



ashowroom

press release

ashowroom was born from the meeting of a market analyst and a designer

Melanie Chan, London based from Hong Kong

Graduating primarily in fashion business before successfully completing a degree in fashion and design technology from the London College of Fashion, Melanie was already on track for a busy career. After working with such names as Bruce Oldfield, Matthew Williamson and Jessica Ogden, she became a partner and head buyer of a Hampstead boutique, Cochinechine, for many years. Combining these experiences she continued as a brand manager for Jas MB, while lecturing at the London College of Fashion, and launching her own consultancy company.

Ian Phin, Milan adopted Scot

With a degree in printed textiles, Ian then graduated with a masters from the RCA in textiles and fashion. Moving immediately to Milan and starting at Romeo Gigli in the early 90's then to Versace, Joyce in Hong Kong and Max Mara. Together with Maria Restrepo, Colombian they form ROHKA - pret-a-porter combining luxury with technical excellence and an adventurous visual key - while still consulting in China. Maria - a criminal lawyer - changed career studying in Esmod, Paris, before following her own successful path from Gigli, to Versace, to Marni. Recently they launch CHROMA an accessory collection.

The identification and development of a few very simple concepts has lead them to push a boundary that perhaps has been left unmoved up until now.

A showroom of designers, putting together their expertise and experiences in order to rise to a higher level of professionalism when it comes to marketing and the commercial development - however of utmost importance is the fact that the path is lead by design and guided by the such varied experiences of the three.

Designers organised by designers where we have direct contact with press, buyers and boutique owners, and can develop a professional relationship based on clear direct communication, in a situation controlled and styled by us. Based in the three fashion capitals of Europe we are in the perfect position to research constantly.

We have very similar tastes that point primarily on a strictly imposed high quality, however we do not feel that this necessarily has to go hand in hand with tired traditional design. Where there is quality and professionalism the aesthetic can go from the most classic to the avant guard. A good showroom should also provide a breadth and depth of product and should carry a resulting identity.

We are in the heart of the Marais, Paris - a key area now for prime showrooms.