

LORIS DIRAN



New York designer Loris Diran started his fashion career working for such legendary design houses as Versace, Claude Montana, Omo Norma Kamali, and Chanel. It was at these institutions Diran learned the key elements of style and embraced luxury as a lifestyle concept. Diran's growing presence in the design community earned him an invitation to debut his collection on the runways of Milan as a guest of Vogue Italia and Milano Unica in September 2010. He then went on to win the Fashion Group International "Rising Star" Award in 2011 for Best Menswear Designer. And once again, in 2013, he was named a finalist by the same institution, this time for Best Womenswear Designer. His clientele includes Sarah Jessica Parker, Beyoncé Knowles, Ne-Yo, Ricky Martin, Vanessa Williams, Kim Kardashian, and Britney Spears. He also designed the key men's wardrobe for the hit film, "Devil Wears Prada".

Diran's premiere collection in Hong Kong draws its inspiration from his time spent in Central Asia's "Silk Road". From the deep, Warm Spice tones of the Souks to the opulence and ancient grandeur of its azure tiled Mosques, Diran's fascination results in the birth of a tale of a western visitor's sensorial epiphany told in Ikat inspired prints and rich cotton brocades, linen Sateens, and silks.

Texture and Structure become key elements for the women's collection, with strong shoulder lines co-existing with chiffons and asymmetric tailoring paired with cotton silk brocades, while the Men's collection takes a rakish turn with easy summer suits, jackets and trousers, cut from unlikely luxury textiles and emulates Diran's urban British "Teddy Boy" aesthetic. The color palette includes neutrals such as desert, paprika, saffron, flour, and onyx, as well as startling hues of blue such as midnight, sapphire, sky, and powder.

紐約設計師 Loris Diran，於世界著名設計品牌 Versace、Claude Montana、Omo Norma Kamali 及 Chanel 開展其時裝設計之路，並啟發 Diran 將奢華及生活概念融入設計當中。Diran 嶄露頭角及獲邀於 2010 年 9 月在米蘭 Vogue Italia 及 Milano Unica 展示首個個人品牌時裝系列，並於 2011 年贏得 Fashion Group International 最佳男裝設計師「新星大獎」，以及 2013 年最佳女裝設計師大獎。Diran 的客戶群包括 Sarah Jessica Parker、Beyoncé Knowles、Ne-Yo、Ricky Martin、Vanessa Williams、Kim Kardashian 及 Britney Spears。他亦為全球賣座電影「穿 Prada 的惡魔」擔任男裝設計。

Diran 於香港首次展出的時裝系列，靈感來自他曾遊歷的中亞「絲綢之路」。Diran 以代表中亞市集的深暖色，以至當地的古代宏偉壯麗的清青寺藍色磚石等靈感作為設計主導，並以紮染圖案、織綿、貢緞、絲綢元素，設計出一系列描述西方旅人於中亞的感官旅程。

女裝系列著重質感及結構，肩膀線條採用雪紡，兩邊加織綿。男裝則以瀟灑及輕便為設計主導，配以夏季西裝、外套、長褲等，採用高級布料，帶出英式城市阿飛的美感。整個時裝系列採用了一系列當地自然色彩，如沙漠、紅辣椒、藏紅花、麵粉、縞瑪瑙，以及瑰麗的藍色，如午夜、藍寶石、天空及藍色粉末的色調。