



PRESS KIT

The poetry of balance

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Where opposites create harmony

30%70 is not a formula, but a balance -
between tradition and experimentation,
between East and West,
between structure and fluidity.
Each creation seeks its own harmony.



30%70 was born from the desire to weave a bridge between France and China, connecting cultures, aesthetics, and ways of life. Founded by Fengyuan Dai, a Paris-based designer devoted to poetic craftsmanship, multicultural dialogue, and conscious fashion, the brand embodies a singular cross-cultural sensitivity.

With over a decade of experience in avant-garde fashion, Fengyuan refined his creative vision working with renowned houses such as Jean Paul Gaultier, Sandrine Philippe, and Stéphane Ashpool (Pigalle Paris). In 2023, he was selected as a finalist at the Hyères International Festival of Fashion and Photography, highlighting his experimental and narrative-driven approach.

New Weave is the guiding thread of 30%70 — a continuous weaving of cultural codes, artisanal practices, and emotional narratives. Each piece becomes part of a larger fabric: sensitive, layered, and resonant, expressing the brand's commitment to bridging worlds through textile experimentation and storytelling.

The collections are conceived as fragments of a story, crafted from recycled fabrics, upcycled remnants, or raw fibers. They bring together threads, textures, and singular finishes — from exposed overlocks to delicate ribbons and crackled surfaces — reflecting a deep sensitivity to the fluidity of movement and the silent, tactile beauty of materials.



30%L
Paris

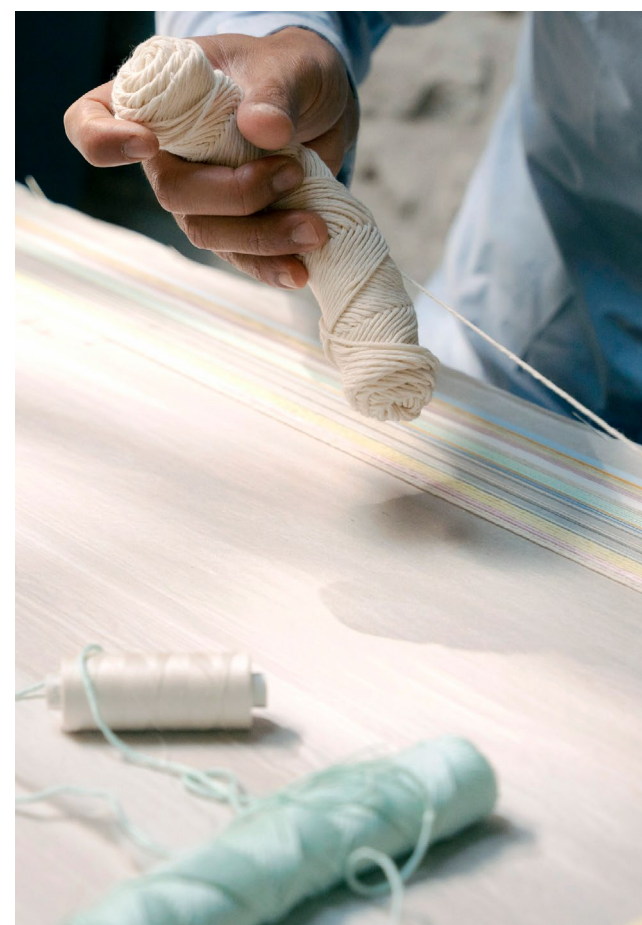
Creative Approach:

Textile experimentation: recycled fabrics, upcycled remnants, and raw fibers.

Crafted details: exposed overlocks, ribbons, crackled surfaces.

Design philosophy: reconciling dual identities through silhouettes that balance tradition and innovation, elegance and comfort.

Narrative: each piece is a fragment of a story — celebrating the fluidity of movement, materiality, and silent beauty.





Core Values:
Balance: between aesthetics, cultures, and functions
Craft: meticulous attention to technique, detail, and materiality
Identity: celebrating individuality through universality
Storytelling: every piece tells a layered, cultural narrative



30%L
Paris

Vision:
To redefine contemporary fashion through a sensitive and multicultural lens, embracing storytelling, craftsmanship, and conscious creation.

Mission:
To create timeless, poetic pieces that embody cultural duality and artisanal experimentation, resonating emotionally and intellectually, beyond trends.

