



BRAND INFORMATION

REDEPTIVE is a Hong Kong-based fashion label established in 2018, founded by WILSON CHOI. REDEPTIVE means salvation literally. We define REDEPTIVE as a group of rebellious teenagers that concerns the world and the society, "Fresh and distinctive, young and mature." The brand enriched those fresh blood in this era that are brave seeking breakthroughs and pursuing freedom. Designer loved to do reflection through creative work and brought out the unique story by the brand.

"Emotions", "Energy" and "Excitation" are the core values of REDEPTIVE. We aim to express the emotions through our designs, import new and positive energy and excite all of your imagination, thus boost your momentum to explore new possibilities. There are unlimited new things happen everyday and time never stopped due to anyone's command. Loads of stuff are being forgotten by people under this fast-moving pace. We hope we could raise the awareness towards some unseen and unheard social issues through our design and yet, output positivity and energy. This is what the meaning of REDEPTIVE and what we are pursuing.

REDEPTIVE

www.redemptivehk.com

info@redemptivehk.com



BRAND DESIGN STYLE

REDEPTIVE focus on the practical style, which emphasizes the balance among individuation, functionality, and suitability. Also, REDEPTIVE is dedicated to researching and exploring the possibilities of high-tech fashion. At the same time, REDEPTIVE aims to fuse the idea of sustainable development and social responsibility into our design.

Designer changed the traditional shoulder design, used bottom hangers to display the clothing, it is a attracting and impressive special display method. Moreover, REDEPTIVE the iconic silhouette dropped shoulder design symbolised invisible pull and resistance in growing-up. It stands for these new blood that bravely seeks to break through and pursues freedom. That also represented those adventurous Chinese teens trying hard to upstream in the era.

#START YOUR OWN REBELLION NOW



CHOI HUNG SHING, WILSON

Wilson Choi, in his early twenties, graduated from Nottingham Trent University, has lived in Hong Kong and Germany. Under the influences of the multicultural environment, Wilson became capable of exploring human emotions and current social phenomenon as an inspiration. And he chose to establish his own brand, REDEMPTIVE in 2018.

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Using unique brand story to redefine modern

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REDEPTIVE FW20 / DESIGN CONCEPT AND MOOD

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FW20 / THE UNFADABLE FADES

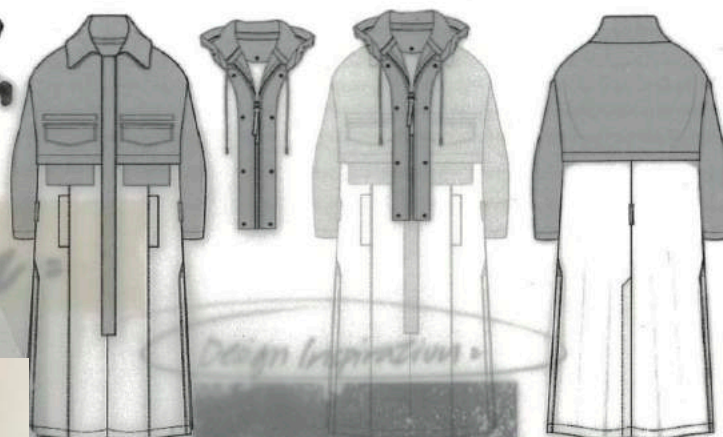
"IF YOU WANT SOMETHING IN LIFE, REACH OUT AND GRAB IT."

REDEPTIVE FW2020 - "The Unfading Fades". During a trip back to home town, Designer found a photo book with many old photos coincidentally. A yellowing picture reminded the childhood memory with grandfather. This also brought the growing moments to the designer's mind. Through this collection, designer aims to interpret teenagers' thought towards family relationship and the observation towards life.

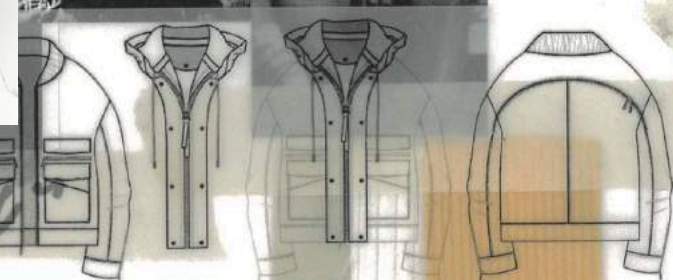
We recalled and recollected ourselves through pictures. Every pictures no matter it were green, real or passionate form of you, that pictures revealed a real version of you. Time only go forward direction. Cherish every people and relationship and live in the moment and this are what the designer would like to interpret through the collection.

