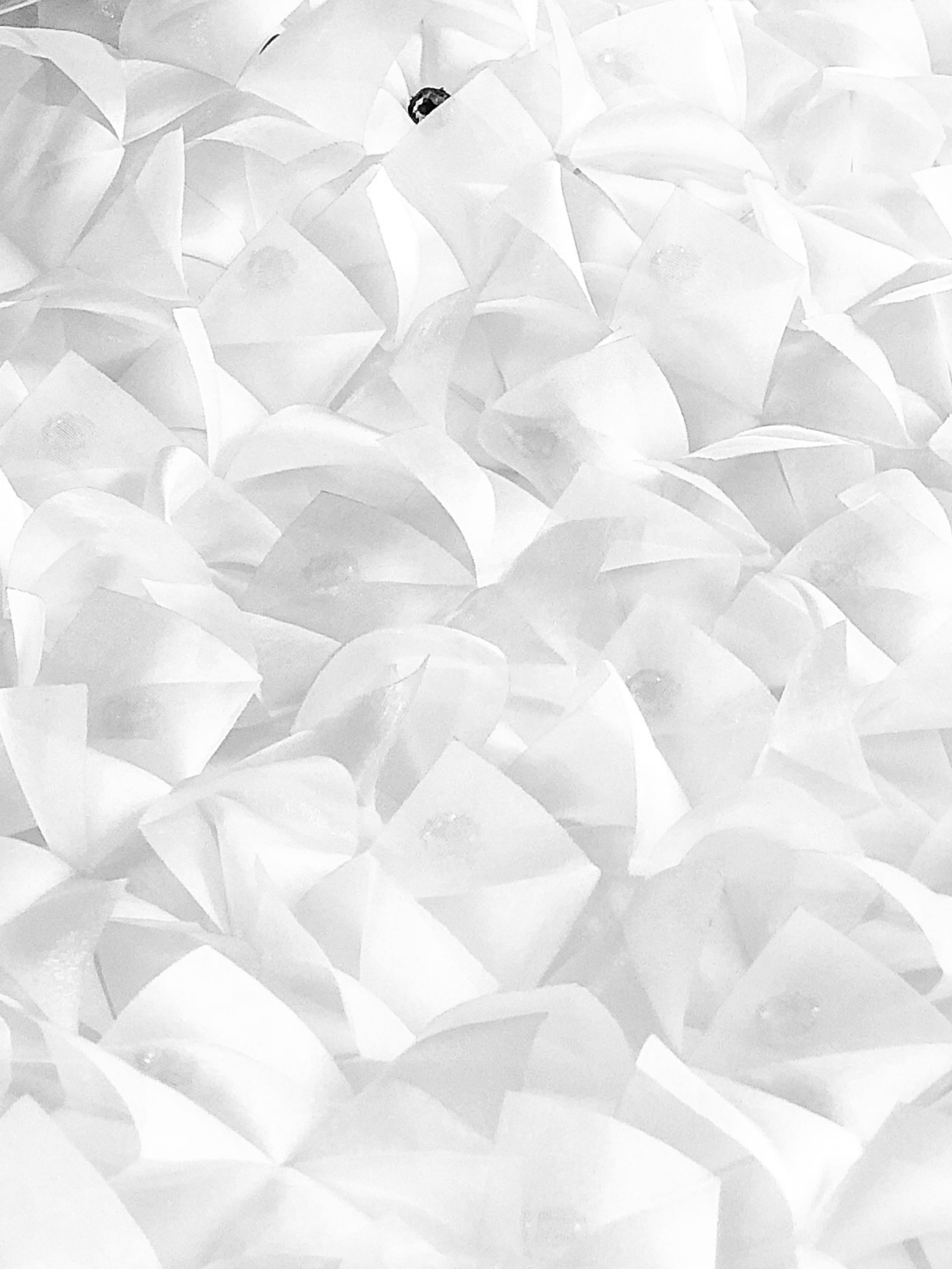


by FANG

BRAND BOOK 2021



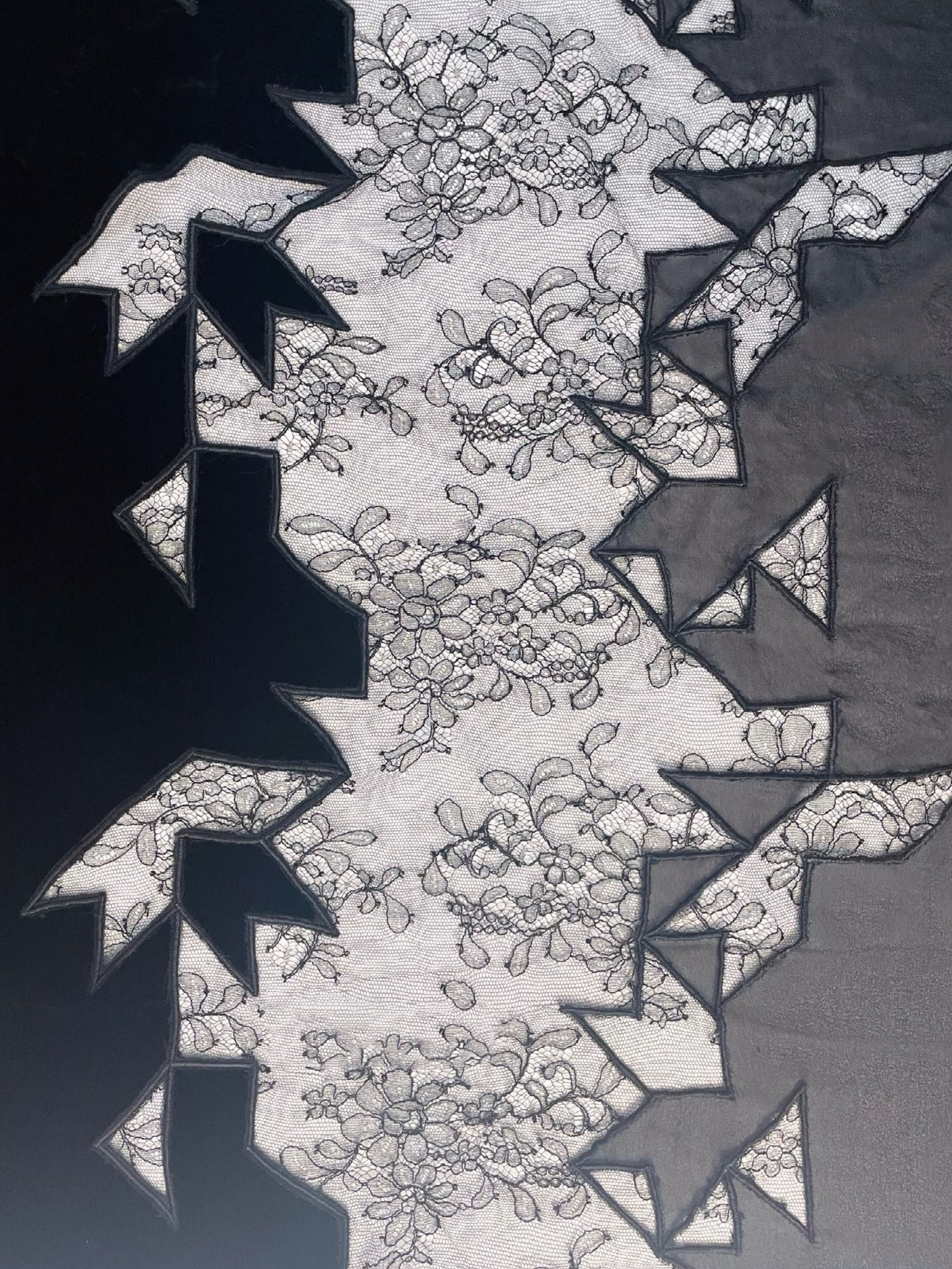


Zhezhi 摺紙 is the art of Chinese paper folding that originated in medieval China. More commonly known as Origami, it is a unique type of sculptural art in which material is neither added nor removed but transformed. An art that begins in two dimensions and ends in three.

