

## STATEMENT:

With a captivating blend of thoughtfully chosen colors, COLLECTION TZII7211 creates a distinctive style and offers a fun and relaxing visual experience. The collection establishes a whimsical and lively world through digital illustrations and crochet designs for individuals who enjoy cuddly, colorful objects.

As people grow up and immerse themselves in the demands of society, it becomes increasingly challenging for them to unwind and find moments of ease, especially when they live alone. Understanding this struggle, the designer Xuan Cui aspires to design pieces that could bring joy to tired grown-ups and evoke happy memories of their childhood or serve as a simple emotional&physical compensation for less-than-perfect pasts. The wish is to stop the viewers' seriousness for a second and let them feel relaxed. The designs are mainly hand-crocheted pieces made of yarn, with each stitch crafted with care and attention.

Color serves as Xuan Cui's greatest passion in design, which is evident through a consistent showcase of a curated palette brimming with vibrant energy. Furthermore, she places great emphasis on creating interesting forms, considering the contrast of positive/negative shapes, resulting in designs that give out an unforgettable sense of playfulness.

Looking towards the future, Xuan Cui will continue developing designs that embody a soft and approachable essence, with the aim of uplifting the moods of those who encounter them.

Ultimately, Xuan Cui's aspiration is for the world to be imbued with warmth and care, reflected in the heartfelt nature of her creations.