



Autumn/Winter 2025

Lumen Obscura

Creative Director: Demon Zhang

24th February, 11.15 AM GMT

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24th February, London — Designer Demon Zhang's eponymous label debuted its inaugural collection at London Fashion Week, presenting a visceral narrative of **light, darkness, and rebirth** under the haunting title *Lumen Obscura*.

CHAPTERS OF EMOTION

The runway unfolded in three acts, each bathed in contrasting lights capes. The first two chapters, rendered in stark cold and fiery warm tones, channeled the designer's raw emotions—**alienation, anxiety, and fury**—reflecting her lived environment. In the final act, models emerged from a dim, rippling aquatic darkness adorned with **LED-lit hoodies, jackets, and silver sequined gowns**, symbolizing resilience and hope after turmoil.

TEXTURAL CONFLICT & SUSTAINABLE INNOVATION

Zhang's exploration of emotional duality manifested in fabric contrasts: slumped knits paired with corseted whalebone, rigid denim and cotton spliced with frayed lace and fringe,

and tattered wool sweaters revealing opulent beaded skirts.

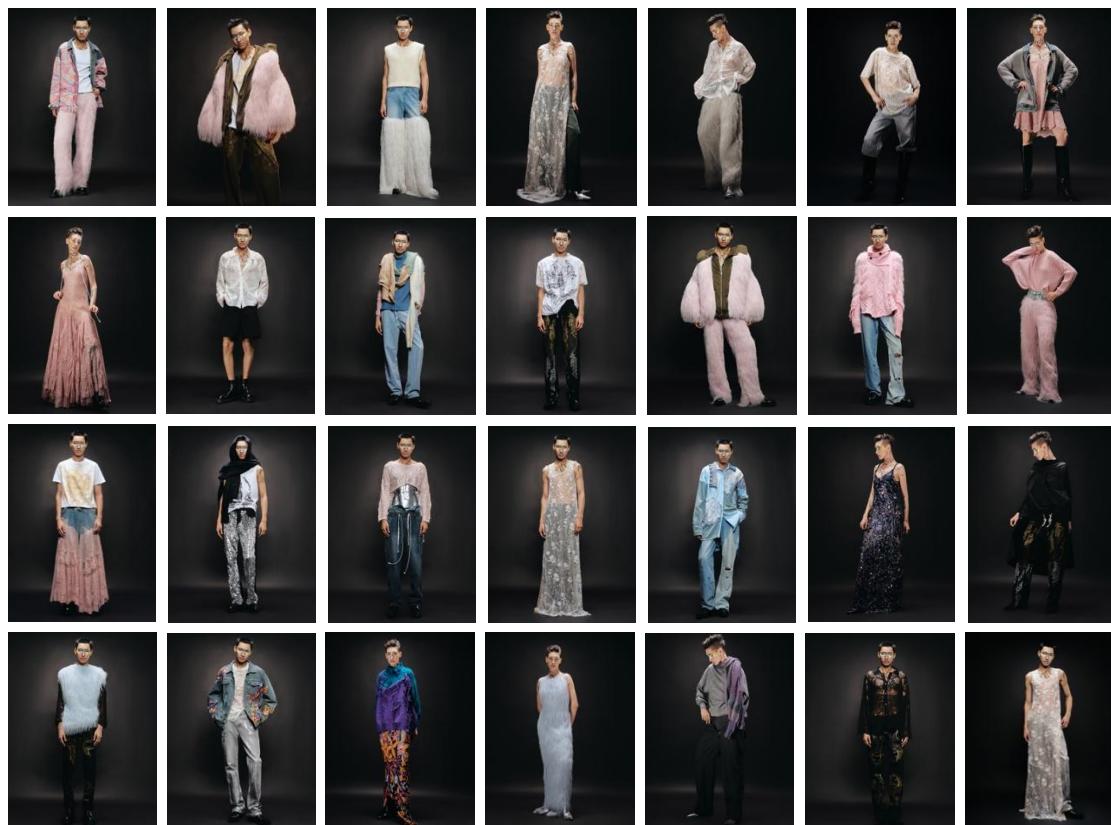
In this season, over 80% of garments were crafted from recycled textiles—discarded secondhand clothing and factory surplus yarns—reborn through distressing, patchwork, metallic brushing, and screen-printing techniques.