It starts with a just an idea and a sheet of paper and, through a series of creases, bends and scores, delicate skill imparts permanent change. Each fold is a realising of potential, each curve a release of freedom.

In the finished work, the sheet of paper remains continuous, uninterrupted as it began, but with the artist's concept now layered within the folds.





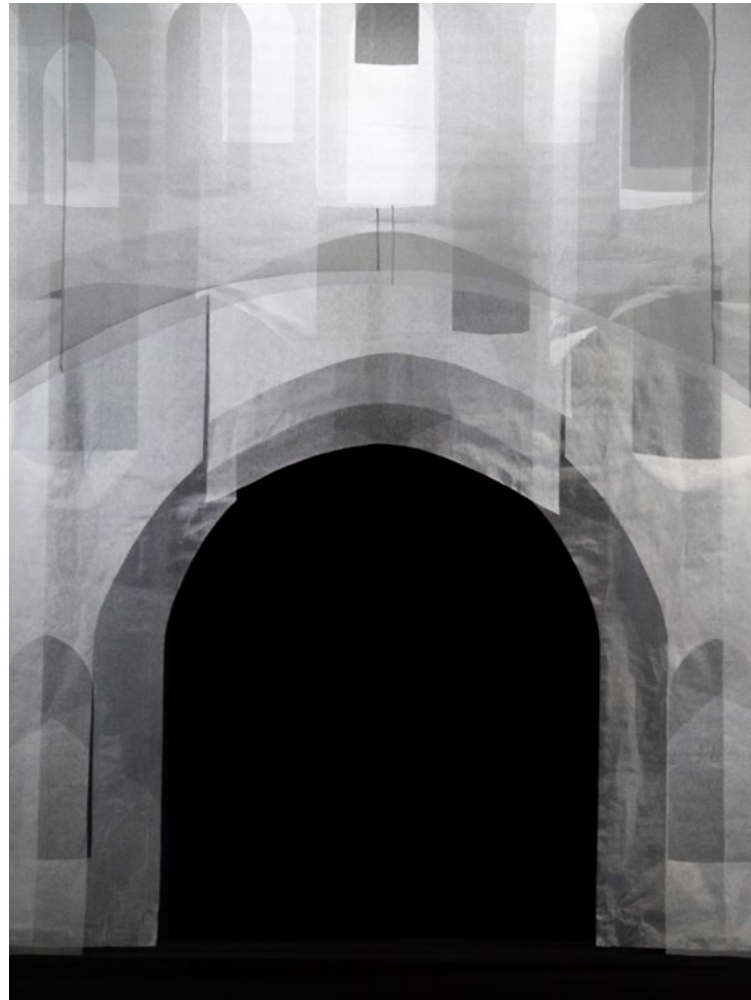






by FANG MAISON

Rooted in the East, awakened by the West, by FANG is a pioneering Chinese designer brand with both ready-to-wear and couture collections under one Maison.



Led by Creative Director, Fang Yang, the brand articulates a design language that is a synthesis of sophisticated style. With creative studios in both Shanghai and Paris, by FANG is a confluence of oriental style with Parisian elegance, a dialogue between cultures and their subtle yet spirited nuances.

The pursuit of excellence is at the very heart of the Maison, a homage to mastery and skill permeates into every corner of the house. The combination of these values continues to position by FANG at the very forefront of the rising expression of Chinese luxury.







## FANG YANG

As a young girl, Fang recalls visits to her uncle's home in Shanghai. He was a man of reverence of whom she was in slight trepidation, but his home was an inspiring trove of masterpieces from soviet paintings to European literature, art-house film, and classical music. Fang would spend her afternoons in his salon, immersed in symphony, pouring over Renaissance and Realism, slowly developing her fluency in beauty.



This early immersion in artistry inspired her into a life of contemporary design, pursuing a degree in Fashion from Donghua University in Shanghai. Working while she studied, she self-financed a move to Paris to expand her worldview and cultural fluency. After intense acquisition of French, she was accepted into a masters at ESMOD to continue her education in fashion design. While living in the small eaves of a Parisian attic apartment, she fell into an art circle that awakened her to a contemporary expression of creativity. From surrealism to expressionism, from abstract to avant-garde, Fang develops a deep understanding of European artistry, lifestyle, and sensibilities.

