



**YOUUSER**  
youuser.co.kr  
@youuser\_official  
South Korea - since 2011

Cinema is the starting point for the research of Seoul-based talent Moseyeol Lee York. "Movies are the most important thing for me when deciding on a seasonal concept. Even while I'm designing, I take inspiration from the collected movies and documents related to the concept." The designer—who loves working with unwashed denim and jersey for his unisex collections—explains his SS 2017: "I'm researching my country's history. During the period of Japanese occupation, there was an army for national independence. They fought for their country's freedom and I want to design for their spirit."



**TROPIANO**  
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Italy - since 2014

Italian-born Salene Tropiano has lived in London since 2010, where she also teaches fashion design at Istituto Marangoni. She set up her brand after international working experiences in Spain, Italy and the UK. A finalist of Who is on Next? Uomo 2016, the designer says her inspiration for the SS 2017 collection included "the artists Christo and Jeanne Claude, but also the book 'The Scent of India' by Pier Paolo Pasolini." Her clothes are entirely made in Italy: "I choose Italian-produced fabrics in organic and natural fibres like linen, cotton, superfine wool and cashmere."



**EX INFINITAS**  
exinfinitas.com  
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Australia - since 2015

The aesthetic of Melbourne-based designer Lukas Vincent blends the lyricism of '70s surf culture with a polished, minimalist and modern punk style. "I aim to introduce Australia's sand, surf and beach sensibilities into refined, functional tailoring. Ex Infinitas is a fabrics-driven brand, so sourcing unique and intriguing materials is always a solid starting point when developing a collection. Materials and silhouettes must all tie into the overall brand ethos and current season's inspiration, which for SS 2017 also included '30s beach and surf culture," says the winner of the 2016/17 International Woolmark Prize Australia & New Zealand regional final.



**WAN HUNG**  
wanhung.com  
@wanhunglondon  
China - since 2014

For his SS 2017, London-based designer Wan Hung Cheung was inspired by his hometown of Hainan, China. "I believe people who live and work in the city dream of vacations in paradise. For me, this season is all about home-sweet-home and joyful life every day, as if it were a seaside holiday." The prints, which are developed from his own acrylic paintings of Hainan's beaches, are applied alongside tailored elements using 3D cutting. Fabric research is central to his creative process: "Playing with patterns and textile samples is my favourite part because it's when I'm closest to myself, just like I'm living in a bubble having fun with my own feelings."

# Menswear

Drawing inspiration from the everyday to rework the classic men's wardrobe. Representing luxury via hybrids of European, Asian and African style. Creating pieces that deliver far more than just fashion statements. These are the three main directions taken by menswear designers to explore masculine identity and protest against superficial connotations. Fabric research is central to their creative process, with organic fibres threaded together with recycled materials and the most unique and intriguing textiles



**THE SIRIUS**  
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South Korea - since 2015

"Maison, modern, elegance: these words are the main inspiration for my SS 2017 collection," says Younchan Chung, who is based in his homeland of Korea, but is now planning to move the production of his collection to Europe, possibly to France or Italy. The brand's philosophy focuses on a selection of the best materials, combined with exquisite details and high-quality techniques: "I use the finest leather and fabrics treated with new technologies, like laser cutting and hot melting." The brand, which is named after the "brightest star of the night sky", was also among the finalists at the H&M Design Award 2015.



**ABZAL ISSA BEKOV**  
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Kazakhstan - since 2016

Born in a northern town in Kazakhstan, Central Saint Martins graduate Abzal Issa Bekov grew up observing the craft of his mother, who was a seamstress during the Soviet era. This is one reason why tailoring is so important to the London-based designer, yet for his SS 2017 collection he wants to continue working on "the theme of subverting menswear tailoring with kinky, underground nuances". He was the first designer from Kazakhstan to present his work at the Central Saint Martins MA Fashion Show during London Fashion Week, with a collection that was "a subtle juxtaposition of Savile Row discipline and '70s kink culture."



**ALEX MULLINS**  
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UK - since 2014

A graduate of Central Saint Martins and the Royal College of Art, Alex Mullins draws inspiration for his designs "from real life, editing the everyday to rework the classic men's wardrobe. I want to re-imagine and handcraft workwear for men. But I also want to build playfully immersive worlds and narratives around my clothes." The winner of BFC's NEWGEN sponsorship in 2015 and shortlisted as a finalist in this year's LVMH Prize, for his SS 2017 the designer looked at "Internet memes plus digital art versus handmade art". He describes his working method as "2D - 3D - 2D - 3D - 2D - 3D - 2D - 3D - 2D."