

YUCHI Autumn/ Winter 2007/8 Collection

# PRESS RELEASE

## “Misplaced Emotion”

Ivan Lan presents the YUCHI Autumn/Winter 2007/8 Collection at ON|OFF in London from Monday 13<sup>th</sup>-15<sup>th</sup> February 2007 and at WHITE in Milan from 22<sup>nd</sup>-25<sup>th</sup> February 2007.

In the journey of life, you may in some point feel that your heart actually has been misplaced in a wrong thing, physically misplaced in a wrong place or Being misplaced in a wrong decision which left you no chance at all to turn back time.

In YUCHI AW0708 Collection, designer Ivan Lan took “*Misplaced Emotion*” as his design concept to express a feeling which be misplaced in a cyber space. The collection features YUCHI’s signature- clean, fresh, modern cuts, while soft pleated ruff skirt against slim fit fine jumper. Narrow shoulder tailored jacket against slim cut irregular pleated trousers. Using metallic details are key accents of this new collection .Moreover, soft drapery mixed with liner and Sculptured tailored pieces are must have key looks from this collection.

Besides the womenswear collection, for this AW0708 Collection, YUCHI proudly introduces its menswear line: YUCHI for Men which features 5 looks for the modern and style conscious men.

After last season’s great responses from international press, buyers and private order clients, we are pleased to announce YUCHI AW0708 Collection static show at ON|OFF London and delighted to be invited by WHITE to join its trade show event during Milan Fashion Week as one of ON|OFF designers. We are eager to seeing you there and enjoy this new collection.

Lan has achieved a BA (Hons) from the London College of Fashion and a MA from University of Westminster. With the success of the previous collections, we are excited to present his 4th collection of YUCHI. The brand is based in London and is selling in Moscow, Bangkok, Singapore, Taiwan plus private clients internationally and also on YUCHI’s online E-Boutique.

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On|Off