



BLIND

by JW

Fantasy Prints Inspire you
to Explore your World

f Blindbyjw





BLIND BY JW | The Story

Peer through the blinds into an artistic world of colour, delight and imagination. Founded in 2012 by Hong Kong design duo Jessica Lau and Walter Kong, the womenswear and accessories label is celebrated for its artistic patterns and hand-drawn prints. Its designs bridge Eastern and Western influences, and feature modern motifs and surprising silhouettes to create wearable works of art. Creating directly onto canvas, designer Jessica Lau uses watercolours to bring unique images to life. From fantasy fiction to fairy tales, each print is a journey of cultural exploration and storytelling. Jessica's creations are then digitised by Walter and printed on to colourful pieces that strike a balance between eccentricity and elegance.

BLIND BY JW | The Designers

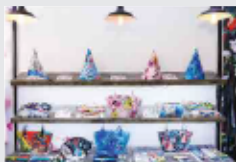
Jessica Lau is a true creative. Born and raised in London, the designer graduated in 2009 from Central Saint Martins Art and Design College with a Bachelor of Arts in Fashion Print, and was named 'Best Emerging Fashion Designer' at her graduation show. She earned her stripes working as a fashion designer's assistant in luxury fashion houses around the world: from powerhouse brands Alexander McQueen in London and John Galliano in Paris, to the revered design house of Diane von Furstenberg in New York. In 2011 she followed her inspiration—Chinese fashion and design—to Hong Kong. There, she founded Blind by JW with fellow designer, Walter Kong, in 2012.

Designer Walter Kong has a home-grown talent for fashion, with his love of design flourishing in Hong Kong. He graduated from Hong Kong Polytechnic University with a Bachelor of Arts with Honours in Fashion and Textile Design in 2007, and was voted overall champion at the Hong Kong Young Fashion Designers Contest that same year. Before co-founding Blind by JW, Walter worked in global design and manufacturing at renowned fashion firms including Fenix Group, M.Magtague Group, and Italian luxury design brand, Axelledesoie.

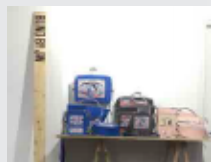
STOCKLIST



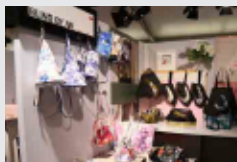
HONG KONG
CONCEPT STORE



KOWLOON
CONCEPT STORE



PARIS
OZONE



PARIS
PREMIERE CLASSE



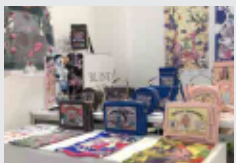
TOKYO LAFORET



AIRPORT
POP UP STORE



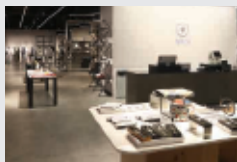
K11 POPUP



SHANGHAI
ONTIME SHOW



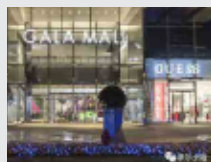
HONG KONG
JOCKEY CLUB



CHINA
1#Wor



CHINA
1#Wor



CHINA
GALA MALL

STOCKLIST

HONG KONG

BLIND BY JW concept store
H306, PMQ 35 Aberdeen Street,
Central, HK

HEXADOOR

03-102, 1/F Barrack Block,
Tai Kwun, 10 Hollywood Rd,
Central, HK

OFFLINE STALL

308, K11 Mall, 18 Hanoi Rd, TST, HK

BLIND BY JW airport kiosk

Terminal 1, Hong Kong
International Airport

HONG KONG JOCKEY CLUB

HAPPY VALLEY CLUBHOUSE
Shan Kwong Rd, Happy Valley

SHA TIN CLUBHOUSE

HK Jockey Club, Sha Tin

BEAS RIVER COUNTRY CLUB

Kam Tsin Rd, Sheung Shui

DESIGN GALLERY

WAN CHAI CEC
G/F, Hong Kong Convention
& Exhibition Centre,
1 Harbour Road, Wan Chai,
Hong Kong

Hong Kong International Airport
6T529, Level 6, Departures Hall
(Restricted area), Terminal 1,
Hong Kong International Airport,
Hong Kong

