



By Cookie H. Unveils AW25 Collection: "The Ember of Essence" at Paris Fashion Week

By Cookie H., the avant-garde fashion brand known for its unique blend of texture, elegance, and storytelling, is excited to debut its Autumn/Winter 2025 collection, *The Ember of Essence*, during Paris Fashion Week on March 6th 2025, at 73 Rue de Turenne. The collection embodies the contrast between darkness and light, a budding metaphor for hope and joy amidst life's challenges.

The AW25 collection emerges from the designer's vision of light piercing the darkness of long, gloomy nights. Each piece in the collection represents a radiant individual, shining with personality and capturing the essence of joy and optimism.

"Good things take time," says the brand's designer, Cookie H. With a focus on craftsmanship, *The Ember of Essence* is a celebration of patience and dedication. Each garment is meticulously hand-dyed and hand-stitched by the skilled team, whose attention to detail and commitment to craftsmanship ensure that every piece is created with the utmost love and care. The intricate process results in a collection where each piece reflects the designer's vision with the artistry and thoughtfulness that went into creating it.

The AW25 collection also draws inspiration from the delicate balance of Yin and Yang, with contrasting elements of warmth and softness. By Cookie H. masterfully combines thick, textured knitted tulle fabric with gentle flowing materials, layering them to create dynamic silhouettes that embrace both comfort and structure.

The Ember of Essence collection is an invitation for the wearer to step into the world with confidence. Each piece brings to life a piece of wearable art, showcasing both the strength and tenderness of the human spirit.

About By Cookie H.

By Cookie H. continues to be celebrated for its innovative design and storytelling approach. Cookie's creations focus on fabric textures and unconventional cuts to create an 'imperfect' look that highlights the raw, unpolished process behind the production. By Cookie H. combines uniqueness with a deep appreciation for craftsmanship, offering pieces that are as much works of art as they are expressions of individuality.

AW25 Campaign Imagery:

https://www.dropbox.com/scl/fo/73vf4dzqenvgl9z8f5iac/AMykuhoP_9fhw1IPBjfB0I?rlkey=10zxz7sjc47x9v4xaquxwkwfb&st=hnzl8bzy&dl=0

By Cookie H.

Creative Director: Cookie H.

Website: <https://bycookieh.com/>

Instagram: [@bycookieh](https://www.instagram.com/bycookieh)

Headquarter: 13 JunYin Road, YueXiu District, GuangZhou, 510000, China

London: Studio 10, 11 Archer Street, London, W1D 7AZ

**Press Contact: Moira: moira.niu@crescentfashion.co.uk ; Gigi: gigi@crescentfashion.co.uk
[@crescentagency](https://www.instagram.com/crescentagency)**