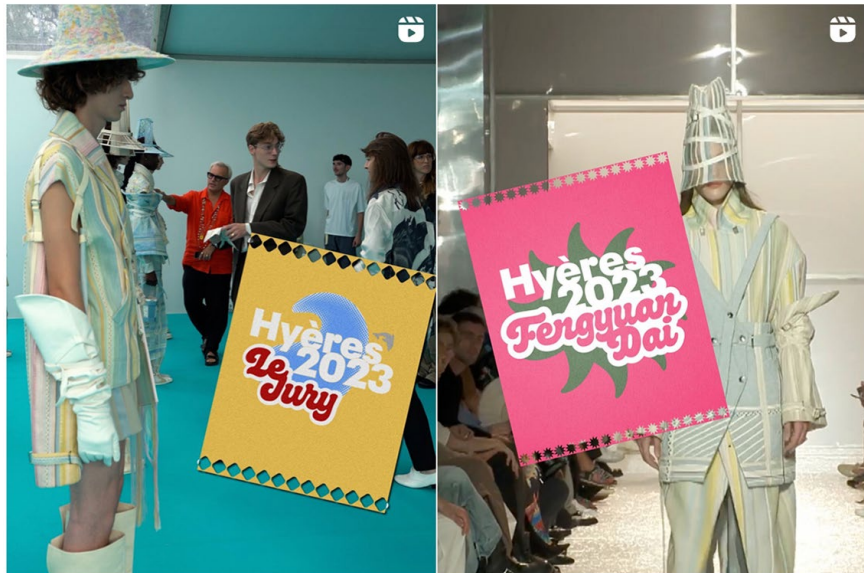


Photo: Arnel de la Gente / Catwalkpictures


 ÉQUILIBRE - Chapter I
 Artisanal collection at the Hyères
 Festival



MAD OFFICIEL



A man in a white tuxedo is sitting on a silver, riveted car. The car has a large, open, mechanical structure on top, resembling a large, open book or a mechanical device. The car is parked on a white surface, and the background is a plain white wall.

"Fashion is not an exception in the spiral of instantaneity and profitability: all products go out of fashion very quickly. I hope that awareness of this major issue will be transformed into tangible actions, rather than just declarations."

- HARPER'S BAZZAR Interview highlighting cultural fusion and artisanal process
- MAD OFFICIEL Coverage of the International Festival of Fashion, Photography and Accessories, Hyères 2023
- BRITISH VOGUE Feature on emerging designers at the Hyères Festival
- STYLIST FRANCE Feature on emerging designers at the Hyères Festival



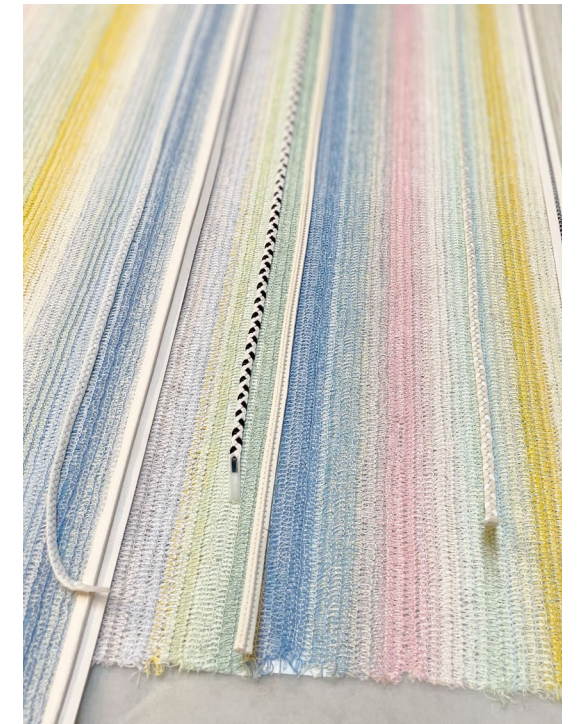
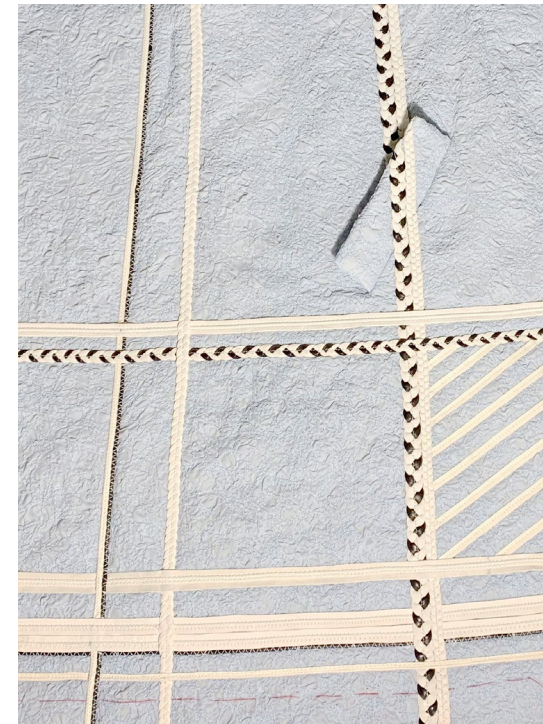
Photo: Ines Hovana



ÉQUILIBRE - Chapter II

LOOK BOOK
SS26

Photo: Lou-Ann Pi
Models: Laure Huguet
Magali Ilagam
Alexandre Di Gregorio
Thierno Diallo



New Weaving Movement - Artisanal sleeveless pullover
95% linen 5% cotton

Handcrafted using an experimental weaving technique, this unisex pullover combines raw textures with refined minimalism. The sleeveless cut, and subtle irregularities reflect 30%70's New Weave philosophy - where tradition meets quiet innovation.



New Weaving Movement
The print is made from recycled polyester, reworked with a zigzag machine to create tartan patterns - a textured reinterpretation of heritage through an industrial gesture.



New Weaving Movement
Crafted from artisanal fabric woven on an overlock machine, the print revives forgotten finishes with a modern sensibility — weaving memory into innovation, and heritage into form.



Look 1



Look 2



Look 5



Look 6



Look 3



Look 4



Look 7



Look 8



Look 9



Look 10



Look 13



Look 14



Look 11



Look 12



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