ZALORA

online

JAPAN

TOKYO LAFORET HARAJUKU POPUP

1 Chome-11-6 Jingumae, Shibuya,
Tokyo 150-0001, Japan

FLUORESCENCE

3 Chome-33-4 Jingumae,
Shibuya-ku, Tokyo-to 150-0001,
Japan

USAGI

online

CHINA

1#WOR

ShangHai
Gala Mall

Chengdu

CapitalMall

388 Tian Ren Lu, Qingyang, Chengdu Shi

Shenzhen

Guangzhou

Hi MALL

4F, Zhengjia Plaza, 288 Tianhe Road,
Tianhe Road, Guangzhou

BOTTA

R-03, Pure Water Bank Phase vi,
Nanshan District, Shenzhen

STYLEWE

online

SINGAPORE

Central Fashion House

online

UK

THE LADEN SHOWROOM

103 Brick Ln, London E1 6SE, UK

HOUSE OF PETITE

online



DiSCARVERY BAG

Cloth + Strap = Bag to Discover your journey



Cloth + Strap = Bag to Discover your journey



DiSCARVERY
A Start to Discover Your Journey

PARIS



DiSCARVERY
A Start to Discover Your Journey

LONDON



DiSCARVERY
A Start to Discover Your Journey

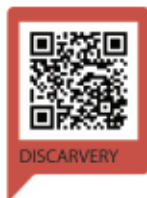
TOKYO



DiSCARVERY
A Start to Discover Your Journey

HONG KONG

1



SCAN CODE ON A FLAT SURFACE
平鋪面市, 掃描二維碼
QRコードを読み取る
평평한 표면에서 코드 스캔
SCANNEZ LE CODE SUR
UNE SURFACE PLANE

