



For immediate release:

YEN TING CHO Studio Wins Gold IDA Design Award for Fashion Design

Technology, art, design and fashion combine to produce award-winning signature patterns inspired by New York City

3 February 2021 – London

Design Studio YEN TING CHO has won **Gold** at the International Design Awards (IDA) for its 2021 New York City scarf collection.

YEN TING CHO uses its own digital technology that responds to body movement to manipulate images and create unique patterns. Full of colour and movement, YEN TING CHO patterns are digitally-printed onto the finest materials for fashion accessories and interior design products.

With submissions from over 80 countries, the 14th annual IDA awards recognise, celebrate and promote exceptional design visionaries worldwide. Awarding YEN TING CHO Studio a Gold award in the Professional Fashion Design category, the jury recognised its highly innovative and experimental creative processes; YEN TING CHO dares to combine digital technology and art to explore complex pattern and colour combinations, leading to the creation of unique and beautiful designs.

2021 New York City Collection:

YEN TING CHO's latest wool scarf collection brings a splash of colour and unashamedly bold design to the Spring/Summer and Autumn/Winter 2021 seasons. This year's patterns are inspired by the colours and energy of New York City, a regular haunt for the YEN TING CHO Studio team and crucial marketplace for its products. Bright and compelling signature patterns reflect the exceptional culture and spirit of Manhattan street culture, architecture and landscape. YEN TING CHO's contemporary pattern designs are always unique, unexpected and dynamic.

A/W 2021 Collection: <https://yentingcho.com/autumnwinter-2021>

S/S 2021 Collection: <https://yentingcho.com/springsummer-2021>



About YEN TING CHO Studio

YEN TING CHO Studio was founded by lead designer Yen-Ting Cho in London in 2016. A designer and artist, Yen-Ting Cho is a graduate of Harvard University Graduate School of Design (MDes) and the Royal College of Art, London (PhD). He worked as a designer in America, Asia and Europe prior to establishing YEN TING CHO Studio. Based in London, the Studio also has a design team in Tainan City, Taiwan, where Yen-Ting is also Associate Professor of Design at National Cheng Kung University. Recent commissions and exhibitions include Camden Arts Centre (London), Manchester Science Festival, and curation of 'Movement – Pattern – Object' exhibition for the Taiwan Design Expo. YEN TING CHO Studio products are sold worldwide.

Website: www.yentingcho.com

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About IDA Awards

Based in Los Angeles, the International Design Awards recognise, celebrate and promote exceptional design visionaries and works to discover emerging talent in Architecture, Product, Graphic, and Fashion design worldwide.

Website: <https://idesignawards.com>

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