

*Photography by
Morgan Ommer*

*Styling by
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FASHION | HANOI

Street encounters

The Vietnamese capital's contemporary design scene echoes the colours and energy of daily life



Left
Handbag by
Maki Craft

Right
Hat by Thuy
Design House



**This page,
clockwise
from top left**
Dress by Thuy
Design House;
black lacquer box
by Tanmy Design;
dress by Thuy
Design House;
tea box by Hanoi

Opposite page
Handbag
by Desino

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Left
Shoes by Thuy
Design House

Right
Dress by
Maki Bridal

Directory

Desino
desino.vn

Hanoia
hanoia.com

Maki Bridal
fb.com/makicraftandmore

Maki Craft
fb.com/makicraftandmore

Tanmy Design
tanmydesign.com

Thuy Design House
thuydesignhouse.com



Kilomet109

Thao Vu became a pioneer in Hanoi's slow-fashion scene when she launched Kilomet109 in 2012. She continues to oversee each production stage of her head-turning garments, from sourcing natural materials to crisply displaying the items in her tranquil lakeside shop. Standing proud in the fight against today's throwaway fashion culture, each item at Kilomet109 is made to last and produced by local artisans. Expect deep blues, earthy reds and natural yellows across a smart-casual range. kilomet109.com



Hien Van Ceramics

Dive into a 100-year-old French mansion baked into Hanoi's Old Quarter and you'll find this shop piled high with handcrafted ceramics. Some are ornamental, such as the exquisite East Asian zodiac animals, and others practical, such as sturdy vases modelled on distillation jars. "I use traditional patterns and motifs to create new shapes and functions," says ceramicist and founder Bui Hoai Nam Son, who learned the craft from his father. fb.com/hienvan ceramics



Singapore Airlines flies to Hanoi once or twice daily. SilkAir flies to Hanoi four times weekly. To book a flight, visit singaporeair.com

DESIGN CITY

Five Hanoi labels to love – from furniture to fashion



Vui Studio

In Vietnamese, *vui* means "happy" – and it's likely you'll feel that way after walking into this artisanal boutique and café, which conceptualises, designs and produces its crafts in-house or with co-creators. That includes scents that reflect Hanoi's four seasons, soaps made with local ingredients and cushion covers with patterns from Vietnam's kaleidoscope of ethnicities. Co-founder Thai Nguyen is passionate about transforming Hanoi's retail experience. "We want to create... Vietnamese products that don't perpetuate an exotic Eastern expectation," he says. fb.com/vuistudio

YNOT

Featuring jewellery, furniture and homeware, including candle holders, coasters and incense burners, YNOT is a solid starting point for those looking to decorate their homes, or themselves. The shop looks out across the sweeping West Lake waters, and a late afternoon visit on a clear day will ensure you're treated to a spectacular sunset to boot. Why not, indeed. ynot-design.com



Gian Don

Discover the lakeside area of Lang Yen Phu, and you'll uncover Gian Don, which translates as "simple". This shop crafts clothes and bags that are affordably priced, ethically crafted and use natural materials. "Beautiful clothes... don't have to cost the planet or break the bank," founder Dieu Giap says. Items here also take into account Hanoi's tropical location. The linen clothing, for example, is suited to its sticky summers. fb.com/giandon.vn



WORDS: JOSHUA ZUKAS