It is this joining of timelessness with a sense of the future that is integral to Fang's language as a creator. Her ability to author her original vision is down to her determination and commitment to realising a beauty that is at once powerful without being overpowering.







## DESIGN PHILOSOPHY

For every action, there is equal yet opposite reaction. With form we find freedom; with tension comes volume; where there is softness, there is strength; when we cast light, we create shadow. And when these seemingly opposing sides come together with the right tension and balance, powerful beauty is created.



External beauty is not decoration but the outer expression of our internal spirit. And for Fang, beauty must be powerful. It should invigorate, enliven and elevate.

Her designs are a sophisticated interplay of codes that capture impact with ease. Architectural and sculptural lines lift off in flight of folded silk organza fans. Hand-embellished modern lace sits beside geometric, optical bursts of silk jacquard. Colour blocks of black, white, and China red find a subtlety alongside muted creams and organic pastels.

The silhouette is timelessness, always in respect and cohesion with the female form. Designs are contemporary but classic, voluminous but not full, structural yet sophisticated.





*by FANG*  
*THE READY-TO-WEAR COLLECTION*

‘Vernissage by FANG’ was the name of the designer’s very first collection, a small capsule of twelve pieces, inspired by the occasion of an exhibition private view. Fang’s intention was clear; she wished to create clothing for the charismatic and erudite woman seeking the detail of couture with the attitude of prêt-à-porter. The collection went on to sell into a series of stores worldwide and became the blueprint of the Maison’s of ready-to-wear or, ‘couture-à-porter’ signature.



Now a biannual collection across Spring-Summer and Autumn-Winter, by FANG ready-to-wear is a versatile, functional, playful yet sophisticated collection of designs that carry the woman from day to evening, always keeping her at the centre of elegant attention.





*ATELIER by FANG*  
*THE COUTURE COLLECTION*

Atelier by FANG is the Maison's couture line which was formalised as its own dedicated collection in 2015. The most exalted expression of the house's artistry, a bi-seasonal collection of high-occasion styles is released over the course of a year. Using experimental construction techniques that push the boundaries of design, each piece is created at its own pace and only available for first fittings when Fang deems it to have achieved a perfection. Signature gowns are complimented with smaller capsules of casual and business grand-tailoring that allows by FANG to meet all the couture needs of their clients.



In July 2019, Atelier by FANG joined Paris Couture week for its very first couture show for its Fall Winter 2019/20 Collection. It was held at Pavillon Vendôme on the iconic Place Vendôme.





## AN IN-HOUSE ATELIER

Located in the eaves of the Shanghai Maison, the by FANG couture atelier transforms artistic vision into one-of-a-kind reality. Hours of intricate work and sculptural precision by specialist seamsters and technicians is directed by the Maison's head of couture, who herself trained for six years in the Dior Haute Couture atelier in Paris. Materials are sourced from only the very best mills and lace houses from around the world including France, Italy and Japan with silk developments from China, coming together to create a richness of textures.



Designer Fang Yang challenges herself to explore all the possibilities that release deeper dimension to her designs. Contemporary lace is individually hand-embellished with Swarovski crystals to bring hidden tessellations to life. Patterned prints of silks and jacquard are developed in-house to accentuate the volume envisioned silhouettes. Experimental fabric manipulations of complex folds and pleats bring soft architecture of the female form.

Attention to detail is paramount; pieces are only released from the atelier when they have realised their most exalted expression of excellence. Artistry with skill, expertise with experimentation; it is inevitable that all the qualities of the by FANG couture atelier permeates not only into all their collections but into every corner of the Maison.

In 2019, in a continued commitment to excellence, the by FANG atelier initiated an in-house couturier training program, led by its premiere, that invests in the skill of dressmaking for young artisans and apprentices.









