

TimeOut

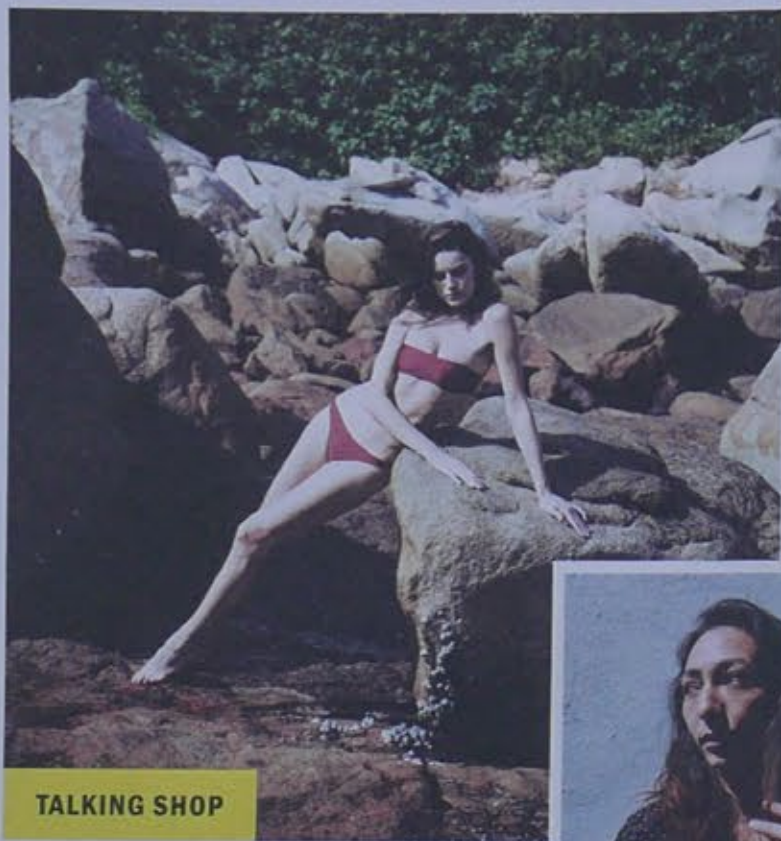
HONG KONG



YOUR SUMMER STARTS HERE

The complete guide

- + The coolest mocktails
- HK's best ice creams
- The hottest sunglasses



Petra Greening of Hollow the Label

Olivia Lai chats with Shek O-based designer Petra Greening about her love of resort fashion and launching her own minimalist swimwear brand

FLOWING SUMMER DRESSES, stylish bikinis and floppy straw hats are the best companions for beach trips and tropical vacations. Sadly, stores in Hong Kong tend not to offer the greatest selection when it comes to this sort of summerwear. Swimsuits are either ridiculously over the top and overpriced, or are strips of fabric that barely cover anything. Providing a solution to this problem is Hollow the Label, a local e-commerce resortwear brand launched by Petra Greening last October. Greening, who lives near Shek O beach, has marshalled her love for design, travel and the sea into the creation of a sensational new collection of minimalist women's swimwear.

"I fell in love with the clothes that women take on holiday," recalls Greening. "The fabrics are different, more relaxed and colourful. There's a sense of romanticism to it. That's where my swimwear idea comes from." Greening had long dreamt of being a fashion designer – she used to sew clothes for her Barbie dolls and has experience in fashion PR and graphic design. She also saw a need to provide Hong Kong women with swimsuits that aren't overly elaborate

and busy. "I felt like women were hiding their bodies with loud prints and heavy padding," she says. "Although that's the norm in Hong Kong, I wanted to stay away from it. That's why simplicity and minimalism play a big role in my collection. I wanted to create straightforward European cuts with understated colours."

The website is simple. With three classic cut designs offered in several muted colours that also sculpt and hug your curves, Greening's creations allow you to mix and match any style and colour you want. The philosophy behind Hollow is that that you should wear your swimsuit and not let it wear you. Another winning factor is that it's all seriously affordable too – bikini bottoms are as low as \$235 and nothing on the catalog costs more than \$390.

While the brand is still in its infancy, Greening hopes to expand her collection to include resort-style clothing as well. Working with other local boutique businesses is also critical for her. Aside from its online platform, you can pick up Hollow products at independent shops like Mahka (4 Wa Lane, Sheung Wan).

→ hollowthelabel.com



SHOPPING NEWS

The lowdown on the latest products and collections



Fendi

Karl Lagerfeld's original FF logo from 1965 is making a comeback in Fendi's newest capsule collection,

FF Reloaded. Celebrating the brand's Roman heritage and putting a modern twist on its well-known logo, make room in your wardrobe for streetwear-inspired outfits including statement T-shirts, hooded sweatshirts and beanies. Get them in the classic tobacco and black colour combo and a new black and white variation.

→ Various locations inc Shop G113, Harbour City, 3-27 Canton Rd, Tsim Sha Tsui, 2302 4077.

Skin Design London

British cosmeceutical brand Skin Design London is the latest to collaborate with Joyce Beauty, producing a range of nine skin-perfecting serums. First sold in London's renowned Fortnum & Mason department store, Skin Design's wares combine botanical active materials with innovative ingredients such as vitamin C, hyaluronic acid and retinol. Founder Fatima Shaheen created the products to provide fast and visible results.

→ Various locations inc 1/F, New World Twr, 18 Queen's Rd C, Central, 2113 5380.