Design
Sketch

①



★ Mock-up Development



Fabric Sample

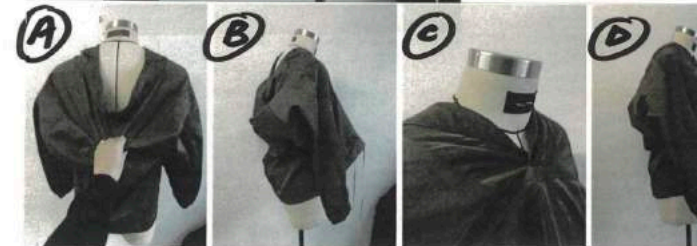
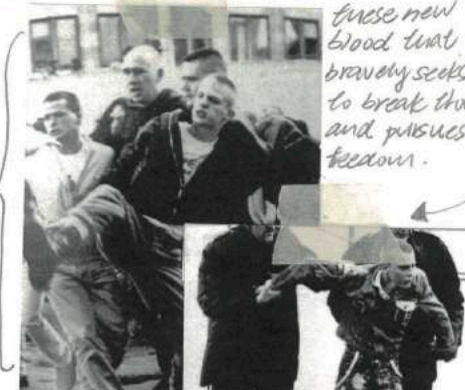
Pull and Resistance

★★★

- Iconic Silhouette
- dropped shoulder design
★ symbolised invisible pull and resistance in growing up



REF



- Different shapes
- Pull feeling
- Backward

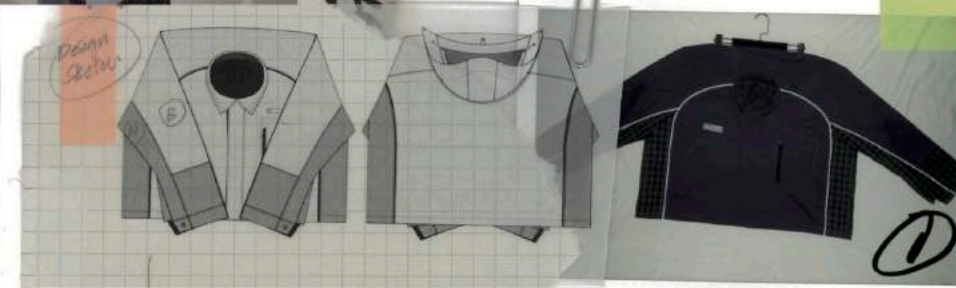


Fabric Sample

★ Combin scarf with

★

- ① Into Accessories
- ② Become Part of clothes
- ③ Multiple matching methods



FW20 collection

Special design tailoring

★ Using bottom hangers > display all design

More interesting
↓
Attract customer

REDEMPTIVE FW20 / CAMPAIGN

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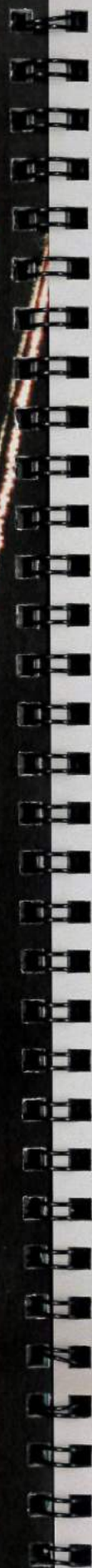