## THE CLIENT AND THE MAISON

It is a certain kind of woman who understands the essential value of fashion made with couture sensibility. She has come to realise that only when she can relate to the clothing, when it can speak of her, when it not only marries well with her body, but lifts her and empowers her – only then does she transcend from ‘fashion for others’ and discovers fashion for herself.

It's not easy to achieve this balance, to create collections that responds to a woman's inner and outer qualities, but Fang believes that this is the very purpose of her craft. Only when she achieves this can she consider her work complete.

She brings new meaning to ‘sur mesure’. On first encounter of any new client, she begins to scan through dimensions. Who is this person on the outside? Who is she on the inside? It is a fine calculation, a balancing, to make clothing that is a true synthesis of her qualities. For Fang, the process of creating a piece of couture is not only precious, but a true honour.

Tucked away in a traditional lane in Shanghai's former French concession, a heritage villa finds itself as the home for the by FANG Maison. It is here that private clients enjoy exclusive access to the Maison's Atelier by FANG collection. By appointment only, and most often hosted by the Creative Director herself, a team of fitting specialists, creative stylists and couturiers come together to create bespoke commissions that take anywhere from three to six weeks to complete, from sketch to delivery.









## COLLABORATIVE SPIRIT

A style can only claim to have a signature status when it transcends its original form and permeates into its surrounding lifestyle.

For over six decades, Tai Ping, has been celebrated as the premium international maker of meticulously crafted woven carpets of superior design and unparalleled quality, celebrated by the world's most discerning clientele.

In 2019, By FANG joined hands with the brand to push the creative boundaries of their mastery, creating an artistic line of carpets with multi-dimensional effect. Carefully crafted in luxurious wools, silks and lurex, hand tufted with twisting patterns and shades, the two houses created a 13-part collaborative series with couture-like sensibility which went on to win Best Floor Covering Award of EDIDA China 2019.

