

NEWS RELEASE

Wàngda Showcased SS'25 Fashion Presentation at NeueHouse During New York Fashion Week

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New York, New York--(Newsfile Corp. - September 11, 2024) - On the evening of September 6th, at 6:30 PM, the iconic Spanish Steps at NeueHouse served as the stunning backdrop for a captivating and thought-provoking fashion presentation by emerging brand Wàngda, founded by Wàngda Chen. Known for his fearless approach to fashion, Wàngda unveiled his latest menswear collection, which was complemented by select women's looks, in an event that challenged traditional fashion norms and redefined modern sartorial artistry. The venue, NeueHouse, an iconic creative hub, proved to be the perfect setting for this bold and avant-garde showcase.

Wàngda SS'25 Presentation, Courtesy of Alex Korolkovas

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Attended by an audience of fashion insiders, influencers, and tastemakers, the presentation was a visual celebration of Wàngda's philosophy of "embracing the unconventional." With his signature blend of innovative tailoring and boundary-pushing designs, Wàngda's collection took viewers on a journey into his vision of fashion as a form of personal expression and art. The collection featured sleek, modern outfits that artfully blended tailored and relaxed silhouettes, effortlessly combining formal and casual elements.

The collection's neutral and earthy color palette featured shades of brown, beige, cream, navy, and black, establishing a tone of understated sophistication. The garments' silhouettes were a testament to Wàngda's attention to detail, offering a fresh take on classic menswear staples. Structured jackets, ranging from timeless double-breasted styles to oversized or cropped blazers, were crafted from an array of fabrics including leather,

satin, traditional suiting materials, and even unexpected choices like plastic. These jackets served as the centerpiece of many ensembles, highlighting Wàngda's mastery of form and his ability to turn everyday pieces into statements of style.

Wàngda SS'25 Presentation, Courtesy of Alex Korolkovas

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The looks were paired with a mix of wide-leg and fitted trousers, many featuring pleats, while others incorporated shorts juxtaposed with formal jackets—a bold choice that created a balance between comfort and formality. A standout piece of the collection, a dark brown silky slip dress, added an element of minimalist elegance, proving that Wàngda's vision extends beyond traditional gender boundaries.

Texture played a significant role in the collection, with shiny metallic fabrics, velvet, sequins, and leather adding layers of depth and intrigue. These elements created a rich tapestry of tactile experiences, allowing the garments to take on a life of their own. The overall styling favored monochromatic or tonal dressing, allowing the focus to remain on the silhouette and fabric rather than being distracted by bold patterns. Wàngda's exploration of gender-neutral and androgynous elements further contributed to the collection's sophisticated yet approachable aesthetic, emphasizing minimalist luxury with a modern, cutting-edge edge.

"Fashion is about pushing boundaries," said Wàngda. "This collection is a reflection of that belief—each piece was crafted to challenge the norms and invite the wearer to embrace their individuality."

Wàngda Chen, Wàngda SS'25 Presentation, Courtesy of Alex Korolkovas

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Wàngda

At the age of 16, Wangda left his homeland to study in the U.S., where he encountered a world vastly different from what he knew. The diversity and openness of American culture deeply influenced him, blending seamlessly with his innate Eastern sensibilities. Through this journey, he discovered not only the commonalities and differences

between people but also a delicate balance between restraint and freedom, tradition and innovation. Wàngda, born in China and shaped in New York, redefines contemporary tailoring. Each piece embodies the elegance of minimalism and avant-garde spirit, reflecting this harmony of cultures. At Wàngda, fashion transcends mere clothing—it tells a story. A story of balance.

NeueHouse

NeueHouse is a private work and social home for creative and professional progress, offering members access to curated events, state-of-the-art facilities, and a vibrant community of like-minded individuals. With locations in New York, Hollywood, and Venice Beach, NeueHouse is redefining the way we work, collaborate, and connect in the digital age.

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