

ARETE

FOR IMMEDIATE RELEASE

January 11th, 2016

ARETE STUDIO EXPANDS INTERNATIONALLY IN PARIS VIA AMF SHOWROOM AND *A Shaded View on Fashion Film* (ASVOFF).

January 11th, 2016 (SHANGHAI) - Arete Studio, an internationally endorsed ready-to-wear women's line founded in Shanghai, has found recent recognition in Paris.

Arete is excited to announce the international expansion of the collection through Paris based AMF Showroom. Beginning with the Fall/Winter 2016 collection, Arete Studio will be available for international buyers at the AMF Paris showroom located at 7 rue Auber from February 15th to March 11th 2016.

Earlier in December, the internationally acclaimed Paris based festival *A Shaded View on Fashion Film* (ASVOFF) selected Arete's FW15 fashion film collaboration with celebrated Hong Kong director Wing Shya as a featured pick to represent China. The festival, which included the Arete film, debuted at the Centre Pompidou from December 2nd through 6th with special guest and iconic French couturier Jean Paul Gaultier presiding over the jury.

Additionally, Arete's FW15 fashion film was screened and nominated by the 2015 International Fashion Film Festival for Best Director, Best Art Direction, and Best Costume Design. The full 2 minute video is available here: <https://vimeo.com/127920160>

These international initiatives further Arete's brand identity as a leading representative of East / West fashion. Shaped by the founders' Jasmine Ting and Christina Liao's Chinese American heritage, Arete blends Eastern aesthetics with international modern ease. Arete embodies integrity, quality and original design for globally minded and empowered women.

To view Arete collection online: [**www.arete-studio.com**](http://www.arete-studio.com)

Instagram Account: [**@aretestudio**](https://www.instagram.com/aretestudio)

CONTACT

press@arete-studio.com

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ARETE FW15 FASHION FILM

Full 2 minute video <https://vimeo.com/127920160>

Additional pictures download <http://pan.baidu.com/s/1dEwDAyl>



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ABOUT ARETE

Arete Studio is a Shanghai based womenswear fashion brand that adopts a stance of thoughtfulness and empowerment towards living up to one's full potential. Designs are inspired by the founders' formative years in New York shaped with Chinese heritage, shaping East/West inspirations and technical craftsmanship into cosmopolitan ease and effortless style. Arete's purpose is to bring forth a new vision of international fashion that speaks to modern women who play many different yet important roles in life. As such, Arete's silhouettes and materials strike a delicate and unique balance between the hard and soft, strong and graceful, feminine and masculine.

Arete is pronounced [ahr-i-TEY], and takes its name from the ancient Greek word for human excellence. It is the brand hope that Arete's designs successfully allow wearers to express their character, values, and points of view through sartorial revelation. Original design, handcraftsmanship, wearability, and ultimate quality are Arete's core tenets.

Since Arete's Spring/Summer Collection launch in 2014, the brand has been honored with varied accolades. Global designer platform NOT JUST A LABEL (NJAL) named Arete as a Black Sheep, representing emerging designers breaking innovating and breaking stereotypical molds. In 2015, NJAL selected Arete as one of 100 of the most ground-breaking independent designers out of 18,000 design talents at hand, to participate in the Origin Passion and Beliefs Fair in Venice. Arete was the only brand representing Shanghai. In 2013, Italian premium fabric association, Milano Unica, honored Arete as one of five emerging Chinese designer brands to watch.

Arete has also been featured in media publications including Vogue, Harper's Bazaar, Elle, Numero, Marie Claire, Grazia, Madame Figaro, and other leading fashion magazines. Celebrities who prefer Arete include T-ara, Li Bing Bing, Chiling Lin, and other notable key influential leaders in Asia.



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ABOUT ARETE'S FOUNDERS

Arete's Head Designer Christina Liao is a Chinese-American fashion designer born in the United States and raised in San Francisco and Taipei, graduating from the Parsons Design School. In New York City, Christina designed for renowned international design houses, including international Ready-to-Wear label Yigal Azrouël, and subsequently global American luxury and lifestyle fashion brand Ralph Lauren for eight years. During her time as a Ralph Lauren designer, Christina was responsible for the majority of the Lauren by Ralph Lauren Woven's Sportswear business, honored with the company's Creativity Award, helped launch the Lauren Jeans Company product line, and worked on the label's 2008 Beijing Olympics ceremony uniforms for the United States athletic team. In 2013, Christina moved to China to lead apparel brand Asobio's womenswear division for two years, contributing significant growth to the label. After having traveled to over 30 countries around the globe, Christina's world perspectives bring a remarkably cosmopolitan and strong design aesthetic to modern women everywhere. Ready to share her effortlessly balanced and stylish designs to Shanghai-based fashion brand Arete, Christina joined the label as Head Designer in August 2015.



