

VIETNAMCOLOR



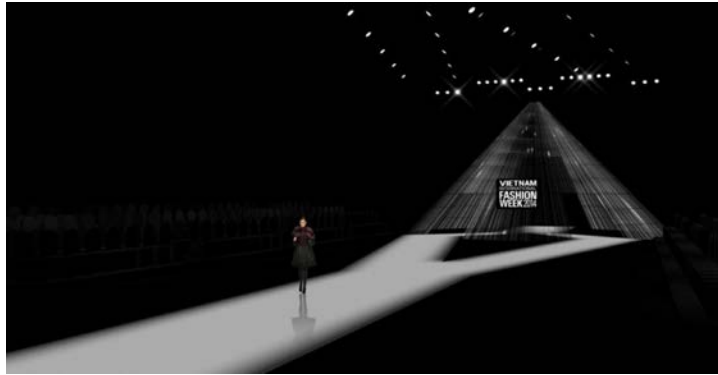
TURIN FASHION WEEK

FASHION MEETS ART



Where Heritage becomes Contemporary Luxury Language

+ C O N T E N T S



This is not a show

This is not an exhibition

This is where two worlds dissolve into one language:
Fashion meets Art becomes Culture in motion

+ THE QUESTION



What is missing in contemporary Vietnamese art & fashion?

- Fragmented creative ecosystem
- Lack of curatorial structure
- No unified luxury art platform
- Artists disconnected from global luxury audience

+ CORE STATEMENT & VISION



We believe heritage is not something to preserve in silence

It is something to be worn, lived, and re-imagined

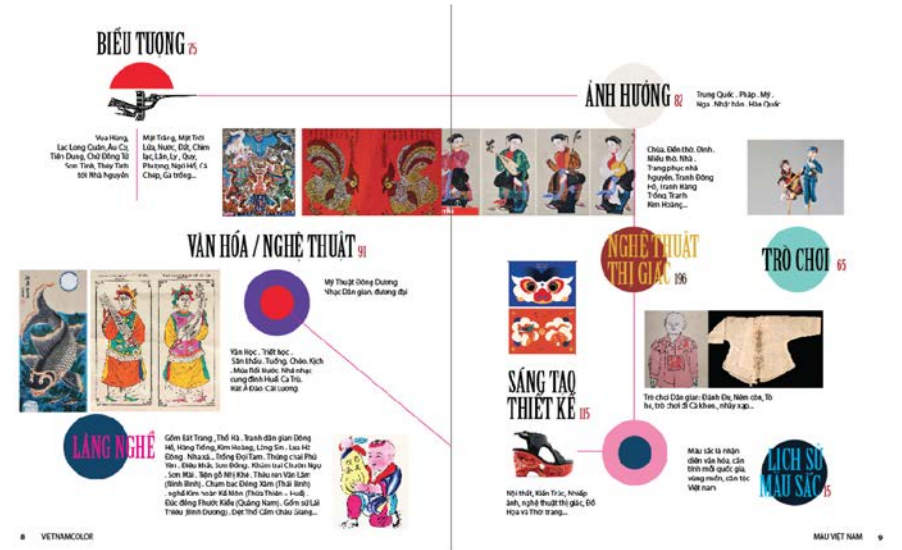
VietnamColor exists at this intersection:

Memory → Material → Emotion

VietnamColor is a curatorial platform where

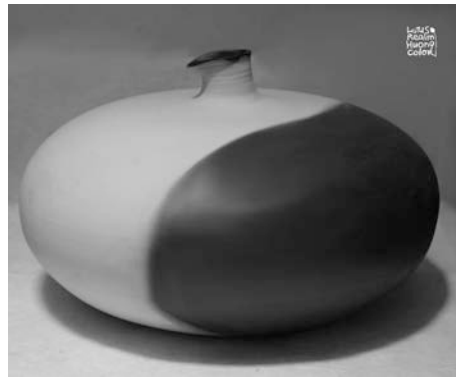
heritage materials evolve into contemporary luxury expression

Not nostalgia . Not decoration . But living cultural design



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heritage materials evolve into contemporary luxury expression
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+ MATERIAL DNA



Heritage Materials:

- Silk, Lacquer, Ceramic, Dó Paper, Handwoven textiles

These are not materials of the past. They are codes of identity

+ MATERIAL TRANSFORM & RUNWAY TRANSLATION

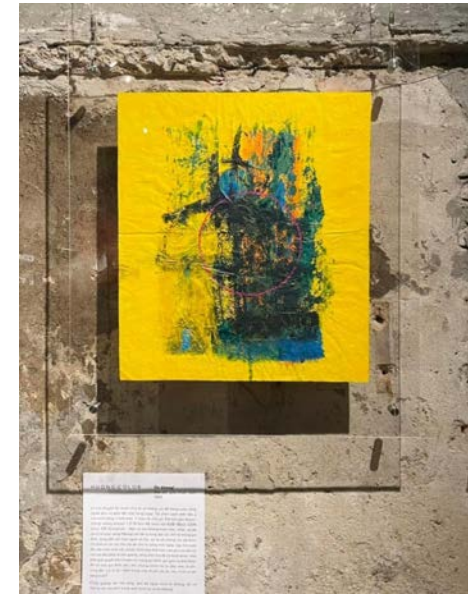


Heritage Material	Contemporary Transformation	Runway Translation
Silk (Lụa)	Wearable textile art	Couture textiles
Lacquer (Sơn mài)	Sculptural surfaces	Luxury accessory surfaces
Ceramic (Gốm)	Collectible forms	Sculptural fashion objects
Dó Paper (Giấy Dó)	Visual memory layers	Contemporary luxury codes

