Beat: News

Trang Hoang Elevates Vietnam to Global Audience

The Vietnam Artisan Trang Hoang

Sydney Australia, 07.11.2024, 22:51 Time

USPA NEWS - The World Fashion Week® and World Fashion Exhibition® China 2024 saw the participation of Trang Hoang, a visionary designer and founder of TRANG HOANG STUDIO, who represented Vietnam at this esteemed international event in Shanghai and Hangzhou from September 27th to 30th, 2024, focusing on global sustainable fashion. Trang Hoang is recognized for her fearless exploration of fantasy, imagination, and sensuality, merging craftsmanship with contemporary design to create cutting-edge wearable art.
Trang Hoang's designs seamlessly merge statement evening wear with casual daywear, expertly balancing comfort, functionality, and artistry to accentuate the wearer's form. By offering highly customizable, made-to-order garments, each piece conveys a unique narrative, ensuring a personal experience for the client. Born and raised in Hanoi, Vietnam, Trang earned her BA in Womenswear with first-class honors from the London College of Fashion in 2018. During her studies, she interned with leading fashion houses, including a PR apprenticeship at Louis Vuitton, where she gained valuable industry insight and a passion for fusing tradition with innovation.

In 2021, Trang launched her 'Capsule Collection', formally introducing TRANG HOANG STUDIO to the global fashion community leading to her prestigious pop-up showrooms across London and Paris. Featured in high-profile contexts, including the UK artist Emmeline's music video 'Girls Write Rhymes' and editorial appearances by Elle Decorations Vietnam's Editor-in-Chief Thuy Duong.
In 2023, Trang further solidified her influence by serving as a judge for the Fashion Creation competition at Hoa Sen University. Trang Hoang's creative vision draws inspiration from art, futurism, philosophy, romanticism, and fantasy, seamlessly integrating Vietnamese identity with modern aesthetics. Her signature approach involves deconstructing classic silhouettes and reimagining them through sculptural forms and abstract shapes, resulting in an experimental yet refined style.

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TRANG HOANG STUDIO is built on a foundation of sustainability and community support. Trang's dedication to reducing environmental impact is evident in her use of deadstock fabrics and organic mulberry silk sourced from local villages. With a focus on minimizing waste, recycling, and preserving traditional Vietnamese artisanal methods, TRANG HOANG STUDIO creates garments that honor both the art of craftsmanship and environmental stewardship. Trang Hoang's impressive presentation at World Fashion Week China 2024 highlighted her commitment to elevating Vietnamese fashion globally by designing intricate pieces that celebrate the synergy between art, culture, and sustainability.

Article online:
https://www.uspa24.com/bericht-25024/trang-hoang-elevates-vietnam-to-global-audience.html

Editorial office and responsibility:
V.i.S.d.P. & Sect. 6 MDStV (German Interstate Media Services Agreement): Robbie Merritt

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