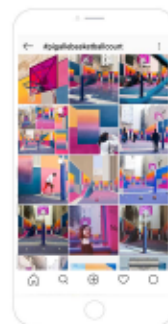
2



DISCOVER JOURNEY
發現旅程
旅の発見
발견여행
VOYAGE DÉCOUVERTE



EXAMPLE





Basket Weave Bag Series

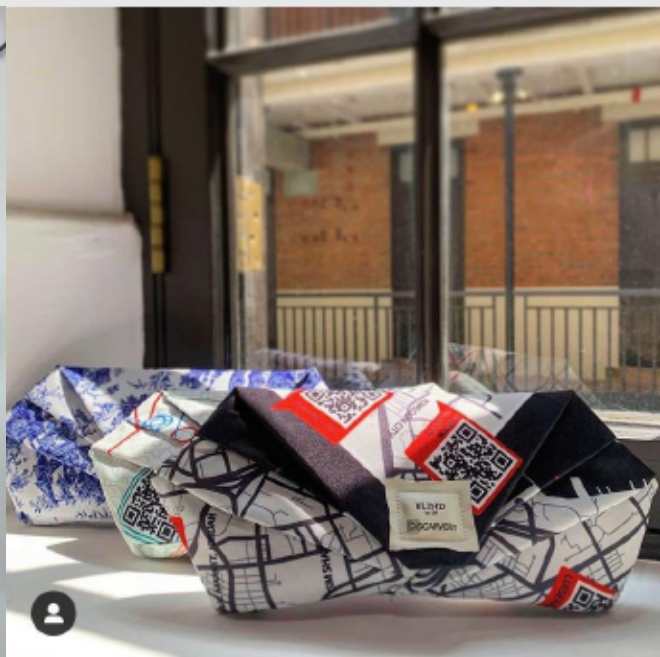




Foldable sunglasses case



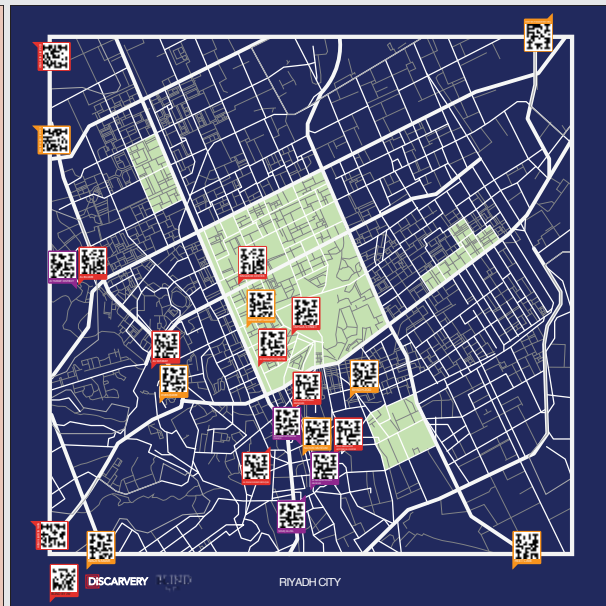
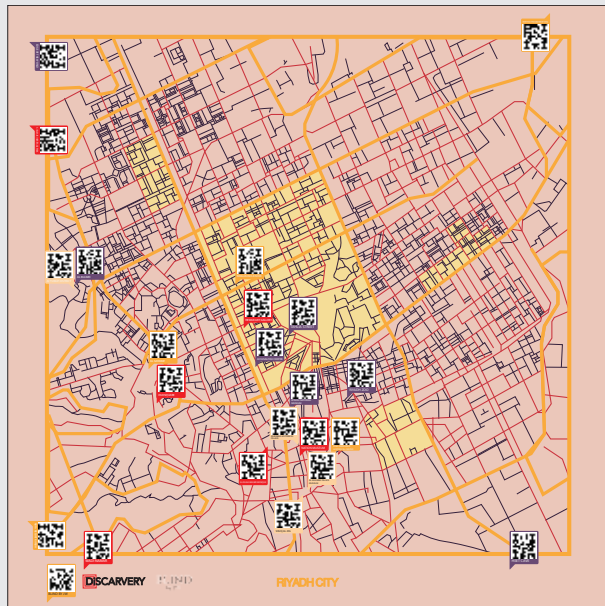
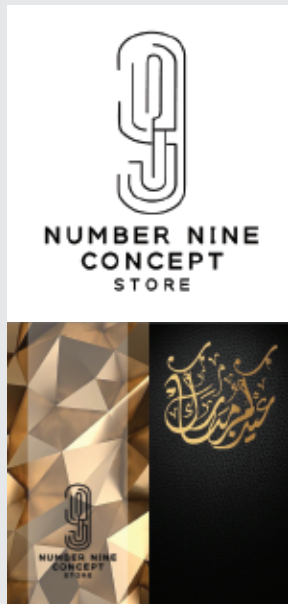
Face Mask Cover



Origami clutch

DiSCARVERY

Dubai concept store crossover scarf



DiSCARVERY

Crossover project x Daycraft

DAYCRAFT
Make my day™



ELLE HK

環保達人注意！



• 大館 TAI KWUN

本地時裝設計品牌 @blindbyjw 推出全新印花絲巾，還可自製成 wrap bag 啊 ❤️

@hkfp #Discarvery

ELLE HK

環保達人注意！



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@hkfp #Discarvery

DiSCARVERY

Cosmopolitan





hket 樓宇 · 投資 · 車庫 · 地產站 · TOPick · 牛車水

HAPPY CHINESE NEW YEAR 2件指定禮品: 定價僅需\$98 | 特價工價\$68 立即購買

恭賀新禧

地產站

THE RICHMOND 150 PORTOFINO WEST PARK 15 WESTERN STREET

即時樓市 新盤專頁 二手專頁 異地房屋 投資新聞 家居生活 專業站 實用工具 海外置業情報

時裝設計師熱愛旅遊 首創可穿戴地圖圍巾

人氣新聞 11:00 2020/01/14

地產站

到一個不熟悉的地方旅遊時，很多人都會帶上地圖或旅遊書。一大張的地圖，平日就見多了，你又冇看過可以戴上身的地圖呢？本地時裝品牌BLIND by JW創辦人Jessica和Walter因工作和興趣緣故，經常到各地旅行。他們近日推出了「DISCARVERY」系列，破格地結合旅遊和時裝，推出了可穿戴的地圖圍巾。



BLIND by JW品牌於2014年成立，至今成立了逾5年。Jessica和Walter是舊同事，他們一直從事時裝設計的工作。分別在不同國家工作過。「同公司共事後，發現大家的理念相近，決定一同離開舊公司自立門戶，成立屬於自己的品牌，實現夢想。」

品牌名為或許會令你疑惑，為何會選擇「BLIND」這個字？Jessica表示：「其實「BLIND」是Walter想出來的，這個字不是真的意思，它具有另一層義——盲盒。這個字代表了他們的理念：希望讓外面的世界，顧客看到我們的產品時，正和打開盲盒驚喜出意外，可以看到一個夢幻世界，因此大部份產品都是由我們親自主持設計印花；至於JW就是我們兩位設計師的英文名的首個字母合起來。」

