



EQUAL ETHEREAL

HU BING MARKS 10 YEARS AT LONDON FASHION WEEK WITH HUBING SELECTS: EQUAL ETHEREAL

This London Fashion Week, Hu Bing, actor, model, and international fashion ambassador, celebrates his 10th anniversary on the British fashion scene with HUBING SELECTS: Equal Ethereal, a platform dedicated to spotlighting emerging Chinese designers on a global stage.

Over the past decade, Hu Bing has carved a unique role as both a cultural bridge and a style icon. From becoming the first Chinese International Ambassador for London Collections: Men in 2015, to attending ten consecutive seasons of shows, Hu Bing has been described by the media as “China’s Fashion Business Card.” In 2024, he debuted the first HUBING SELECTS runway show at London Fashion Week, a milestone that underscored his commitment to amplifying Asian creativity within the international arena.

“London Fashion Week is unique among the big four — it’s the proving ground for new talent and the most inclusive of experimental design, distinct perspectives, and niche cultures. My mission is simple: to act as a translator for Chinese design, helping international audiences not just see the work, but understand the stories and philosophies behind it.” — Hu Bing

This season, Hu Bing is joined by Mr. Xie Fangming, Executive Vice President of the China Fashion Designers Association and Director of China Fashion Week. His presence signals growing cooperation between the two nations’ fashion industries, with opportunities for designer exchange programs, shared resources, and stronger recognition of Chinese textiles on the world stage.

“Having Mr. Xie in London is akin to having the ‘national team’ here to show support. I hope his presence sparks lasting collaborations between our fashion weeks and deepens mutual understanding of China’s excellence in textiles and design.” — Hu Bing

The featured collection for this showcase is titled *Golden Age*, a tribute to legendary designer Pierre Cardin, whose vision transformed fashion into a universal language. Created through the lens of Eastern cultural aesthetics, *Golden Age* reflects the dialogue between East and West, led by new-generation Asian designer Aya Maruyama, with menswear designer Wang Yijie and womenswear designer An Da as key members of the design team. The collection also features the work of renowned fabric innovator Lu Jianping, a leading expert in textile development whose pioneering research encompasses jacquard, sustainable fibers, and advanced materials. His creations, widely embraced by luxury houses around the world, bring a distinctive dimension to the collection. The palette and construction embody the principle of “fabric first,” with garments imagined from the textile up—showcasing Eastern craftsmanship that unites innovation with cultural heritage.

Hu Bing views this 10th anniversary as both a culmination and a new beginning.

“This decade has been about opening doors. The next will be about building bridges. My vision is to continue creating opportunities for Asian designers and ensuring their stories are heard on the world stage. If, years from now, I am remembered as someone who helped the next generation of talent to shine, that will be my proudest achievement.”

About HUBING SELECTS

Launched in 2024, HUBING SELECTS is Hu Bing’s curated platform for showcasing Asian designers to global audiences. Working closely with the China Fashion Designers Association, it aims to highlight independent brands with international growth potential while promoting dialogue between East and West.

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