

WILLIAM FAN

AW26 'RING THE BELL'

COLLECTIONTEXT

With RING THE BELL, the brand enters a new decade. Following its tenth anniversary last year, this collection is not about reinvention, but about conscious reflection, refinement, and continuity. It is dedicated to the way the brand has always worked: through spaces, through encounters, through discovery. Not as a staged concept, but as an experience that endures. The collection is shaped by the many different customers who have passed through the store over the years, whose attitudes, needs, and personalities subtly resonate throughout the collection.

Across more than twenty-two runway shows, the catwalk has always been an expression of passion. Yet the deepest connection has consistently emerged where fashion became tangible — in spaces, in conversations, in moments of return. Many of the brand's most loyal customers have never attended a show, and yet have found a sense of home here. Conversations and encounters with them left a lasting impression and inspired William Fan to create a collection that translates precisely this sense of multiplicity. Their enthusiasm tells the true story of the brand.

The materials speak of depth and contrast: velvet, corduroy, and brocade meet technical fabrics and waxed surfaces. Different materials are placed in deliberate dialogue, revealing a balance between leisure and elegance, between timelessness and contemporary fashion, between pragmatism and playful lightness. Pleats run like a quiet current through the collection — in skirts, long-sleeve tops, vests, and fluid layers that reveal light and the body in constant transformation.

At the center stands the silhouette. Diverse forms enter a conscious dialogue between closeness to the body and volume. Slimmer cuts unfold a fluid, almost floating movement through pleated sections, while the brand remains true to its signature wide and generous proportions. This creates a field of tension in which calm and dynamism, structure and softness intertwine, translating the contrasts of a decade-long clientele into design.

The expanded range of fabrics significantly shapes the character of the collection. For the first time, iridescent materials are introduced, playing visually and haptically with perception and creating subtle color and surface illusions. Fine cashmere wool meets experimental fabric manipulations: sequins on Glencheck create a transparent, almost weightless effect, lending classic patterns a renewed sense of lightness.

Pleating appears as a recurring element throughout the collection — in long sleeves, skirts, vests, and voluminous layers — reinforcing the idea of movement and adaptability. Many looks are defined by dense button plackets with fabric-covered buttons as well as specially developed horn buttons. These elements form high, closed silhouettes that can be fastened up to the neck, creating a clear, almost sculptural presence.

For the first time, the brand presents down jackets and coats that reinterpret volume. One style appears almost pleated, another features a knotted, Asian-inspired pattern. Several designs are modular: inner jackets can be removed, faux-fur collars added or reimagined. Warmth becomes part of the silhouette while remaining flexible.

The footwear offering also expands significantly. Alongside new leather shoe models — either purist or adorned with stones and studs — sneakers are introduced for the first time. Flat, reduced, and featuring softly folded, rounded toes, they integrate seamlessly into the existing wardrobe. A black leather jacket with 'Pankou Knots' bridges tradition and contemporary clarity, becoming a new iconic piece of the collection.

Accessories have been purposefully developed further. The new ZIP BAG, with a continuous zipper, can be fully opened and laid flat, and is presented in three new sizes. The Temple Bag appears for the first time in an elongated east-west version. Subtle updates across many silhouettes — new pocket solutions, double zippers, and precise detailing — combine functionality with a calm, clear aesthetic.

RING THE BELL is a collection that reveals its strength up close. It lives through material, construction, and movement — and through details that only unfold when worn. It presents itself as an invitation to come closer, to discover, to stay. A collection that does not call out — but opens.