他們透露，品牌由構思到成立大約花了一年時間，花費約15萬創立。在開業前，他們並無進行任何市場調查，單純憑做一些自己喜歡的設計。「其實當時由一個全職上班族的身份，再跳出來自立門戶，是一件頗困難的事，需要很大的勇氣。決心對真正正確的時機是加入了一個名為『設計創業培育計劃』，簡稱DIP (Design incubation Programme)。這個計劃需要我們全程投入參與其中，所以才決定辭去工作。」

公司在成立初期，尚未確定品牌的定位，後來經歷了第一次的Fashion week，Jessica和Walter認為有必要界定品牌路線。「最初我們的設計是走型格路線，但發現購買的人數不多；後來改為以童話故事為主題，如Alice in Wonderland等，一些大眾所熟悉的童話故事，相關校受客人歡迎，較多人願意購買。」他們繼續，首3年定位為具可穿性和可愛風格，而近3年轉型為以旅行和文化為主。

[illegible]



Luxe Style by Sing Tao Daily

Scan here to see ->



LUXE interview



Luxe Style

@luxestylehk

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Community

Create a Page





Headlife HK

Scan here to see ->





PUPPY LACE PRINTED
ROLL BAG



LEATHER
CLUTCH



JACQUARD
CONE BAG



JACQUARD PYRAMID BACKPACK

HANDBAG



PLAYABLE
FASHION
HANDBAG



PHOTO
VIDEO
APP

BLIND
by IW



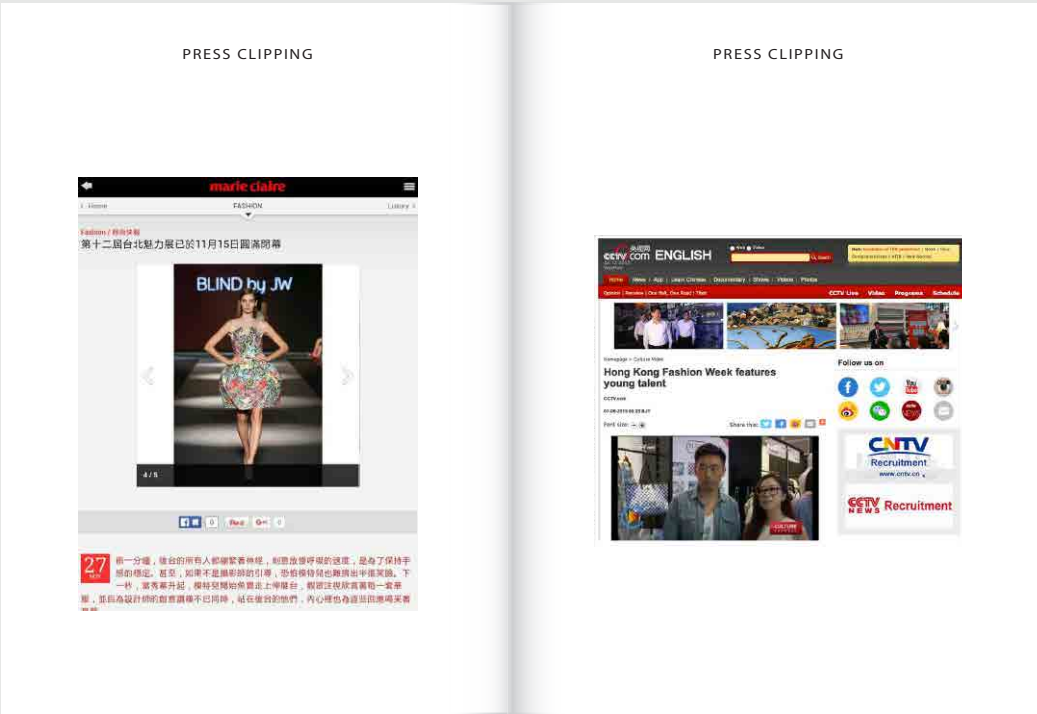
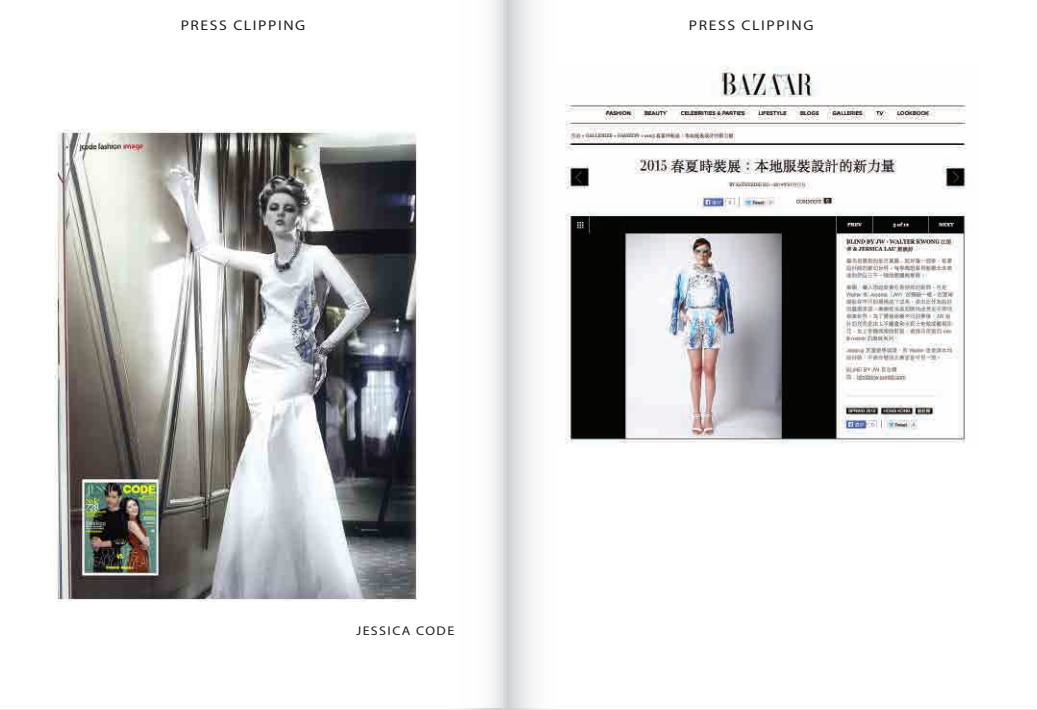
BLIND
by IW



