

PHOTOGRAPHY

Daniel Benson

STYLING

Hannah Elwell

HAIR

Mike O’Gorman

MAKEUP

Bobana Parojcic

MODEL

*Shan Khan**at First Model Management*

Growing up with a mother who was a designer, with sketchbooks scattered around the family home, served as inspiration for the young creator, who used to enjoy playing with fabrics and learning to sew. These moments sparked Rejina’s passion for constructing her own pieces and inspired her to follow her dream to be a designer. *“I moved to London to complete my MA at Central Saint Martins, and it was winning the Han Nefkens Award for my final collection which gave me the opportunity and confidence to set up my label in 2013”* explains Rejina. *“It has been an incredible learning curve, but I am really proud to still be here five years later.”*

The innovative fashion brand does not adhere to the necessary pressures of creating fast or short-term trends, which is steadily saturating the market, and instead, concentrates on inaugurating long term relationships with its customers over time and evolving aesthetics at a controlled pace.

“I want women who wear Rejina Pyo to feel special and empowered, not to be overpowered by the clothes” explains the designer. *“I create for the eclectic nature of our lives, and I am always thinking about the needs of the women who will potentially wear the clothes. I consider a multitude of bodies, lifestyles, and experiences because I think women are seeking designers who they can relate to, they want clothes that are not just for show, that fit into their lives, not the other way around.”*

As an emerging designer, Rejina acknowledges the importance of finding your voice amid the competitive industry, which for her evolved at Saint Martin’s. She was fortunate enough to be mentored by legendary lecturer Louise Wilson, who encouraged Rejina to develop her identity as a designer, helped to shape her work, and educated her on how to play to her strengths.

With her designs heavily influenced by the vehicles of art and architecture, Rejina aims to translate these conceptions and notions into wearable pieces in day-to-day life. Her passion is to unearth a creative juxtaposition between strangeness and beauty, to construct something beautiful, yet instilled with innovative twists and playful elements.

“Each season and collection is a continuation from the last, and I am always working to evolve the brand’s story rather than create momentary hype around a particular trend. I want every piece to maintain relevance and be worn over the years to come, not just seasons.”

“

I WANT EVERY
PIECE TO MAINTAIN
RELEVANCE AND
BE WORN OVER
THE YEARS TO
COME, NOT JUST
SEASONS.

”

designer’s, who has also loved the new shoes and bags developed for the season. *“The Toastie bag is one of my favorites and although I’m in no rush for winter I am looking forward to wearing the spiral heeled lace-up boots.”*

With the power to design contemporary clothes that inspire individuality while defy trends, Rejina Pyo is popular amongst influencers and Fashion Week goers alike, presenting classic silhouettes and edgy aesthetics that are made to last.

Rejina’s ever-evolving aesthetic has recently developed through shoes, bags, and jewelry, which she expresses is a very different design process to clothing. Despite this, it lets her have the independence to push the sculptural rudiments and experiment with a variety of materials which sparks her interest. *“At the moment we are working on a unisex capsule, and I am also exploring ceramics and other homeware forms, so there will be some new developments coming soon.”*

A dichotomy of deconstructed shapes and textures form Rejina’s current autumn/fall 19’ collection, including a selection of stunning suit options, featuring double-layered jackets. The asymmetric lime green skirt is a particular favorite of the