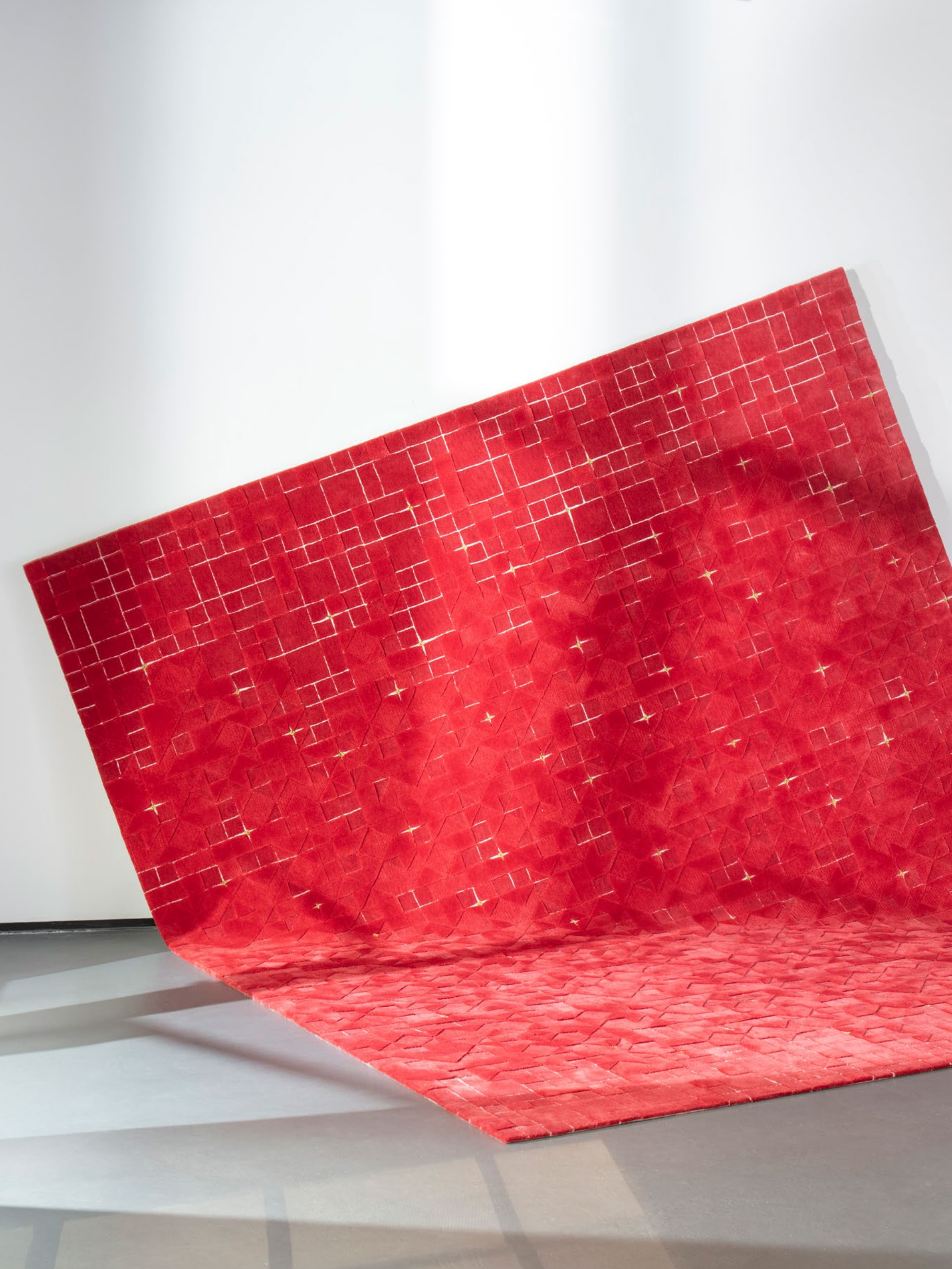


Collaborative commissions are a playful pleasure for the Maison, who over the years have been invited into design projects with many more lifestyle brands including Japanese international make-up house, Shu Uemura, Shanghai hotelier, the Middle House and luxury automotive, Rolls-Royce.











- 2009 After graduating from ESMOD, Fang intimately acquaints with the Parisian contemporary art circle whilst launching her first collection under the label ‘Vernissage by FANG’. Her intention is to design collections for the refined, art-loving women she would meet in daily vernissages (gallery openings), established as a confluence of prêt-à-porter with couture.
- 2010 Fang opens the brand’s own atelier in Shanghai where she manages in-house sampling and production. She spends her time between the two capitals and, in Shanghai, meets her future husband and business partner, Grégoire Caillol.
- 2014 Yang and Caillol associate respectively as Creative Director and Managing Director to co-found by FANG. The Shanghai-headquartered Maison structures itself with the continuation of a prêt-à-porter line combined with private couture orders.
- 2015 Atelier by FANG is formally established as the couture line of the Maison gathering signature creations exclusively introduced to private clients. The prêt-à-porter collection remains under its original name, by FANG.
- 2017 Atelier by FANG is invited to craft a bespoke signature dress for internationally renowned actress Gong Li for a L’Oreal campaign celebrating the 20 years anniversary of the brand in China.
- Mercedes-Benz invites Fang Yang to be an ambassador into the She’s Mercedes program, a global initiative and platform dedicated to inspiring, connecting, and empowering women and creating a dialogue that transcends cultures, industries and experiences.
- 2018 In March, by FANG opens a three-story Maison in Shanghai’s French Concession, set to become the couture flagship and a unique, dedicated space for private clients.
- by FANG collaborates with Shu Uemura to design a limited-edition packaging with its origami signature fused with the Japanese brand’s best-seller skincare product.
- 2019 by FANG engages in strategic partnership with a Saudi Arabian based investor to

support the development of the Maison internationally and most notably in the Middle East region.

