



 **OSCAR OUYANG**  
Made in London



**OSCAR OUYANG**  
LTD   
COMFORTWEAR KNITTED IN LONDON



# INTRO

Oscar Ouyang doesn't approach design like most people. Where others work with what already exists, he's more interested in building things from scratch— starting with the material itself. The Central Saint Martins Fashion BA and MA graduate founded the brand with Yibo Chen, who also graduated from Royal College of Arts MA Fashion Womenswear. The brand is stocked in Dover Street Market globally and major APEC market since the debut collection.

The brand focuses on gender-neutral fashion and knitwear, with a particular emphasis on sustainable knitwear and textile practices. Drawing inspiration from military wear, nature, and edgy street style, Oscar Ouyang's unique aesthetic introduces a fresh perspective to traditional craftsmanship in his products.

Oscar Ouyang is now part of the NEWGEN cohort, which where he will be having his debut show during London Fashion Week in September.





## Wholesale Partners:

Dover Street Market London/ Paris/ Ginza/  
New York

<https://shop.doverstreetmarket.com/collections/oscar-ouyang?srltid=AfmBOorsLdeEJYN YBXXYSYceM7bbWixgYP3ALCQCuFGVe0oDfAIR5Fb5>

H Lorenzo

[https://www.hlorenzo.com/collections/oscar-ouyang?srltid=AfmBOopSlERhZEpk6okZR KZAPJZJZ9YW1x4\\_\\_elP52zY9wRP9kklLqBR](https://www.hlorenzo.com/collections/oscar-ouyang?srltid=AfmBOopSlERhZEpk6okZR KZAPJZJZ9YW1x4__elP52zY9wRP9kklLqBR)

Opener Seoul

Empty Seoul

Moth Seoul

Garden Shibuya

Baby's All Right Shibuya

Palette Art Alive Osaka

Blend's Market Osaka

Road Sign Taipei

Labelhood Shanghai







Pop up installation at Dover Street Market London ↑

Stock at Dover Street Market Paris →





# Link to Interviews:

## i-D:

<https://i-d.co/article/oscar-ouyang-fall-2025-interview/>  
<https://i-d.co/article/csm-ma-2023-designers/>  
[https://mp.weixin.qq.com/s/guOmI-\\_ZnUAcpCNeC9XQA](https://mp.weixin.qq.com/s/guOmI-_ZnUAcpCNeC9XQA)

## AnOther Magazine:

<https://www.anothermag.com/fashion-beauty/16508/oscar-ouyang-newgen-autumn-winter-2025-interview-campaign>  
<https://www.anothermag.com/fashion-beauty/14874/eugenia-skvarska-ukraine-central-saint-martins-ma>

## Vogue Runway:

<https://www.vogue.com/fashion-shows/fall-2023-ready-to-wear/central-saint-martins/slideshow/collection#1>

## Highsnobiety;

<https://www.instagram.com/p/CsWoBX4rQKy/>

## Culted:

[https://www.instagram.com/p/DBrLkZdADaF/?img\\_index=1](https://www.instagram.com/p/DBrLkZdADaF/?img_index=1)

## Mission Magazine:

<https://www.missionmag.org/fashion-graduate-oscar-ouyang-on-history-as-inspiration/>

## 1 Granary:

<https://1granary.com/designers-3/schools/central-saint-martins/csm-ma-2023-these-clothes-are-not-for-everyone-and-thank-god-for-that-graduate-show/>

## Evening Standard:

<https://www.standard.co.uk/lifestyle/fashion/central-saint-martins-ma-show-lfw-london-fashion-week-b1062086.html>

## V Magazine:

<https://vmagazine.com/article/the-kids-are-alright-central-saint-martins-debuts-fw23-collection-at-london-fashion-week/>

# Oscar Ouyang is Doing Everything London Designers Don't

... and that's exactly what's making his medieval fantasy-meets-Studio Ghibli-inspired knitwear all the more successful.