BLIND
by IW



BLIND
by IW



LEVADE

LEVADE

A FRESH NEW LOOK 「駿」雅之姿

LEVADE's Somerset Dreamer collection shows horses in a softer light
LEVADE的Somerset Dreamer系列以淡雅的色彩捕捉馬匹的形態

1 Rectangular Scarf HK\$1,180

2 Zippered Pouch HK\$480

3 Small Tote Bag HK\$820

4 Large Tote Bag HK\$850

LEVADE

LEVADE



LEVADE's Somerset Dreamer Collection features new bags with scarves, a zippered pouch and a bag to hold the new designs. The collection is inspired by the Somerset Dreamer collection, which was created by the artist and designer, Leva. The collection is inspired by the Somerset Dreamer collection, which was created by the artist and designer, Leva. The collection is inspired by the Somerset Dreamer collection, which was created by the artist and designer, Leva.



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HONG KONG JOCKEY CLUB X BLIND BY JW

LEVADE's Somerset Dreamer collection shows horse in a softer light.

Water colour drawing Canvas and Silk fabric.



SASA Ladies' Purse Day X BLIND BY JW

Nov 4 - SHA TIN

SaSa Beauty Land inspired exclusive collection.
Top Model in town presented.

PROJECT



HOTEL SAV X BLIND BY JW

Ballon Cat go travel

Theme Room
Watercolour drawing
Canvas and Cotton fabric.



PROJECT



REGAL HOTEL / iClub HOTEL X BLIND BY JW

Walk and Touch HONG KONG

Foldable Sunglasses case -souvenirs
Watercolour drawing
Canvas fabric.



HK Tourism Board- #DDHK X BLIND BY JW

Sham Shui Po

#ddhk is a Love Letter overflowing with our passion and gratitude for "The Land of Hong Kong." The 3-year Creative Tourism Project will take form in a board spectrum of design disciplines. The first year has set focus on revitalising Wan Chai and Sham Shui Po through a series of creative placemaking, exploring from tradition to heritage, and history to humanities.



SMART FASHION RUNWAY X BLIND BY JW

PMQ

stage fashion
combining music, video dance and fashion.

BLIND

by JW

Facebook



Instagram



Brand Page



Designer WeChat



Blindbyjw

Blindbyjw@outlook.com