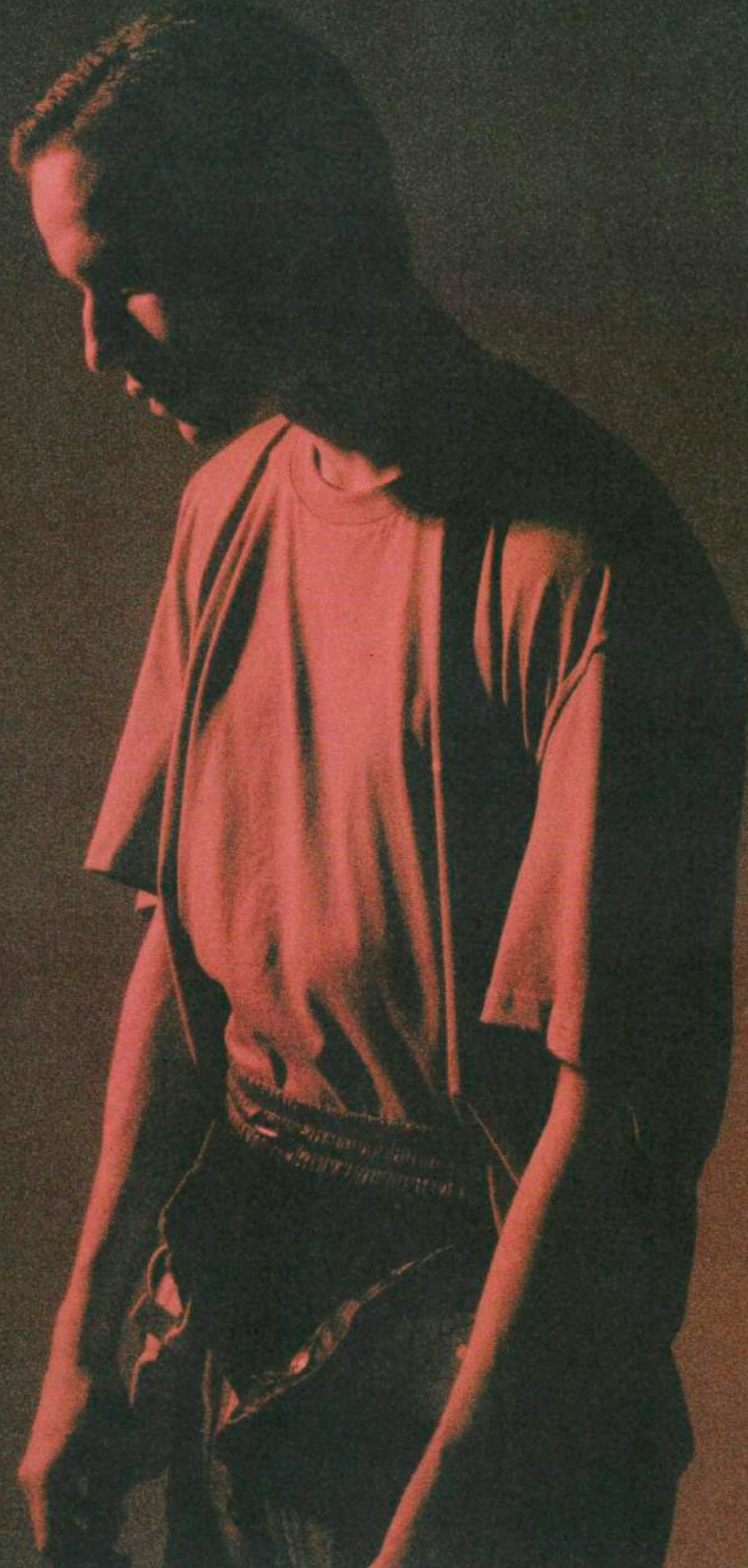
FW20 / THE UNFADABLE FADES











REDEPTIVE / SS2020 MENSWEAR COLLECTION

REDEPTIVE SS20, "To call your right name". The inspiration was from an American movie "Into the Wild", which was based on a real story. Through the vagrant story of an idealist, the movie conveys the desire of thinking, explorations in the hearts of young people, and the observation of life.

The movie is in the atmosphere of sadness, happiness, persistence, loneliness, but also the courage to realize dreams. The freedom presented in the movie wakes up the real aspirations and self identification, and arouses our cries for youth in our hearts. Designer slowed down their steps and used garment fragments to call for a desire of modern people in the boisterous society - sense of belonging. 「If you want something in life, reach out and grab it.」. Pursuing dreams and taking risks, broadening our horizons and learning from the world, is exactly what the designer wanted to express through the collection.

