

Created by: Debra C. Argen

Vantan Tokyo Fall Winter 2012

Designers Cheryl Chee, Masato Miyata, Yuya Kubohara, and Cheung Siu Yan proudly presented their **Fall Winter 2012 Women's Wear Collections** as part of the [Vantan Tokyo](#) show during [Mercedes-Benz Fashion Week](#) at [LincolnCenter](#) in [New York](#).

Attending the Vantan Tokyo show during Mercedes-Benz Fashion Week provided us with the opportunity to experience the creativity and talents of these young Asian designers whose careers are clearly on the rise.

"Vantan Tokyo started as part of Vantan Design Institute's incubation projects in 2009, setting the stage for the market debut of students while still at school as well as creating a platform for them to launch their creative career. Their graduates include active young designers, such as Aguri Sagimori of "AGURI SAGIMORI," and Masahiko Maruyama of "nude: masahiko maruyama. Vantan Design Institute is the first and only design school, among all the educational institutions in Japan, to participate in the Mercedes-Benz Fashion Week in New York, known as one of the major fashion events worldwide, produced by IMG Fashion."

"X-SEED" is the first and only advanced design course in Japan that is offered in English and Japanese. In order to educate creators and designers who can work not only in Japan but also in the world, this course will recruit a group of students in the field of design with a high potential from worldwide countries. In the future, when the X-SEED graduates are recognized for their future possibilities in fashion industry, they will become new members of "atelier X-SEED" department, which supports them to prepare for their worldwide fashion debut."

The Four Designers: Cheryl Chee, Masato Miyata, Yuya Kubohara, and Cheung Siu Yan

Designer Cheryl Chee was born in Australia in 1984, and after graduating with honors from RMIT University, worked as an intern for HISUI. She entered Vantan X-SEED program in 2010. She launched her own **label, Cheryl Chee**, whose theme is the "Preservation of me." Her collection of 15 looks focused on dresses, jackets, vests, shirts, skirts, pants, and leggings, done in fur, knit, and leather using a color palette of black, green, beige, white, and ivory. A few of the highlights included an lbo sleeve dress; cut fur dress; black leather jacket paired with a white shirt and beige skirt; and a black fur jacket paired with a turtleneck knit and black pants.

Created by: Debra C. Argen



Design by Designer Cheryl Chee

Designer Masato Miyata was born in Japan in 1985. After studying architecture at the university, Masato obtained wholesale manufacturing experience at QEM Company. In 2008, Masato Miyata entered Vantan Design Institute, and in 2011, entered the Vantan X-SEED program. Designing for the **brand mi__s**, the collection featured 9 looks utilizing a color palette of prints, pinks, and silver for coats, skirts, pants, shirts, short pants, and jackets, to focus on the theme, "To Hide = To Show." A few of the highlights included a print coat paired with a black shirt; print x beads shirt paired with blue pants; print shirt paired with beards skirt; and a silver shirt paired with print skirt.



Design by Designer Masato Miyata

Designer Yuya Kubohara, born in 1989 in Japan, was the youngest designer presenting at the Vantan Tokyo show. She entered the Vantan Design Institute in 2009, and in 2010 was awarded "second prize" in the JFA Fur Design Contest. In 2011, she entered the Vantan X-SEED program. For her **brand, Yuha Kubohara**, she focused on the theme "Graphical Girl" showing a collection of 10 looks consisting of skirts, leggings, pants, jackets. Her color palette of orange, pink, blue, yellow, gray, black, and graphic prints are the hallmarks of the brand. A few of the highlights of her collection was an orange patterned knit zip sweater paired with blue short pants and orange printed leggings; a yellow jacket paired with a black shirt,

Created by: Debra C. Argen

orange skirt and purple leggings; blue print sleeveless jacket paired with a yellow skirt; and a gray and orange knit coat paired with navy pants.



Design by Designer Yuya Kubohara

Designer Cheung Siu Yan, born in Hong Kong in 1984, was awarded the New Designer Fashion GrandPrix, Women's wear "Workmanship Prize" in 2007. In 2010, she was awarded the "Grand Prize" in the Hong Kong Young Fashion Designers Contest. Designing for the **brand Swanzi**, the theme was "Nature in her eyes" a collection of 15 looks consisting of long dresses, pants, skirts, tops, capes, jackets, and leggings. A few of the highlights of the collection included a black zip jacket over a long dress; a black sleeveless jacket paired with print top, black shirt and black leggings; gray coat and black leggings paired with a print long skirt; and a blue cape paired with a blue shirt dress and print leggings.



Design by Designer Cheung Siu Yan

As always, remember, that when it comes to fashion, it is not only about what you wear, it is also, how you wear it! Know your own style and have a fashionable season!

Created by: Debra C. Argen



Created by: Debra C. Argen



Fall 2012 Designs from Vantan Tokyo

Mercedes-Benz Fashion Week and **Mercedes-Benz Fashion Week International** shows website:
www.MBFashionWeek.com.

Follow **Mercedes-Benz Fashion Week** on **Facebook** at www.Facebook.com/MBFashionWeek, and follow **Luxury Experience** on **Facebook** at www.Facebook.com/LuxuryExperience.

© October 2012. Luxury Experience. www.LuxuryExperience.com All rights reserved.