

JENN LEE Fall Winter 2021

London Fashion Week digital showcase

VR360 immersive virtual reality

Feb 23<sup>rd</sup> 2021 12:45 pm

“Love Planet”

For Fall Winter 2021 Jenn Lee is joining London fashion week with a 360 VR showcase.

Inspired and drawn from an Eastern philosophy “The universe is in eternal change”; highlighting the fact that we must live for the moment and embrace living in harmony with the substance of everything that exists. The VR showcase aims to bring together visually, the ideas of transformation and dissipation.

A chaotic VR world is juxtaposed with real characters from our everyday life. Jenn Lee and Golden Horse Award winning film company Renovatio Pictures, Inc. set about to invite a group of Taiwanese celebrities, actors, musicians, influencers, make-up artists and designers to participate in seeking Utopia via Virtual Reality.

Jenn Lee is an advocate for sustainability and renewal of materials used for the creation of fashion. Praised by Vogue international for her effort to offer clothing in a radically cleaner approach. Fall Winter 2021 counts Bluesign certified, biodegradable and antibacterial fabric, environmentally friendly zipper from renowned zipper manufacturer KCC. Details such as metal eyelets and metal zips are utilized as a key design element to create a sense of fluidity and maintain JENN LEE's usual Sport lux style. The upcycled denims series are paired with technical waterproof trench coats and suiting for an ultra-modern look. Accessories provided by Nike and Gentle Monster are placed alongside some additional pieces such as JENN LEE scarves which have been created using fabrics developed from discarded Oyster shells; as well as knitwear done in seamless ecovero viscose to avoid yarn wastage and bring the whole collection close to complete sustainability.

The global pandemic has changed the way we live, work and create. The Fashion industry has been affected in ways we could have never expected. With this in mind, Jenn Lee would like to use this collection to channel her positive feelings and encourage us all to look towards a brighter future.

The soundtrack of the show “Hermitage Bliss” is produced and created by Taiwanese born, Australian based musician & DJ, Cloudy Ku. The music is intended to further enhances upon the beauty and the captivating VR experience.

For further information & high res images for the show  
Please contact

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