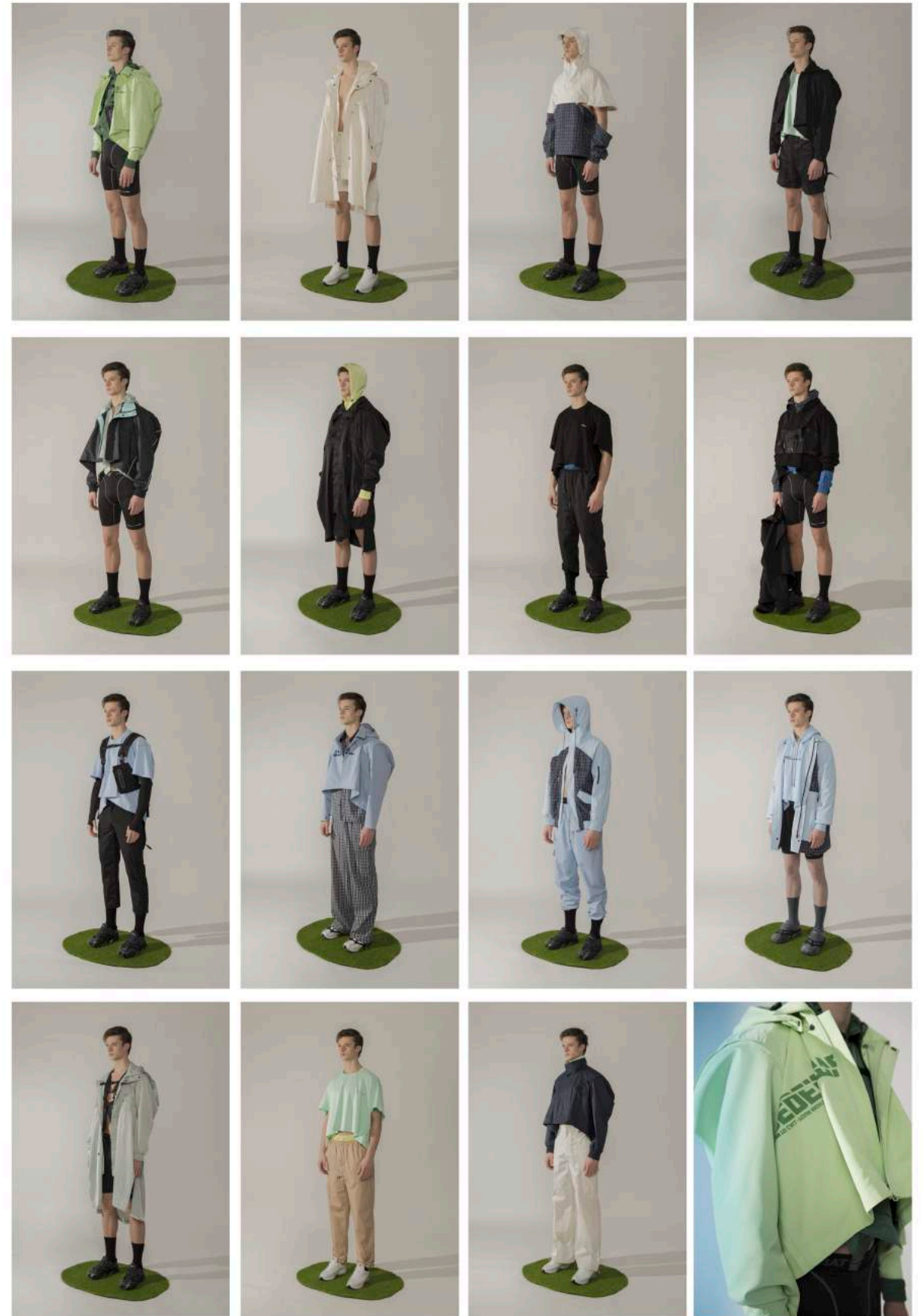


"If you want something in life, reach out and grab it."

