

Introducing J By Jordy Haute Couture At Arab Fashion Week 2015

Jordy debuts her first signature haute couture collection for Spring/Summer 2016, 'J By Jordy', on 2nd November 2015 at the Arab Fashion Week, Park Hyatt Hotel, in Dubai, from 1.00pm...



27th October 2015 – Dubai, UAE – Acclaimed designer, architect and artist, Jordy Fu is delighted to debut her first haute couture fashion collection at the upcoming Arab Fashion Week in Dubai, UAE. Her signature line 'J By Jordy' of custom-tailored gowns is set to open the proceedings for the day and hit the runway, on 2nd November 2015, at 1.30pm, in the Park Hyatt Hotel, Dubai.

"This is the realization of my childhood dreams. As a child, I'd make paper clothes for my dolls and fantasized about them walking on a catwalk wearing my creations. After 15 years in architecture and 30 years of art, I've arrived," Jordy explains. When asked why Arab Fashion Week for her debut collection, she affirmed: "Dubai is the centre point connecting east and west, and an architectural stage, so it's the perfect place to showcase my new collection,

as it was inspired by the traditional Chinese paper cutting technics and mixed with the most contemporary architectural forms."

Jordy's collection is set to take the runway by storm, as she presents her White Nebula Collection for Spring/Summer 2016 (*sneak peek pictured above*). This brand new haute couture line features 20 romantically styled, sculptural dresses, inspired by the ethereal and awe-inspiring White Nebula. Featuring a colour palette of pure clean white, J By Jordy takes an abstract form, translating the luminescent glow and undulating movement of the clouds and glistening stars into wearable and distinctive luxury fashion pieces.

“Fashion, for me, is architecture. It's three-dimensional and it has a very close relationship to us. I don't see clothes as emanating from flat fabrics; they are living, breathing beings that take form. My collection blends art and architecture with fashion, full of movement and sensation.” – Jordy Fu (pictured left with one of her 'Cloud Walk' lighting installations).

Arab Fashion Week runs from 31st October to 2nd November 2015, under the banner 'Royal Signature – Where Art Meets Fashion'. #arabfashionweek



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About Jordy:



Yu Jordy Fu is an internationally acclaimed designer, artist and architect, as well as the CEO, Founding Partner & Group Creative Director of M&J Group, located across Asia and Europe. Jordy graduated from the prestigious Central Saint Martin's College of Art and Design in London, and followed with a Master of Arts in Architecture and Interiors at the Royal College of Arts, London, UK. She had her first solo art exhibition at the Beijing Capital Museum, aged six, and her artworks have been published into two books in China. At 21 years old, Jordy's design project was exhibited at the Venice Biennale. She has since worked with various renowned design firms across the globe, before co-founding her own group, Jordy's work as an artist and fashion designer continues to be commission on an international scale, while 'J By Jordy' haute couture collection is her first solo fashion launch. Jordy's dream is to make the world a more beautiful place through fashion, art, architecture and design.

For more information & high-resolution images, please contact:

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