

ERI AND PHILIP CHU



Founded in 2008, Ground-Zero is a creative contemporary designer label founded by the sibling duo Eri and Philip Chu, with current focus in innovative and experimental fashion. Its decidedly avant-garde take on design is profoundly inspired by various aspects of the world of senses, ranging from pop culture or contemporary street style. The duo has a unique form

and structure and clear sense of individual style. Mood, as well as attitude, has been the key in crafting the label, which emerges from an emphasis on irregular silhouette and graphic print.

Over the years, Ground-Zero has quickly established themselves as one of the contemporary designers to watch. They have been blessed with great support from home and abroad for their eponymous collections as well as cross-over collaborations with various artists. In 2013, the duo made their debut at Paris Fashion Week to great acclaim.

GROUND-ZERO presents its show collection with signature paradox play. Fluid transparent fabric like silk and organza is adorned with 3-dimensional iron wire embroideries. The overall smooth and streamlined silhouette is highlighted by pleat, fold, ruffle, or irregularity to add a distinctive appeal, which is bold, flirty, versatile, and with a futuristic take on contemporary design. It is a modern conversation between casual streets-wear and ready-to-wear, where downtown edge finds its way right into the form of high-end sophistication.

Ground-Zero 於 2008 年由兄弟檔 Eri 與 Philip Chu 創立，為新一代的設計師品牌，目前主打極創新及具實驗性的時裝。前衛的設計概念源自世界各地的感官，設計蘊含流行文化或現代街頭元素。這對兄弟檔的設計風格及剪裁均別樹一幟，顯出鮮明個人特色。品牌以不規則剪影及平面圖案為主導，充分突出品牌的獨有態度。

Ground-Zero 短短數年內於新一代設計師行列當中高速崛起。他們的同名品牌及與眾多藝人的跨界合作，獲得本地及外地的大力支持及青睞。2013 年於巴黎時裝秀的首次展出更獲得高度評價。

GROUND-ZERO 今次為華麗秀帶來的系列帶出強烈矛盾對比。全新系列以透明絲及紗為主導，以立體鐵線設計為點綴。流線形的設計，主題強調以摺、對摺、亂皺，或不規則剪影作為重點，為新系列添上大膽、誘惑、多變的感覺，為時尚設計增添更多前瞻元素。新系列正好在高端與街頭便服間取得平衡，感覺耳目一新。