Managing Director Jasmine Ting was born and grew up in New York City, graduating from Columbia University with a degree in Economics. She worked in proprietary trading and investments while in New York, and moved to Asia in 2009. Jasmine attended Johns Hopkins School of Advanced International Studies, after which she settled in Shanghai to work with Alexander Wang as an Executive Assistant in 2011. In 2013, Jasmine launched womenswear designer brand Arete.

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ABOUT AMF

AMF Showroom is a Paris-based fashion sales, marketing, brand and design agency formed to discover, support and develop luxury fashion and accessory designers. The founding director, Anthony Flamos, has had over 30 years experience in the luxury fashion industry. Anthony has developed close, long-standing relationships with the world's leading retailers. These personal relationships permit AMF Showroom to offer extensive knowledge of the global marketplace and opportunities.

ABOUT ARETE WING SHYA COLLABORATION

Arete is proud to present its Fall Winter 2015 Collection under the incredible visual and artistic mastery of world-acclaimed director, Wing Shya. This film collaboration blurs the line between fashion and art, yet brings to focus an astonishing strength, grace, and power found burning within the "Arete woman". The Arete woman in this film is multi-dimensional and self-aware, transforming from creature to creature with each elaborately choreographed costume changes, yet all hosting the same brilliant spirit that personifies "Arete".

Over the course of a few months, Director Wing Shya worked to bring the inspiration of "War and Peace" in Arete's FW15 Collection to life. In the two minute film, Shya composed a visual symphony in extreme slow-motion, drawing the viewer into the details of Arete's designs and craftsmanship, as well as engaging the concept of strength in all shapes and forms.

ABOUT WING SHYA

Wing Shya is a artist from Hong Kong who shuffles between the domains of fashion, film and art. His passion in art and design was early-seeded, which led him to further pursue studies at Emily Carr Institute in Canada. Shya first found success through photography receiving international recognition including selection as the first non-Japanese photographer to exhibit at Mori Art Museum in Roppongi Hill, Japan and an exhibition in In Fashion 07 curated by Marion de Beaupré at Art Basel Miami

Wing Shya is also a recognized director, he debuted his block-buster movie, Hot Summer Days in 2010. Then, invited by Rodarte; Wing Shya conceived of a fashion art clip for the launch of their Maggie Cheung Collection, and in 2011, he was invited by YOOX to contemplate Lost Paradise, a fashion-art clip for the launching of thecorner.com in China.

Wing Shya contributes to numerous fashion and art magazines, such as i-D (UK), French Vogue, 32c (Berlin), Big Magazine (US), Biba (Paris), More or Less (Japan), Men's Non-no (Japan), TIME Style and Design and Flare (Canada). His clientele consists of Louis Vuitton, Lacoste, Christophe Lemaire, A Bathing Ape, Nike, Adidas, Rolex, Swarovski and L'Oreal.

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ABOUT ASVOFF

Founded in 2008 by journalist Diane Pernet, ASVOFF is the first international film festival to be centered around a competition of short feature films produced by the fashion industry. Emerging talents mix with bold face names of fashion and image. A jury of taste makers and influent professionals in arts and media give Awards to the best films.

Among the personalities that have visited ASVOFF's previous editions: Dries Van Noten, Christophe Lemaire, Rick Owens, Claude Montana, Willam Klein, Alejandro Jodorowsky, Jerry Schatzberg, Mike Figgis, Rossy de Palma, Olivier Saillard, Claude Montana, Jean Benoit Dunckel, and Woodkid.

ASVOFF is also an itinerant cultural installation that is invited by a dozen prestigious destinations every year, such as the Cannes Film Festival, FIAF NYC, Tokyo, Rome, Antwerp, the Arheim Biennale, Mexico, Moscow, Saint Petersburg, London, Milan via Vogue Italy, Chicago, the Champs Elysées Film Festival.
www.asvoff.com