REDEMPTIVE SS20 / CAMPAIGN

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SS20 / TO CALL YOUR RIGHT NAME









REDEPTIVE AW19 《 THE UNHEARD VOICES 》

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AW19 / THE UNHEARD VOICES



油罐 TANK
SHANGHAI

LABELHOOD 

REDEPTIVE AW19 / DESIGN CONCEPT AND MOOD

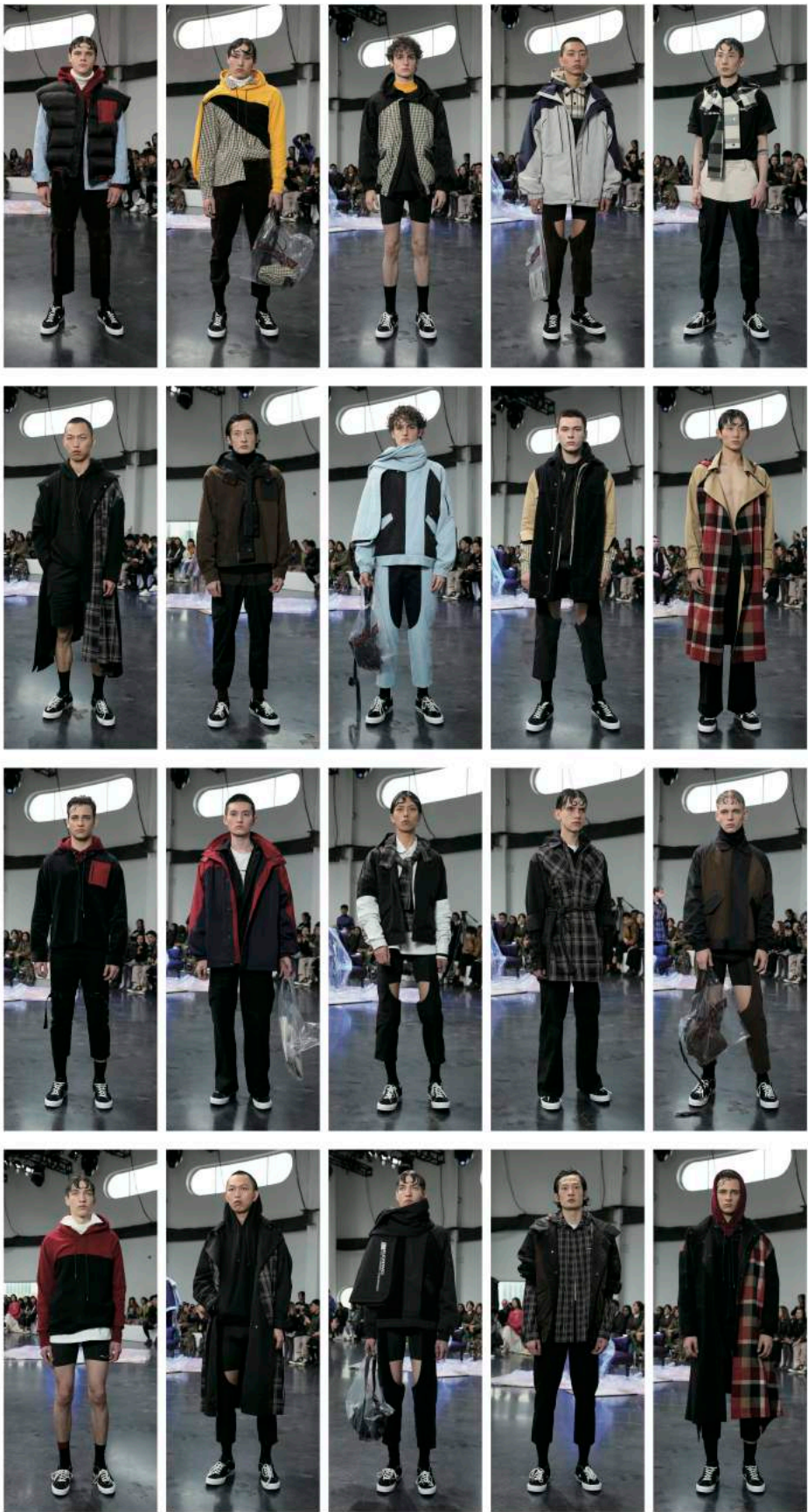
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AW19 / THE UNHEARD VOICES

REDEPTIVE AW19 Menswear Collection - "The Unheard Voices"

REDEPTIVE AW19 menswear collection was inspired by UK photographer — Martin Usborne's documentary Photography 《I've Lived in East London for 86 ½ Years》 which explored the helplessness and loneliness of the corners of society - Solitary elder. Through the idea of "decomposition" and 'reorganization', broken emotions could be explored and the inner feelings of thinking and exploring could be expressed.

