



by FANG

PARIS | SHANGHAI

“It is when seemingly opposing sides
come together with the right balance
that powerful beauty is created.”

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A Paris-Shanghai Maison

Established in 2015, by FANG is a Paris-Shanghai maison crafting couture and prêt-à-porter collections.

Led by Chinese-born creative director Fang Yang and French entrepreneur Grégoire Caillol united as life partners and determined founders, it is built on a shared vision to establish a cosmopolite Luxury maison bridging East and West. Creatively anchored between France and China, by FANG addresses clients worldwide from main business locations in Paris, Shanghai and Riyadh.



Fang Yang

Creative Director

Fang's childhood passion for Zhezhi (the art of paper folding) sparked a fascination for contemporary design and architecture. While Fang's creative skills arose in Shanghai, it is when she moved to Paris, immersed in the free-spirited art community that she shaped the inspiration for her debut collection 'Vernissage' by FANG. The silk-folded pieces soon became the signature of a maison under the name by FANG.

With a singular vision – one that seamlessly merges oriental heritage with timeless Parisian grace – Fang's creations are underlined with a beauty that exudes power without being overpowering.



“Only tension and duality give birth to life. In my work, light and shadow exist in the same space.”

The Art of Zhezhi

Zhezhi, the ancient craft of paper folding, traces its origins back to the medieval era of China. More commonly known as origami, the art form is distinguished by its method of sculpting through transformation rather than addition or subtraction.

At start simply a flat sheet, paper transcends into three-dimensional sculpture via meticulous sequence of creases, bends, and scores. Each fold is a deliberate act that releases new potential, while each curve introduces a hint of freedom.

Through its folds, what was once a plain sheet narrates a fresh new story, encapsulating the artist's vision in a continuously evolving art form.









Couture

At the heart of the Maison, by FANG Couture reflects Fang Yang's experimental vision in its most exulted expression. The timeless creations carefully suspended between East and West, breathe life through a combination of memory and imagination, where the past is woven within the pulse of the present.

Fusing traditional noble techniques into modern construction methods – the collections reveal Fang Yang's very own silk origami signature, intricate hand folded crafts, and cross-fabrics innovations. True to the very essence of Couture, Fang aims to unveil the powerful grace of each client, crafting one-of-a-kind narratives that unfold deep heritage and savoir-faire.









Prêt-à-porter

Prompted by the ‘Vernissage’ debut collection, by FANG prêt-à-porter is inspired by the designer’s intimate acquaintance with the Paris contemporary art-scene and the insouciant, sophisticated atmosphere of exhibitions opening.

Fang’s vision endures to craft day-to-evening pieces for the cultured women in the community, blending the complexities of couture with the practicality of prêt-à-porter. A ‘couture-à-porter’ aesthetic designed for the ones whose every moment is an occasion.









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