used in the fermentation and production of Kombucha. Currently, creating environmentally friendly materials is an issue of concern to many sustainable fashion brands around the world. Tran Hung and his colleagues have researched, cherished, and developed Vegan Leather material from Scoby to enhance sustainable value in fashion, as well as the desire to create a new application material, diversifying environmentally friendly fashion materials in Vietnam.

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<https://londonfashionweek.co.uk/designers/tran-hung>