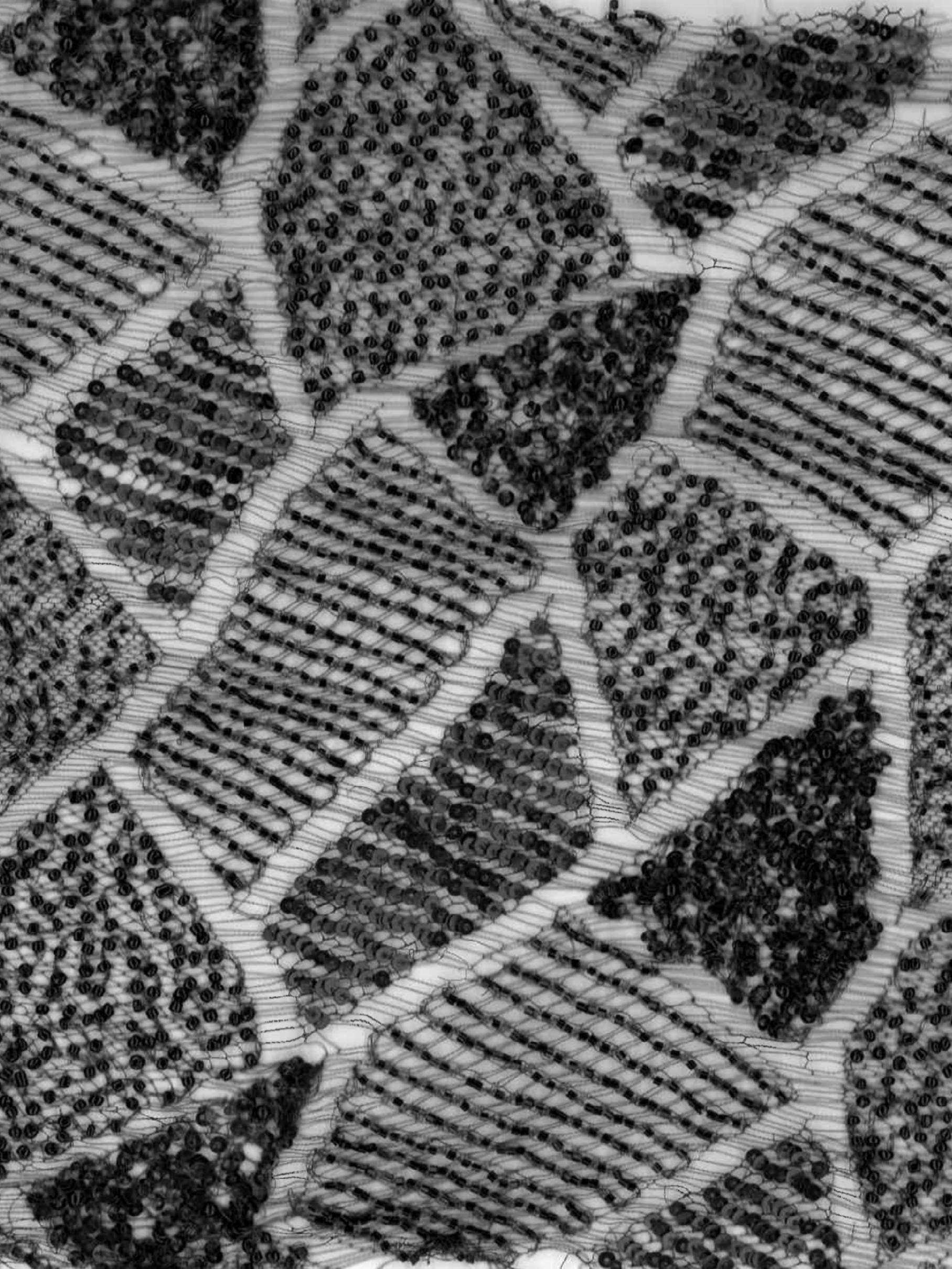
In July, the Maison joins Paris Couture Week for the first time, presenting an Atelier by FANG show at the Pavillon Vendôme on Place Vendôme.

2020 Halima Aden, internationally acclaimed supermodel, invites by FANG to create a bespoke couture gown for the 2020 Vanity Fair Oscars Party.

by FANG collaborates with British automotive brand, Rolls-Royce, creating a luxury series of gifting for its premium clients.

by FANG becomes the first China-headquartered prêt-à-porter label to operate independently on Farfetch platform.





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