



Persistence of memory: A Contemporary Twist

Where Time Melts into Style



Hello, my name is Trần Ngọc Vinh, a 18 years old fashion designer from Việt Nam and a first year student at HCM city university of technology and education, who sees fashion as a powerful form of self-expression and communication. Deeply inspired by tradition yet drawn to disruption, I reimagines cultural and historical elements through bold, contemporary design. My creations reflects a dialogue between past and present, memory and modern identity. For me, fashion is not just something to wear, but something to feel – a way to connect with heritage while challenging norms. My work aims to make history emotionally resonant and relevant to today's youth. Through this competition, i hopes to share a uniquely Vietnamese narrative shaped by the vision of a new generation.

BRIEF

“Persistence of memory: A Contemporary Twist” is a conceptual fashion project that reconstructs historical memory through a personal and emotional lens, inspired by Lê Quang Đỉnh’s Persistence of Memory. The designs reinterpret the Vietnamese military uniform using traditional basket-weaving techniques and hand-treated leather, forming fragmented and asymmetrical silhouettes. These elements symbolize the disjointed nature of memory — where past and present intertwine, reality blurs with imagination. Each piece becomes more than clothing; it becomes a vessel for untold stories, representing trauma, rebirth, and identity.

MOODBOARD

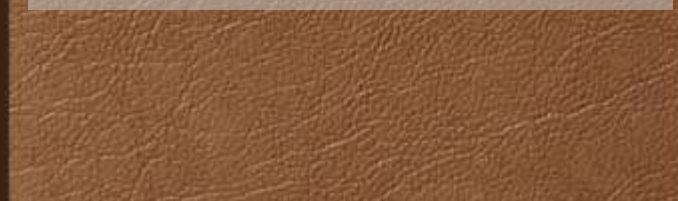
Persistence of cultural memory



Earthy tones



Reimagined wartime aesthetics



Traditional weaving techniques



Persistence of memory (2007)

Dinh Q. Lê (1968–2024) was a Vietnamese visual artist known for his distinctive technique of photo-weaving, which merges photography with traditional Vietnamese grass mat weaving. Born in post-war Vietnam and raised in the United States after fleeing as a refugee, Lê's work interrogates the fragmented nature of memory, especially in relation to the Vietnam War and its portrayal in Western media. Drawing from personal experience, archival materials, and mass media imagery, he created multi-layered compositions that blur the line between fact and fiction, history and imagination. His practice explores memory as a contested space—one where the personal and the collective intersect, where remembering and forgetting coexist.



The traditional weaving craft of Vietnam embodies profound artistic value through the seamless integration of meticulous craftsmanship and aesthetic finesse. Each piece, beyond its functional purpose, demonstrates exceptional skill and creativity in every intricate detail. Utilizing natural materials such as bamboo, rattan, and sedge, these creations are not only visually striking but also durable, reflecting a harmonious connection between humans and nature. This craft celebrates refinement, resilience, and ingenuity, encapsulating the rich cultural heritage of the Vietnamese people.



SKETCHES



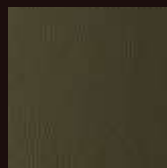
FLATS



SPECIFICATIONS



MATERIALS



FINAL



Using leather combined with weaving techniques not only enhances the durability and flexibility of the garment but also improves its repairability, allowing the product to be easily reused when needed. Leather is durable and easy to mend, while weaving creates a structure that can be disassembled, extending the product's lifespan. This helps minimize waste and promotes a sustainable approach to fashion.



RECYCLABILITY



Leather weaving techniques not only enhance the durability and flexibility of fashion pieces, but also open up creative opportunities for recycling and repurposing. Once a woven leather garment reaches the end of its primary lifecycle, its components can be disassembled and reworked into new functional objects such as belts, storage baskets, pillow covers, or handbags. This adaptability reflects the high **recyclability** of woven leather, making it a sustainable choice in fashion. The modular nature of weaving allows materials to be separated with minimal waste, extending the lifespan of the leather and supporting a circular design approach that minimizes environmental impact.