LABELHOOD 







REDEPTIVE AW19 / CAMPAIGN



AW19 / THE UNHEARD VOICES



LABELHOOD 









The design inspiration is from a recently watched movie "Ondskan". This is a disturbing movie that portrays ritualistic bullying and loneliness in a Swedish private school during the 1950s. It is a terrible campus bullying problem, occur in different place of the world, full of anxiety, violence, terrible feeling. Bullying this problem has always existed in school campuses but nothing can really be resolved, because it is a normal thing. Most people being bullied stay silence eventually to make things go extinct This problem, in fact, with us in life is very close, worthy of our attention and reflection.





REDEMPTIVE SS19 / PRESENTATION

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SS19 / THE STOLEN SOUL



SIGNED

Issue / Twenty

HKDI Alumni / The Spirit of Esprit

WILSON CHOI

MAKING AN IMPACT ON
FASHION AND SOCIETY

REDEPTIVE
Spring/Summer 2019 Collection

Wilson Choi graduated from Nottingham Trent University in 2017. He is part of a rebellious young generation, inspired by social issues and contemporary events. He loves challenges and getting his hands dirty. Choi received the DFA Hong Kong Young Design Talent Award from Hong Kong Design Centre in 2016. He was also the second runner-up in the Hong Kong Young Fashion Designers' Contest in 2017.

After graduation, he launched a menswear fashion brand called REDEPTIVE — providing high-end fashion in "street" style and to emphasise the practicality and quality of its garments. The brand's distinctive aesthetic is achieved by paying great attention to small details in all of the designs and creating a twist in an unexpected and modern way. Each collection has its own story to tell. Choi believes that the young generation has a rebellious personality propelled by a heart that pays attention to the world.

Did you enjoy the experience? What do you think you gained from it?

Having the opportunity to gain work experience at a corporation level is extremely valuable. Not only did it give me unparalleled insights as to how the fashion industry operates — from design to manufacturing to retail; interning at Esprit has also taught me valuable skills including communications and professional ethics; not to mention the life-experience of living abroad.

What are your plans for the future — both in the short term and further into the future?

After graduation and upon returning from Germany, I have started a fashion brand called REDEPTIVE and launched its first season in Hong Kong. My focus is to build this label gradually: season-by-season, city-by-city. I am hopeful of launching next season in Shanghai, then Tokyo and perhaps European cities in future.



TimeOut

HONG KONG ▾

THINGS TO DO

RESTAURANTS

BARS

ART & CULTURE

MUSIC & NIGHTLIFE

FILM

SHOPPING & STYLE

TRAVEL

Four local designers to watch out for in 2018

We put the spotlight on these young designers who have been making waves in the Hong Kong fashion scene

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Calvin Sit

Designers to watch in 2018

Wilson Choi – elevating street style

Relishing the process of creating something from scratch, becoming a fashion designer has always been the dream of Wilson Choi. Designing what he describes as high-end street style menswear, the DFA Hong Kong Young Design Talent Award 2016 recipient believes that every clothing line should have a story behind it. "I want people to not just look at the outfit but to learn the story behind the collection," he tells us, "to see how the clothes are inspired so they can appreciate my collection. I don't want to be a designer who's only about aesthetic." Finding inspiration everywhere from Swedish cinema to modern warfare, Choi delights in adding little details to your average piece of streetwear. Gearing up for a 12-month internship in Germany and England, Choi laments a dearth of opportunities in Hong Kong. After a year away, he intends to return with new experiences and to get his brand out.



HOME / FEATURES



Tak Lee on NJAL

REDEPTIVE BY WILSON CHOI: SOCIALLY CONSCIOUS REBELS



Redemptive, a new menswear label by Wilson Choi making its debut at Fashionably, carries the DNA of a rebellious younger generation. Choi sees fashion as a way of thinking and uses his design to reflect on social issues he cares about.