+ MATERIAL TRANSFORM & RUNWAY TRANSLATION



+ ECOSYSTEM



VietnamColor operates as a creative ecosystem:
Art Curation – Exhibitions - Art Media - Art Education - Art Foundation
Art IP & Commerce . Art is not an object. It is a system of relationships



Exhibitions 2024–2025:

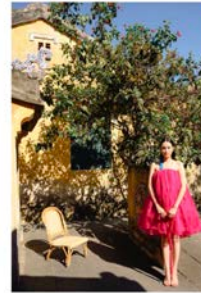
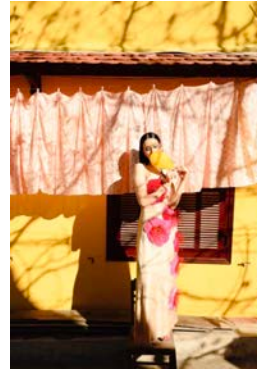
“Đi & Về, Đi” – Hanoi

“Thẩm / Thấu / Thường” – HCMC

“Lotus Realm” – Hoi An & HCMC & Hanoi

Each exhibition is a chapter of one narrative

+ FASHION MEETS ART



A painting becomes fabric
A textile becomes architecture
A material becomes movement
Fashion is not trend
It is narrative in physical form

+ ARTIST & DESIGNER



Beyond gathering names, we bridge eras. A 30-year legacy of fashion, art, and intellect. Uniting Vietnam's master creators to re-code heritage into global contemporary luxury.

+ ARTISTIC CORE



Art is not style. Art is not decoration
Art is emotional structure
Art is cultural memory in motion

+ LUXURY CONTEXT

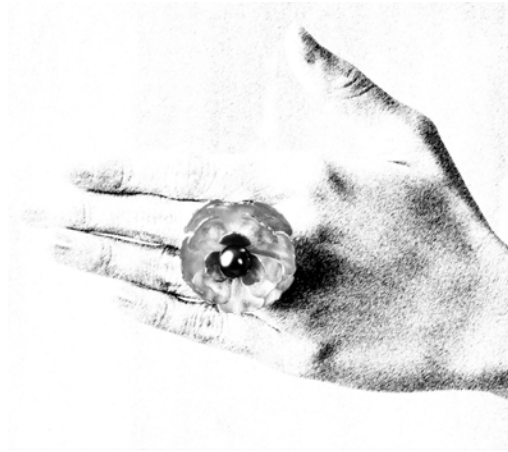


We are not creating products

We are building cultural luxury systems:

- Limited editions
- Bespoke objects
- Collectible art pieces
- Cultural IP design

+ MARKET SHIFT



From separate markets:
Art / Fashion / Craft
To one integrated cultural luxury ecosystem

+ GLOBAL POSITIONING



VietnamColor positions Vietnamese heritage in the global luxury dialogue.
Not folklore. But contemporary cultural intelligence

+ DESIGN PRINCIPLE



Heritage must evolve, not be repeated
Tradition is not copied
It is re-coded



Heritage is not past
It is material in motion

+ FINAL STATEMENT



VietnamColor is not an exhibition
It is not a brand
It is a living cultural movement



FOUNDER HUONGCOLOR

Art Director . Creative Director . Curator

Art Exhibitions

2025: Group Art Exhibition "VietnamColor 02-06" (HoiAn, Hanoi, Ho Chi Minh City)

2024: Group Art Exhibition "VietnamColor 01" (Hanoi)

2023: Solo Art Exhibition (Ho Chi Minh City)

2022: Artist | Art Installation Duo Exhibition (Ho Chi Minh City)

2020: Founder of VietnamColor / VietnamColor Art Foundation

Fashion & Media Leadership

2016 - Now: Fashionnet Magazine | Founder & Editor-in-Chief

2015 - 2016: Vietnam Designer Fashion Week | Founder & Creative Director

2012 - 2016: Fashion TV Indochina / F Fashion Magazine | CEO & Editor-in-Chief

2014: Vietnam International Fashion Week | Creative Director

2010 - 2012: Elle Vietnam Magazine | Editor-in-Chief & Founder of Elle Fashion Show

2007: Viet Thi Creative Agency | Founder & CEO

1999 - 2010: Dep Magazine | Creative Director & Founder of DEP Fashion Show

Industry Judgments

L'oreal Color Trophy (2018) • Aquafina Pure Fashion Contest (2013 - 2015) • Vietnam's Next Top Model (2013 - 2014) • Manhunt International Vietnam (2006) • Mercedes Benz Young Fashion Designer Contest (2005).

Education

2010: Professional Training | Content Strategy, Production Management at Elle France Magazine, Lagardere

1990 – 1996: Graduated from Hanoi University of Industrial Fine Arts



VietnamColor – Turin Fashion Week Thank you for watching!



VietnamColor — Managed and operated by Vietthi Creative Media Company

VIETNAMCOLOR *Đi sản lấp lánh trong dòng chảy đương đại*

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