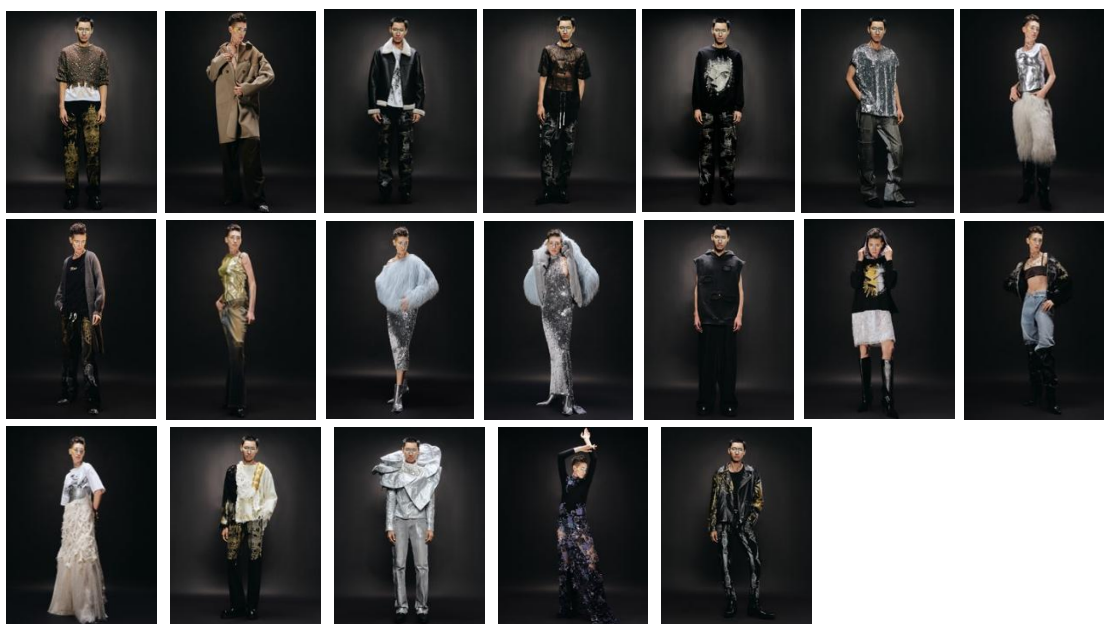
A COMMENTARY ON EXCESS

The collection critiqued modern society’s material and digital overload. **Oversized puffer jackets** juxtaposed comfort with gargantuan silhouettes, evoking “primordial giants” in urban sprawls. **Gilded and silvered armor**, deconstructed by **shredded jeans and featherweight fringe**, cast models as wanderers in a fractured future. Fluid fringes mirrored the blurred edges of digital screens—simultaneously sharp and indistinct images.

LIGHT AS METAPHOR

Zhang continued her avant-garde obsession with illumination. **Fiber-optic tubing, LED panels, and mirrored sequins** transformed garments into portals between reality and illusion. Models glowed like specters traversing dual worlds, their movements choreographed to a haunting soundtrack that underscored the collection’s existential tension.





Creative Director: Demon Zhang
Lead Assistant: Nezha Lee
Operation: Jiachen Xu

Video & Lookbook Production Team
Peter Xu Studio
Video Director: Ahier
Photographer: Xi Chen

Runway Production Team
Director: Koala
Casting: Bobo

Hair&Make-up: MAGIC Studio

Guest Artist (Post production): Le Ding

Guest Artist: Yunlong Zheng
Zheng Yunlong Atelier
General Manager: Yuqian Mao
Artist Assistant: Rui Luo
Make-up Artist: Shun Yao

PR Supervisor: Coco Yu@CP Concept (UK)
 Nina Zhang@CP Concept (UK)
 Sophia Yang@Sing PR (China)

Special Thanks: Helen Zhang

Special Thanks: Linzhen Xu; Bigzhou Xie; Weifu Wang;
 Qiaoling Zhou; Yzerry Yin; Jiao Ouyang; Chengzhen
 Rong; Xiaohong Huang; Zhili Wang; raki Huang; Zichen
 Xu; Carl Zhou

ABOUT DEMON ZHANG

Demon Zhang's eponymous label merges radical sustainability with unapologetic emotion. Her work interrogates the interplay of light, identity, and human fragility, crafting wearable artifacts for a generation navigating chaos.

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