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# Oscar Ouyang, the Designer Layering Folklore Into Fair Isle Knits

FASHION & BEAUTY / ANOTHER NAME TO KNOW



Oscar Ouyang Autumn/Winter 2025 campaign Photography by Josie Hall, Styling by Jack Collins

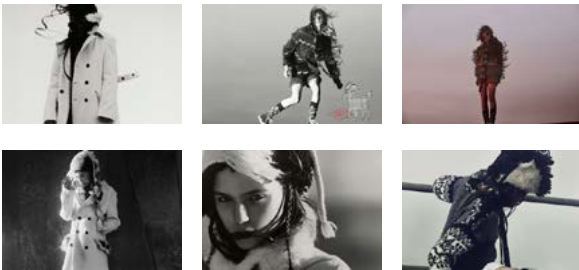


As the newest name on the BFC's Newgen schedule, Oscar Ouyang unveils his Autumn/Winter 2025 campaign exclusively with AnOther: a world of mossy knits, coded symbols and softness with intent

JULY 21, 2025

TEXT George Pistachio

- 1 Who is it? Oscar Ouyang is a Central Saint Martins graduate specialising in knitwear, and the newest name on the BFC's Newgen schedule
- 2 Why do I want it? Texturally rich pieces inspired by Studio Ghibli films and the clothing real people wear
- 3 Where can I find it? At [H Lorenzo](#), [Empty](#), [Garden Shibuya](#), [Baby's All Right](#), [Blend Market](#), [Labelhood](#), as well as [Dover Street Market London](#) and [Paris](#)



GALLERY / 13 IMAGES

Oscar Ouyang Autumn/Winter 2025



COLLECTION

REVIEW

ALL SEASONS



LATEST SHOWS



STREET STYLE



MY BOARDS



FEATURED



VIDEO



Autumn Winter 2025 Campaign

Photographer: Josie Hall @ MMXX  
Stylist and Consultant: Jack Collins  
Casting: Najia Li Saad @ Huxley  
Makeup: Porsche Poon @ Total Management  
Hair: Yoko Setoyama @ Dawes & Co.  
Production: MMXX  
Model: Vinnie @ Kate Moss Agency



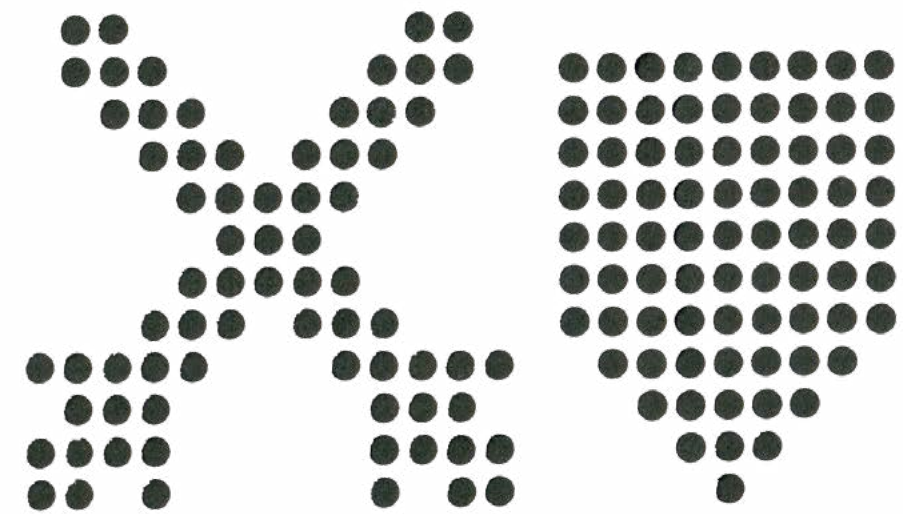












Photographer: Jesse Glazzard  
Stylist & Consultant: Jack Collins  
Hair Stylist: Yoko Setoyama  
Makeup Artist: Porsche Poon  
Casting Director: Mollie Dendle  
Models: Mohamed and Toby  
Production: Cebe Studio  
Studio Manager: Yibo Chen









Photographer: Lorenzo Paino Fernandez  
Stylist: Nathan Klein  
Casting: Finlay MacAulay  
Make Up: Jewel Yue Yang  
Hair: Jacob Kajrup  
Production: Agence Saint Germain  
Faces: Daniel Bethers/ Yeonggeul/ Tidiane









Autumn/ Winter 2024

'Third Culture Kids'

*Styling - Garth Allday Spencer/ Photographer - Laura Zepp/ Photographer Assistant - Luke Regan /  
Casting Director - Shaun Beyen / Production - Rachel Xie / Hair - Takumi Horiwaki / Makeup -  
Adam De Cruz / Set Design - Filippo Cocca / Oscar Ouyang team - Chanté Hill, Charlie Zhou, Yuze  
Li*







We greatly appreciate your time for going through our proposal, and hoping for the potential collaboration.

Please note that Oscar Ouyang Studio and Eastern2.Ltd owns 100% of the design in this proposal and any unauthorized usage of the design elements without preagreed condition will be considered as plagiarism. Oscar Ouyang Studio and Eastern2.Ltd remain the right to take legal action.

