

# KERING



## PRESS RELEASE

March 30, 2026

### **KERING UNVEILS THE INAUGURAL KERING CRAFT COHORT, CHAMPIONING CHINA'S NEXT CREATIVE VOICES**



*Kering CRAFT cohort, from left to right: YU Gengyi, XIA Rong, LONGHONG Ziwei, ZHONG Zixin, HU Nan, CAI Jiaen, QI Yueqi, WANG Fengchen, XU Hao, WEI Donghui*

*(Creative Agency & Project Supervisor: WED, Photographer: Sky, Producer: Akira, Art Director: Yao)*

Kering today announced the cohort of 10 fellows for the inaugural edition of Kering CRAFT – Creative Residency for Artisanry, Fashion and Technology – the Group's pioneering program developed in partnership with Shanghai Fashion Week. Strengthening Kering's support for emerging talent and fostering closer ties between Chinese and international creative communities, Kering CRAFT aims to accelerate the next generation of Chinese designers through a program spanning Milan, Paris, and Shanghai.

Since the official opening of applications in December 2025, over 100 excellent candidates submitted their applications. In March 2026, a rigorous evaluation and selection process was jointly conducted by Kering, Shanghai Fashion Week and the Kering CRAFT Advisory Board, composed of leading international experts across the luxury, fashion and creative industries. The criteria included creativity and originality, craftsmanship and product excellence, growth prospects, and the embodiment of future luxury trends.

# K E R I N G



CAI Jinqing, President of Kering Greater China, said: *“We are grateful to the Kering CRAFT Advisory Board and Shanghai Fashion Week for their invaluable support in selecting this inaugural cohort of ten exceptional fellows. Their creative passion, distinct perspectives, outstanding abilities and exceptional potential embody China’s new generation of creators. We look forward to meaningful learning and cultural exchange during their residency, and to further strengthening the richness and diversity of the CRAFT creative community together.”*

With a focus on fashion and jewelry design, the 10 chosen residents demonstrate distinct creative styles, keen cultural insights, bold innovative spirit, and strong business potential. Their design concepts also blend local originality with a global perspective. Many draw on Chinese culture and philosophy and reinterpret them into a global context, showcasing the inner cultural connections and heritage in contemporary fashion narratives.

As a member of the Kering CRAFT Advisory Board, Demna, Artistic Director of Gucci, stated: *“The creativity, innovation, and technical know-how in China are something I have always been fascinated by. I am excited to support the next generation of Chinese creatives and see how they will help shape the future of fashion.”*

By offering an immersive pathway grounded in excellence and guided by world-renowned experts, the program will combine hands-on learning, expert mentorship, and cultural exchange to advance craftsmanship, innovation, business development, and a sustainable fashion ecosystem. Ultimately, Kering CRAFT’s ambition is to support the emergence of Chinese brands rooted in local culture and yet resonating worldwide.

The final cohort is composed of, in alphabetical order:

- **CAI Jiaen**, fashion designer, J E CAI
- **HU Nan**, fashion designer, Nan Knits
- **LONGHONG Ziwei**, jewelry designer, Soft Mountains
- **QI Yueqi**, fashion designer, YUEQI QI
- **WANG Fengchen**, fashion designer, Feng Chen Wang
- **WEI Donghui**, fashion designer, JACQUES WEI
- **XIA Rong**, fashion designer, macro’SENSES
- **XU Hao**, jewelry designer, qiqi
- **YU Gengyi**, jewelry designer, Midnight Opera House
- **ZHONG Zixin**, fashion designer, Zhong Zixin

*Bios of the cohort fellows can be found in the annex of this press release.*

The cohort will embark on the international learning journey of Kering CRAFT in May, visiting Italy as the first stop in Europe. Leveraging the learnings acquired, after the completion of all modules of the residency, the Kering CRAFT fellows will present a final creative project during Shanghai Fashion Week 2027.

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# K E R I N G



## **About Kering**

*Kering is a global, family-led luxury group, home to people whose passion and expertise nurture creative Houses across couture and ready-to-wear, leather goods, jewelry, eyewear and beauty: Gucci, Saint Laurent, Bottega Veneta, Balenciaga, McQueen, Brioni, Boucheron, Pomellato, Dodo, Qeelin, Ginori 1735, as well as Kering Eyewear and Kering Beauté. Inspired by their creative heritage, Kering Houses design and craft exceptional products and experiences that reflect the Group's commitment to excellence, sustainability and culture. This vision is expressed in our signature: Creativity is our Legacy. In 2025, Kering employed 44,000 people and generated revenue of €14.7 billion.*

## **About Shanghai Fashion Week**

*As a reputed City Name Card, Shanghai Fashion Week, relying on the urban heritage and cultural confidence of Shanghai, a century-old fashion capital, adheres to the positioning philosophy of "integration of local and international visions" and "balance between creative design and commercial implementation". In the past 20 years, it has evolved from a merely fashion showcase platform to a fashion eco landscape, which runs through the entire fashion industry, and is commented as "the world's most dynamic fashion week".*

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## **WeChat account of Kering**





## ANNEX

**CAI Jiaen, fashion designer, J E CAI**

A graduate of the London College of Fashion and the Royal College of Art, CAI Jiaen brings an international perspective shaped by his Chinese upbringing and Western design training. Through his brand J E CAI founded in 2021, he proposes a modular, seasonless system built on interchangeable components.

