

PRESS RELEASE SEPTEMBER 2006

YUCHI Spring/Summer 2007 Collection

“Minimum surroundings and fresh, clean colour tones are the elements of my wonderland castle”.

Ivan Lan presents the ‘YUCHI Spring/Summer 2007 Collection’ at On|Off in London from Monday 18th September to Wednesday 20th September 2006 and at ZIP ZONE MONTAIGNE SALON in Paris from Thursday 5th to Sunday 8th October 2006.

Designer Ivan Lan has taken inspiration from modern, minimal interior details and created a stunning women’s wear collection featuring sharp tailoring with geometric shapes against soft feminine draped lines. The inspiration has evolved from interior detailing such as sharp wallpaper patterns; adaptations of trims such as large curtain eyelets and crisp linear effects taken from blinds alongside soft ruffled layers of curtains. These details transform into a collection of unique wearable forms.

Home is often the safest port while you escape from a violent storm in life, it is a very personal space, which allows you to express your taste, style and put your own mark on it. In today’s society, fashion no longer represents clothing alone, but it is becoming stronger as a popular culture of expressing personality into the overall package of ‘life style’.

Lan has achieved a BA (Hons) from the London College of Fashion and an MA from University of Westminster. With the success of the previous collections, we are excited to present this 3rd collection of YUCHI. The brand is based in London and is selling to private clients internationally and on YUCHI’s E-Boutique.

YUCHI spring/Summer 2007 Collection Static Show Information:

London:

On|Off

Lindley Hall, The Royal Horticultural Halls

80 Vincent Square, London SW1P 2PE

Date: 18 - 20 September 2006

Buyers Opening Time: 09.00am - 6.30pm (or last catwalk closing)

Paris:

ZIP ZONE MONTAIGNE SALON

15 Avenue Montaigne, 75008 Paris

(Tube Station: Alma Marceau)

Date: 5 - 8 October 2006

Buyers Opening Time :09.30am - 7.00pm

Buyer/Press Contact

Tel: +44(0)8704 875 886

FAX: +44(0)8704 875 887

Email: info@yuchifashion.com

Web: www.yuchifashion.com

On|Off