

# SHEK LEUNG

<https://shekleung.com>

## GENTLE LIVING

SHEK LEUNG is a London-based eponymous studio run by Samson Shek Yen Leung. SHEK LEUNG, through moving images, translates intangible emotions and narratives into the tangibles. It is a brand that pursues altruism and honesty through acceptance of imperfection in artisanal craftsmanship and subtle details. Samson and his team hope to create a sense of humanistic touch in the dialogues they have with their audience.

Samson completed his BA and MA Fashion at Central Saint Martins, both collections of which were showcased at the CSM press show and London Fashion Week. His professional experiences broadly encompass a wide range of leading fashion houses, including Proenza Schouler in New York; Craig Green and Aitor Throup in London; Taro Horiuchi and Written Afterwards in Tokyo.

As a Designer, Samson's personal goal is to elevate the standard of Asian craftsmanship and talents. As he highly values craftsmanship in fashion, he wants to continue to work with various creative disciplines, particularly within the Asian community, (but not limit to) to enhance the quality of their crafts.

SHEK LEUNG's debut collection 'GENTLE LIVING' seeks comfort in the sense of unease, embracing vulnerability and capturing the loneliness as a form of energy. Silence can unintentionally exude an unpleasant energy and can be misinterpreted as weakness from a masculine perspective. What fascinates Samson is that being silent and serenity can be so powerful, peaceful yet daunting and fragile. This collection hopes to bring the quiet hearts' strength and confidence to light through presenting a touch of subtle sensuality in the traditional masculine world.

Heavily inspired by his self-directed films and fine art, specifically Vilhelm Hammershøi's paintings, this collection embodies Samson's interpretation of quiet masculinity amongst men - including himself and many others. This interpretation is presented in the form of landscape painting, which in traditional Chinese fine art is how one expresses oneself. Instead of canvas, Samson painted on his self-developed fabric.

As SHEK LEUNG values craftsmanship highly, this collection involves a lot of development of hand-made details. In the signature handmade cover-stitch fabric, by scrutinising colour combinations derived from cinematic noise grains from his self-directed research film, SHEK LEUNG invented a cover-stitch fabric made completely from scratch. By reassembling the order in which different colours appear and alternating the colour of the thread, this material gave birth to my bespoke creation. Additionally the hand-made staples on each piece were created as a decorative element for the snap closures to give the illusion of being 'stapled' together when the snaps are closed. Music being an integral part of the brand identity, this season's collection film is made in collaboration with Hong Kong musician Olivier Cong.

When everyone speaks, silence and serenity while scarce are so much more powerful and confident.

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