ARTO.

BREATHE IN, BREATHE OUT

Spring / Summer 2021

The breeze is blowing across your face; the sun is shining in the sky; friends are chatting , what a relaxing moment …

ARTO. SS2021 collection captures summer scenes and emotions. Enjoying the sun, spending quality time with your loved ones, feeling free to go anywhere, are the best part of our summer stories . During the tough time, no matter where you are and who you are, we have the same strong desire —— unchain yourself and take a breath of fresh air.

The collection tells a summer story with sky, flowers and sunshine, represented by original graphic patterns and bright colour combinations. Structural silhouettes are created by fully-fashion knitting technique to convey the strong emotion of desire.

ARTO. emphasises the relationship between human and nature. Handpicked premium recycled polyester from Japan, machine-washable polyester and fine cotton knitting materials go though the collection to achieve practical yet aesthetic pieces for summer time. knitwear and woven items are included in the collection to enhance the possibility to mix and match outfits as easy wear pieces for all occasions. .

We cannot confirm and predict the future exactly. What we can do is to just take a deep breath “Breath in and breath out!” and keep going on! ARTO. would like to provide an emotional resonance towards public though the collection . We are together and stand with each other.

ASWJ423 WATER-PROOF FINISH RUFFLE TRIMMED DOUBLE-BREASTED BLAZER I ASC424 LET'S BREATHE KNITTED CARDIGAN
ASPW412 WATER-PROOF FINISH HIGH WAIST PLEATED SHORT

AST405 SUMMER SENSE KNITTED POLO TOP I ASSW418 SUNSHINE MIDI SKIRT

ASC425 SUMMER DAISY FINE KNITTED CARDIGAN I AST407 BREATHE-OUT FINE KNITTED POLO TOP
ASS416 SUMMER DAISY FINE KNITTED SKIRT

AWJ422 ECO GRADIENT FLORAL KNITTED DOUBLE-BREASTED BLAZER I ASD419 GRADIENT FLORAL KNITTED DRESS

ASD420 SPLASHING EDGE DOLL DRESS I ASS414 MINI-DOT KNIT MIDI SKIRT

AST406 BREATHE-IN FINE KNITTED POLO SHIRT I ASD419 GRADIENT FLORAL KNITTED DRESS

ASC424 LET'S BREATHE KNITTED CARDIGANR | AST407 BREATHE-OUT FINE KNITTED POLO TOP

ASDW421 RUFFLE FLARED DOLL DRESS I ASSW417 RUFFLES LAYERED MIDI SKIRT

AST402 SPLASHING RUFFLE SINGLE SLEEVE KNITTED TOP I ASPW411 RUFFLE TRIMMED TAPERED PANT

AWJ422 ECO GRADIENT FLORAL KNITTED DOUBLE-BREASTED BLAZER I ASS415 ECO GRADIENT FLORAL KNITTED FLARED SKIRT

ASTW408 SUNSHINE PUFF-SLEEVE SHIRT I ASS416 SUMMER DAISY FINE KNITTED SKIRT

ASC425 SUMMER DAISY FINE KNITTED CARDIGAN I AST406 BREATHE-IN FINE KNITTED POLO SHIRT
ASPW412 WATER-PROOF FINISH HIGH WAIST PLEATED SHORT

ASTW409 KNITTED CUFF COTTON SHIRT I AST404 SUMMER DAISY FINE KNITTED VEST
ASPW412 WATER-PROOF FINISH HIGH WAIST PLEATED SHORT

AST403 ASYMMETRIC FLARED SLEEVE KNIT TOP I ASPW410 RUFFLE TRIMMED TAPERED PANT
ASC426 BREEZE FINE KNITTED CARDIGAN I ASPW411 RUFFLE TRIMMED TAPERED PANT

AST403 ASYMMETRIC FLARED SLEEVE KNIT TOP I ASPW410 RUFFLE TRIMMED TAPERED PANT

AST401 SPLASHING EDGE KNITTED TOP I ASSW417 RUFFLES LAYERED MIDI SKIRT

BRAND PHILOSOPHY

ARTO. was established in 2018, creates a modern and innovative sensibility of fashion pieces by embracing knitting techniques for contemporary women. In her design world, there are unlimited and unexpected possibilities during knitting process- es filled with power, energy and ingenuity.

ARTO. believes that clothing and people are full of interaction. The use of high-density colors and contoured shapes can trigger people's sensory stimulation and affect emotions. Inspiration behind the brand is born out of the emotional responses to the art world, social movements, culture, public communication, nature and other exploration processes.

ARTO.'s mission is through the use eye-catching designs, hoping the public can find resonance in clothes, understand themselves better, and express themselves bravely.

DESIGNER PROFILE

Born and raised in Hong Kong, Arto Wong is best known for her creative and technically ambitious knitwear designs.

Wong graduated from the Hong Kong Polytechnic University in 2011 with a BA in Fashion and Textile Design, specializing in Knitwear Design with Technology. Upon graduating, she worked as a knitwear designer in the fashion industry. She also worked for the London fashion label Mira Mikati and Japan knitting manufactory Shima Seiki.

In 2013, Wong was awarded Champion and the Best Marketability Award at the Hong Kong Young Fashion Knitwear Designer Contest. In 2017, she won the Champion and New Talent Award at the Hong Kong Young Fashion Designer Contest with her collection "Zero to Unlimited". In 2018, Wong established her own brand "ARTO." and won the CreateSmart Hong Kong Young Design Talent award from the Hong Kong Design Centre.

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