

NEW CLASSICS FOR A NEW NORMAL

Amid the global pandemic, *New Wave*—the Spring/Summer 2021 collection by The World Is Your Oyster—is inspired by resilience, rising above adversity, and embracing innovation.

As international news cycles continue to be dominated by “new waves” of infections, Hong Kong-based fashion brand, The World is Your Oyster, have chosen to focus on different waves—those of creativity and innovation.

Inspired by the way lives have changed, designer duo Calvin Chan and Joyce Kun have created their Spring/Summer 2021 collection for men and women. Featuring dozens of innovations that explore the shifting intersection of casual and formal attire, the new collection has been designed in the label's signature gender-fluid style. “We are fascinated by how people have adapted to our new normal, and what that has meant for fashion conventions and other people's perceptions of these,” says Kun. “*New Wave* is a collection that celebrates creative solutions.”

Fresh starts and new beginnings

Following in the optimistic footsteps of last season's collection, *Destroy to Create*, *New Wave* embraces fresh starts and new beginnings. Transforming classic silhouettes into inventive modern designs, the duo have applied the concept of “waves” with curvy cutting, curvy hems, wavy yokes, and more. Using short zippers in place of buttons on a trench coat, and including detachable panels that change long-sleeve coats to sleeveless jackets and shirt dresses to cropped shirts and skirts, they dismantle stereotypes. The result is a showcase of bold new styles that are a contemporary twist on everyday staples, including a convertible denim blazer and a “blazer-shirt” silhouette, hero pieces in the collection.

A vision of hope

With a passion for sustainability, the team plan to create a new fabric from waste materials, utilising leftover and upcycled fabrics to add dimension and create unique patterns. Symbolising hope and vision in uncertain times, neutral colours of navy, cream and black are invigorated by brighter tones, including sky blue, lemon yellow, pale pink, and floral patterns. “We want to capture the positive evolutions that are happening all around us, with a versatile, flexible, and innovative collection created for a new normal,” says Chan.

New Wave will launch during Paris Fashion Week, and while travel may be off the cards for some time, The World Is Your Oyster will be harnessing the power of technology to showcase a spectacular fashion video at the event.

ABOUT THE WORLD IS YOUR OYSTER

The World Is Your Oyster is a Hong Kong-based contemporary menswear label founded in 2014 by Calvin Chan and Joyce Kun. With exploration, experimentation, and emotion at its core, the brand reimagines traditional menswear for a new generation of gentleman. The World Is Your Oyster has been showcased by exclusive retailers in the US and China, and in 2017 was selected as one of the “10 Asian Designers to Watch” for Fashion Asia 2017 Hong Kong.

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