



by FANG

PARIS | SHANGHAI

Informed by a deep love for two cultures,
by FANG is a Couture maison that bridges
the artisanal crafts of Paris with those of
Shanghai.

by FANG speaks of innovation and ex-
cellence with equal fluency, in garments
that are both intellectually resonant and
aesthetically refined.

East and West converge with quiet confi-
dence, finding expression in a dialogue
between *zhezhi*, the ancient Chinese art of
paper folding, and a modern point of view
that comes through in every line, fold, and
silhouette.

CREATIVE DIRECTOR FANG YANG

As a child, Fang Yang developed a passion for the form, structure, and poetry of *zhezhi* — the ceremonial art of paper folding that has been preserved and passed down from one generation to the next since medieval times.

“My grandmother used to give me sheets of white paper and taught me how to transform them into stars and flowers or animals like frogs and elephants,”
the designer recalls.

But although her design sensibility is rooted in Shanghai, it was in Paris — as a student at ESMOD, and as a contemporary art lover — that Fang was able to crystallize her own free-spirited vision.

“I wanted to work with silk and other fabrics the way I had worked with paper. I found my direction by paying homage to my heritage but also conveying my sense of Parisian elegance.”

in 2009, her first ready-to-wear collection, *Vernissage* by Fang, was unveiled in Paris. In 2015, she opened the Couture maison *by FANG*.





A MAISON ROOTED IN PARIS AND SHANGHAI

by FANG was founded by the designer Fang Yang and the entrepreneur Grégoire Caillol. Partners in business and in life, they share a desire to build an authentic, modern Maison that reconciles the finest of East and West, encourages creative dialogue, and offers elegant, of-the-moment designs made with excellence of savoir-faire.

Guided by a singular aesthetic blending art and the refinement of Couture, Fang crafts unique looks that subtly radiate elegance and strength. Her work is a study in balance: gracious, powerful, and quietly transformative.

Since its launch, the maison has won a loyal clientele in Paris, Shanghai, Riyadh, and other cosmopolitan destinations where graceful versatility and a global design perspective are highly appreciated.

THE **by FANG** ART OF FOLDING

Zhezhi, more commonly recognized as origami, is more than an art: it is a philosophy of life. Its spiritual essence lives in the flow of transformation — sculpting form not by addition or subtraction, but through a subtle choreography of folding and unfolding.

“Only tension and duality give birth to life,” Fang explains. *“In my work, light and shadow exist in the same space.”*

Central to the *by FANG* philosophy, folds are not merely beautiful and decorative, they are also architectural, expressive, and deeply personal.

From a simple, flat surface, Fang coaxes silk into a three-dimensional expression through a precise sequence of creases, bends, and scores. Each gesture is entirely intentional, giving rise to new volume, structure, and possibilities. Every curve invites a breath of freedom.

Through each silhouette, a fresh narrative unfolds in which tradition meets innovation, and form follows emotion.





A NEW, MODERN COUTURE

True to the essence of haute couture, *by FANG* embodies Fang Yang's most elevated and experimental vision. Each creation is an authentic reflection of her sensibility, a place where memory mingles with imagination and the past flows seamlessly into the future.

Fang Yang redefines couture for modern times through signature folds, intricate hand-sculpted forms, and sophisticated constructions made for ease of movement.

Each silhouette creates a dialogue between concept and craftsmanship, offering a singular narrative based on artistry, heritage, and a modern approach to elegance.

CRAFTED READY-TO-WEAR

The ready-to-wear collection that began with *Vernissage* by Fang conveys the designer's affinity for contemporary art and dressing with effortless elegance.

In transposing the philosophy behind the Couture collection to everyday pieces, **byFANG** offers refined day-to-evening looks for a cultivated clientele. An expression of couture-à-porter, it is designed for a lifestyle in which every moment is an occasion.



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