

Xiaoxiao Chen

London college of fashion

Instagram: [_xiaoxiaoxx_](#)

About XXXX CHEN

Founded by Xiaoxiao Chen, XXXX CHEN blends art and fashion to create garments that are both practical and expressive. The brand's mission is to produce fashion pieces with artistic value through innovative design and exquisite craftsmanship, offering consumers a unique fashion experience that allows for personal expression.

XXXX CHEN's brand culture is calm and thoughtful, with meticulous attention to detail in every design. Each piece reflects the inspiration and careful consideration behind it, showcasing the brand's passion and creativity. The core values of XXXX CHEN include pushing the boundaries of fashion and art, achieving perfection in every detail, and creating deep emotional connections with consumers. Sustainability is also a key focus, with efforts to minimize environmental impact throughout the design and production process.

The brand targets individuals with free spirits and inclusive attitudes who appreciate the complexity and diversity of the world. These consumers are fashion-forward, independent-minded, and seek unique life experiences. XXXX CHEN embodies elegance, calmness, and introspection, balancing modernity and classicism while maintaining an avant-garde, artistic flair.

About the Collection

The "Aging" collection is a deeply personal project for Xiaoxiao Chen, inspired by her experiences with her aging father. It explores the physical and psychological changes of aging, particularly Alzheimer's disease, drawing parallels between the elderly and trees shedding their leaves. The collection reflects her fears of

growing old and the importance of cherishing the present. Through this theme, Chen aims to create an emotional connection with consumers, turning garments into moving stories and attitudes toward life.

About Xiaoxiao Chen

Xiaoxiao Chen's journey in art began at the age of three, with painting being an integral part of her life. Influenced by both Eastern and Western art, she pursued art design at a university in China before discovering her passion for fashion design. This led her to transfer to the University of the Arts London, where she embraced the city's diverse culture and artistic environment.

Chen's designs are deeply inspired by her personal experiences and emotions, making her work authentic and unique. She aims to create garments that not only look beautiful but also convey stories and emotions, bringing surprise and inspiration to people. Fashion design excites her as it allows her to express her creativity and share her views on the world through her work.