

FOR IMMEDIATE RELEASE

HELIOS SEET

SPRING / SUMMER 2017

KUALA LUMPUR, MALAYSIA, July 23, 2016 - Introducing HELIOS SEET (he-los-sit) - a new fashion label concentrating on down shift lifestyle Ready-to-Wear. Setting apart from the conventional fashion line, HELIOS SEET illustrates as preliminary to modern ethnic and rustic elegance design venture- led by fashion designer, Helios Seet. The opening collection in Malaysia, "Himalaya" spring/summer 2017 accompanied by a display of nature and polythene fabric finished with recycled fabric weaving, and the signature eyelet enhancement given to the structure work. Influence reflects on the facet of Tibetan Buddhist statue, Tara. Composing the idea of freedom as well as equality towards gender boundaries, and toying a lot on futuristic ethnic silhouette. Runway ambient- musically inclination of the *Tibetan Chanting sound with the traditional music done by Tadi Yan (Shanghai) and LamatSultrim (Lhasa)*, the effortless out-of-bed hair and unkempt appearance, straightforward and high-energy portrayal of the rebel in youth culture and rustic romance apparels.

A fresh twist to spring season, by reinventing classic elements in fashion; experimenting fabrics and structures to embody the modern-day Tibet, embracing Himalaya Highland summer.

Contrasting composition seen in the usage of weight in fabrics and intense palette (Pantone); Moonless Night *Black and Diagonal weaved Scarlet heavyweight Polyester*, Ebony Black and Vegas Gold crushed Taffeta, Olive Green Tapestry, Coin grey and Ash Grey Cotton, Coffee dyed Tyvet and transparent TPU rubber. Key pieces in the new collection are centered in the signature asymmetrical draped Taffeta dress and the Black deconstruction top with practical recycled fabric. Weaving hand stitched on top of the garment, and the big eyelet with webbing create the visual contrast in the runway.

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About HELIOS SEET

Currently a Fashion and Textile Design student in Malaysian Institute of Art. He was a freelance fashion journalist with MSN China 2013, and he won the Beijing Lofter Showroom Modern Chinese Design Award 2013 (Fashion Design category).

Previous Collection :

HELIOS SEET 2013 - Swallow in Shadow (Modern Chinese Design Award)
S/S 2015- The Peony Pavilion, Four Showroom, Chengdu
F/W 2015- The Classic of Mountains & Seas, LOFTER, Beijing
S/S 2016- The Spring Pavilion, LOFTER Beijing, Myrica HangZhou
HELIOS SEET 2013 - April 2016 Showcase in Siam Center, Bangkok

For press samples, and all press enquiries heliosseet@gmail.com
The collection will be available for purchase online at [facebook.com/heliosseet](https://www.facebook.com/heliosseet) from September 2016, with stockists to be confirmed.