*Reason for selection: CAI Jiaen's seasonless, circular approach enables garments to evolve over time, encouraging long-term use and customer co-creation.*

Website: [j-e-cai.com](http://j-e-cai.com)

**HU Nan, fashion designer, Nan Knits**

HU Nan graduated with First-Class Honours in Knit from the London College of Fashion and completed his MA at the Royal College of Art. Founded in 2021, Nan Knits is a contemporary brand centered on knitwear innovation, exploring new possibilities beyond conventional garment structures.

*Reason for selection: HU Nan demonstrates a leading capability in contemporary knitwear, combining technical mastery with a distinct sense of modern relevance.*



**LONGHONG Ziwei, jewelry designer, Soft Mountains**

LONGHONG Ziwei is a Shanghai-based designer of Yi ethnicity, an ethnic minority from Yunnan, Southwest China. As an LCF graduate, she founded contemporary jewelry brand soft mountains in 2017. She transforms endangered crafts like hollow-out silver beads and layered loose grain techniques into minimalist designs.

*Reason for selection: LONGHONG Ziwei represents a distinctive voice at the intersection of cultural heritage and contemporary design.*

Website: [softmountains.com](http://softmountains.com)



**QI Yueqi, fashion designer, YUEQI QI**

QI Yueqi graduated from Central Saint Martins in 2018. YUEQI QI, founded in 2019, blends narrative-driven design, material innovation and craftsmanship, featuring Qi's proprietary beaded shuttle weaving technique. Its signature laser-cut heart shapes forming the Chinese character "love" have become a recognizable visual symbol.

*Reason for selection: QI Yueqi demonstrates a distinctive strength in craftsmanship, combining narrative design with technically sophisticated handcraft.*

Website: [yueqiqi.com](http://yueqiqi.com)



**WANG Fengchen, fashion designer, Feng Chen Wang**

WANG Fengchen is a pioneering Chinese fashion designer based in London and Shanghai. A graduate of the Royal College of Art with a MA in Menswear in 2015, she founded her eponymous brand Feng Chen Wang, known for its futuristic modernist aesthetic, blending traditional craftsmanship, innovative technology and deconstruction to create structured, unisex designs.

*Reason for selection: WANG Fengchen demonstrates a globally recognized creative identity, defined by an edgy, rebellious, and sport-inflected aesthetic.*

Website: [fengchenwang.com](http://fengchenwang.com)



**WEI Donghui, fashion designer, JACQUES WEI**

WEI Donghui is a graduate of Fashion Design at Atelier Chardon Savard in Paris. Rooted in Eastern aesthetic essence and global vision, he is a new-generation Chinese creative designer balancing artistic expression with commercial acumen. Founded in 2020, JACQUES WEI is an independent designer brand inspired by Eastern culture and shaped by an international vision.

*Reason for selection: WEI Donghui combines an East-meets-West aesthetic with strong market potential.*



**XIA Rong, fashion designer, macro'SENSES**

XIA Rong graduated from Donghua University and Bunka Fashion College in Japan and later earned an MA in Womenswear from the London College of Fashion. Through macro'SENSES founded in 2020, she explores high-end womenswear shaped by sensory perception, refined tailoring, and innovative material applications.

*Reason for selection: XIA Rong's design language balances strength with softness, demonstrating remarkable resilience between creative expression and commercial practice.*



**XU Hao, jewelry designer, qiqi**

XU Hao, artist and RCA graduate, also studied at CAFA. He and his partner ZHOU Haojun founded qiqi as co-founders and creative partners in 2021, exploring the intimacy between body and object through Eastern aesthetics and warm, natural materials.

*Reason for selection: qiqi proposes a contemporary jewelry practice rooted in Eastern philosophy and the material culture of traditional Chinese scholar objects and collectible materials.*



**YU Gengyi, jewelry designer, Midnight Opera House**

YU Gengyi founded fashion jewelry brand Midnight Opera House in 2016. Known for his distinct modern Oriental Art Deco style and the design philosophy that “to wear is to perform,” he translates the vibrant colors and dramatic aesthetics of Eastern opera into a wearable language.

*Reason for selection: YU Gengyi has cultivated a distinctive design language, translating theatrical aesthetics and cultural symbolism into refined, emotionally resonant jewelry.*

Website: [midnightoperahouse.com](http://midnightoperahouse.com)



**ZHONG Zixin, fashion designer, Zhong Zixin**

ZHONG Zixin completed her MA in Womenswear at Central Saint Martins in 2018 and founded her eponymous brand Zhong Zixin in Shanghai in 2021. Zhong Zixin is a lifestyle-oriented fashion brand inspired by the concept of “home”, building a connection between clothing and home with iconic common elements.

*Reason for selection:*

Zhong Zixin’s work is rooted in the life culture of her hometown while integrating European artistic aesthetics, positioning her brand at the intersection of sculpture and fashion.