

From Taipei to London

A Sensory Showcase of Taiwanese Creativity

Trailblazing fashion
meets culinary artistry

- an exclusive media event



Brandon & Nash Rooms
12 Carlton House Terrace
London SW1Y 5AH

ICA first floor

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From Taipei to London: A Sensory Showcase of Taiwanese Creativity

18th September 2025, LONDON, UK – From Taipei to London: A Sensory Showcase of Taiwanese Creativity, a one-day exhibition commissioned by the Ministry of Culture, opened its doors today at the Institute of Contemporary Arts (ICA), Brandon & Nash Rooms, 12 Carlton House Terrace, London SW1Y 5AH.

Led by an all-Taiwanese team, this exceptional showcase of Taiwanese creative brilliance featured four designers—APUJAN, INFDARK, JENN LEE, and RAY CHU. Curator [Rain Wu](#) presented garments as unique narratives, each piece embodied each designer's design journey. In an innovative collaboration with the acclaimed London-based restaurant BAO London, exclusive dish was created for each designer's work to provide a sensory experience bridging the worlds of food and fashion.

A Multi-Sensory Journey

Conceived as a multi-sensory journey, the event engaged sight, scent, taste, and touch. In collaboration with London restaurant BAO, Taiwanese-inspired dishes extended each brand's narrative, while bespoke florals and scenography framed the designers' aesthetic languages, foregrounding environmental consciousness, emotional depth, and innovation at the core of Taiwan's creative culture.

Media Meet-and-Greet

The media meet-and-greet featured a visual presentation defining the atmosphere of Taiwan, integrating the four brands' clothing and displays into an abstract interpretation of Taiwanese sensibility—environmental friendliness, emotional depth, and innovation. On-site catering and florals further extended this narrative across sight, scent, taste, and touch, immersing guests in a multi-sensory journey that echoed Taiwan's unique creative spirit and its confident leap from Taipei to the international stage.

The Designers

[APUJAN](#) displayed three ready-to-wear pieces from their most recent collections, highlighting the brand's mastery of knitwear, chiffon gowns, and jacquard textiles. Each look invited the wearer into a fantasy world by merging traditional and futuristic garment-making techniques.

[INFDARK](#) centered on cultural narratives, reinventing traditional Taiwanese motifs for the 21st century. The brand elevated the nostalgic for this exhibition, and made heritage wearable and easily integrated into daily life; curating an elaborate fusion of Eastern and Western fashion.

[JENN LEE](#) showcased the designer's 10-year transformation, starting with a dark, fragmented collection created upon her return to Taiwan from Germany. A decade later, that gothic has now evolved with an injection of romanticism. Her playful craftsmanship inspired experimentation, with multi-purpose pieces that empower women to explore their multifaceted identities.

[RAY CHU](#) focused on sustainability and diversity, utilising eco-friendly fabric to create tailored, gender-neutral silhouettes. Chu towed the line between structure and fluidity, showcasing the brand's vision through fabric choice - from upcycled tea leaf waste and fabric from fish-scale waste - a tribute to Taiwanese grassroots culture and environmentally conscious fashion.

Industry Reception & Next Steps

Distinguished attendees included Ambassador James T.S. Yao, representatives of the British Fashion Council, and international media. Guests praised the presentation as “a truly remarkable sensory experience... far beyond a traditional showroom,” noting both the refined expression and innovative sustainable materials of Taiwanese fashion. The four brands continue with their SS26 presentations at London Fashion Week (18–22 September).

About the Initiative

Supported by Taiwan’s Ministry of Culture, the program enhanced Taiwan’s fashion visibility by backing designer brands at major international showcases. With creative depth, technological innovation and sustainable textiles at its core, the Ministry will continue building platforms and support systems that connect Taiwan’s fashion industry to global markets.

LINK TO DOWN LOAD HIGH RES IMAGES

https://drive.google.com/drive/folders/1nSa9GvbVm7yKICQ_IW-xQjwz8QC7yorB

For more information about the designers please contact:

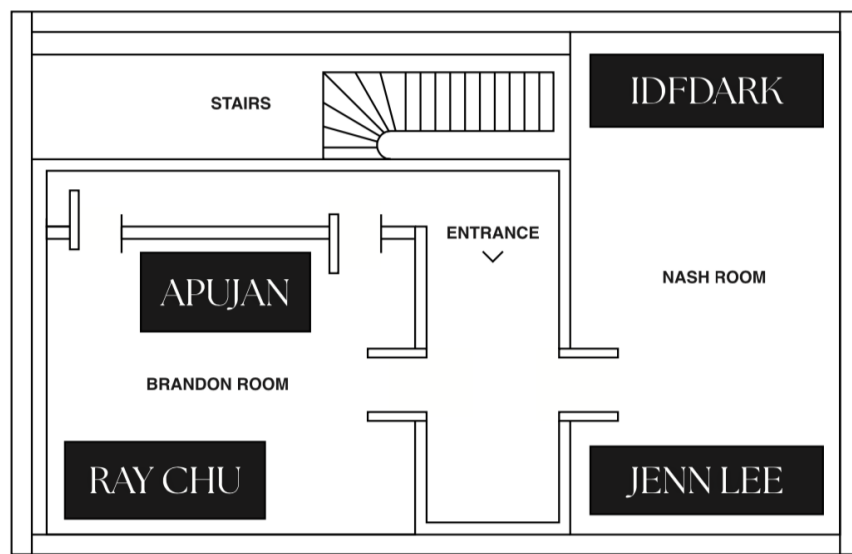
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Exhibition Map:



CREDITS

Designers :

APUJAN / 詹朴

INFDARK / 郭瑋

JENN LEE / 李維錚

RAY CHU / 朱柏諺

Creative team :

Curator : Rain Wu / 吳雅筑

Graphic Designer : Ting Hua Huang / 黃亭華

Photographer : Fangyu Cho / 卓芳妤

Floralist : Tobby Wu / 吳昀

Event organiser & Public relation : Roxanne Chen / 陳秀珊

Food provided by : BAO London