Titled "The Stolen Soul", Redemptive's SS 2019 collection is inspired by the movie "Ondskan", which tells a harrowing story of bullying and loneliness in a Swedish private school in the 1950s.

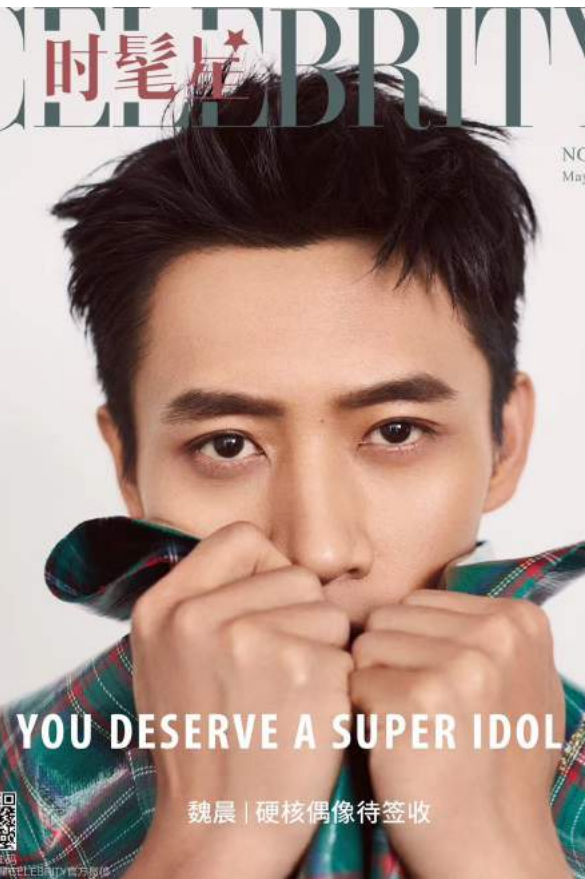
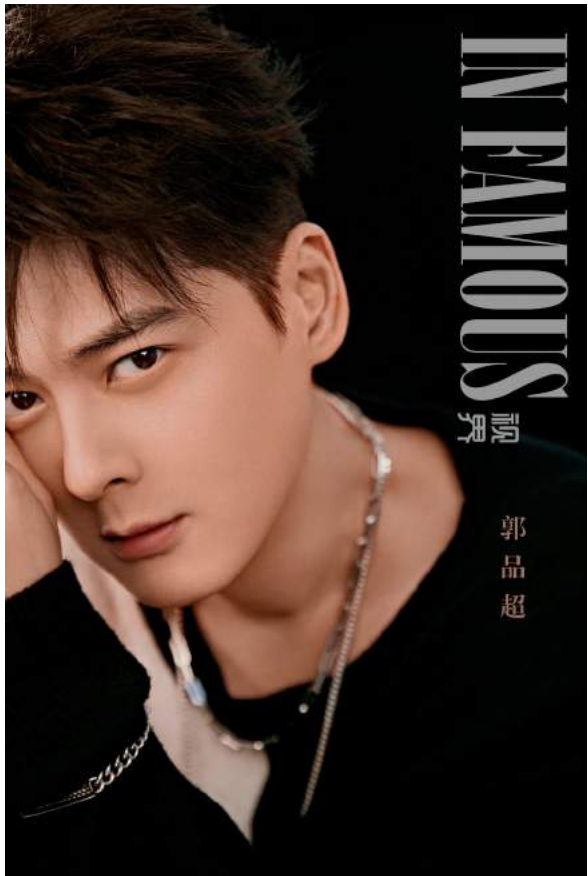
The presentation was set in a ransacked locker room, the disarray and bruised faces of the models telling a story of restlessness and rebellion. It was a versatile first collection that combines preppiness conveyed by classic stripes and checks, and outerwear that highlights the designer's interest in high-tech, functional fabrics.

Redemptive on NJAL



NICKTHEREAL · THE REAL NICK







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 [REDEPTIVE_OFFICIAL](https://www.instagram.com/REDEPTIVE_OFFICIAL)