



STÄFFÖNLY

Established in London in 2015, STAFFONLY is a forward-thinking creative union founded by the two lead designers, Une and Shimo. Now based in Shanghai, STAFFONLY aims to offer a fresh and witty take on traditional menswear by harnessing sharp concepts and incorporating innovative materials - creating both provocative and functional pieces every season. Not only presenting menswear and accessories collection on London/Shanghai fashion week, STAFFONLY also works on creative projects with artist and pioneer brands in the other criteria such as MINI and Onitsuka Tiger.

Since its debut, STAFFONLY received professional recognitions, includes Vogue Talents shortlist, Wool Mark Prize and BOF China prize. The brand works with a series of renowned stockists such as, Lane Crawford, BoonTheShops, Galeries Lafayette and I.T.

Une Yea

Received the MA degree in accessory design from the Royal College of Art in London and shown her graduation collection as finale on the graduation show. Her design always containing sharp ideas and avant-garde appearance. She won the "Best Fashion Item" in Paris "Who's Next" 2014 fashion award. She worked as menswear designer in Armani headquarter in Milan before established the brand.

Shimo Zhou

Graduated from London College of Fashion BA womenswear in 2013 then obtained a distinction degree in MA menswear in 2015. She has worked in several fashion houses includes Alexander McQueen / Erdem during her study in London.