



FROM HEAD TO TOE

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A Book About
How To Wear
Graphics



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PAGE ONE



TITLE: Poinsettia Collection **DESIGN:** Honning Fung & Baldwin Pui **PHOTO:** Jacky Chow **YEAR:** 2009
DESCRIPTION: An expression between real and surreal, the collection is finely handmade of cowhide leather. Make a link with... be brave, truthful, and smoothish... the gift of life is there!



TITLE: Heavy Bag **DESIGN:** Hoaming Fung & Baldwin Pui **PHOTO:** Jacky Chen **YEAR:** 2006
DESCRIPTION: "Foam Hoem" chain-ball bag. The "58kg" means special to the designer because she was told by a doctor that it should be her "standard weight" according to her height... and it was how she felt about the recommendation.

INTERVIEW



TITLE: Rare Collection Love Bag — **DESIGN:** Haining Yang & Baldwin Pan — **PHOTO:** Jerry Chen — **YEAR:** 2010
DESCRIPTION: This collection is an exploration of intimate moments by highlighting such a fleeting one. Holding a love bag can feel like holding a rose. Love and Happiness are the elements we want to spread!

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hoiming \ Hong Kong, China

Hoiming always explore new possibilities to carry things. Thus, creating bags with reasons and surprises. While designing bags, it always challenges the notion of the usage, and how it relates to the body of the user. Its spirit is to explore and to inspire. And its works recapture the essence of elegance, in its own mischievous way. Hoiming Fung and Baldwin Pui are co-founders of "hoiming". Hoiming aspires to the hand-stitched leatherwork, which, to her means perfection and haute culture. Baldwin has worked in Hong Kong and Preen in London, and his works have a direct thematic inspiration that comes from daily life, which mirrors culture and society.

F \ Hoiming and Baldwin are co-founders of the brand Hoiming. How did you start working together?
H/B \ We have "worked" together since we were studying in college. We would assist and discuss to each other on projects even we were in different discipline.

F \ With a background of graphic design, Hoiming co-operates with you in making accessories for fashion showpieces. Baldwin, how do you think of Hoiming's design and what do you like her the most as your partner?
B \ I always believe in her senses and concepts. Her great ability on graphic together with her fine craftsmanship which easily help to present my ideas into 2D or 3D forms, and can always give me surprises.

F \ Baldwin's works have a direct thematic inspiration coming from daily life, and mirroring culture and society. Hoiming, how have you been influenced by your partner Baldwin?
H \ I believe we have always shared same attitudes on exploring styles, themes and ideas. We are not influencing each other on aesthetic area, but in fact that we are building it up together. The way that Baldwin has influenced me a lot would be his optimistic character, while I'm quite cautious. We can balance each other by having extreme working patterns.

F \ What was the inspiration behind Heavy Bag?
H/B \ This bag is made for a fashion show of Baldwin in April 2006. He liked to present the idea of "funny horror" movie so that I came up an idea to make a chain-ball bag as accessory. The "58kg" means special to me because I have been told by doctor that it should be my "standard average weight" according to my height, and it is how I feel about the recommendation.

F \ Your recent collection Pinocchio shows a chain of rose design, elegant and adorable. How did you start designing the collection?
H/B \ It started from a little puppet. One day we found a vintage little Pinocchio in the market. It reminded me that I couldn't remember any details of the film from the old time, although we can still easily tell the story to the children. Then we watched back the film from 1940, and decided to share that wonderful meaning behind to all others who have also forgotten long time ago like us. We also inspired from the lyrics of the very touching song "When you wish upon a star" from Pinocchio.

F \ You attended the Paris Fashion Week in March and must have had a great time. Can you share the experience?
H/B \ It was our 2nd time attended the Paris Fashion Week. It's a great platform to present our designs to the world within a short period of time. It also provides chance to meet with other designers from different countries. It's better to know the world by being there!



Daniel Palillo \ Finland

Daniel Palillo is a Helsinki based designer. His clothes doesn't rely on any ideology, but a result of spontaneous action and open mind. Signature for the collection is a tragicomic, a sense of dark humor and oversized shapes. The collection is both for men and women. For now his clothes are available worldwide in selected shops.

F \ You began studying fine arts when you were at the University of Arts and Design Helsinki, but changed to fashion design. What made you change?
D \ I felt that I needed to do clothes.

F \ Your collection line is something between Gothic, hip hop and heavy metal. What is Daniel like in person?
D \ Daniel is a big mess, too many things going on all the time. So, maybe that is something similar to my clothes.

F \ Who do you design for? Have you ever had any unexpected admirers?
D \ I design only for myself. Yeah I have a weird grandma who likes it.

F \ We have seen that your collection has some scary print on it, which just perfectly match your clothing concept. How do you work with your graphic designer?
D \ It depends a lot on who is the person I am working with.

F \ Your oversized baggy line has been very salable. What you think is the magic to make it work?
D \ I have no idea.

F \ What has been the best for you so far?
D \ Being able to do things that make me happy.