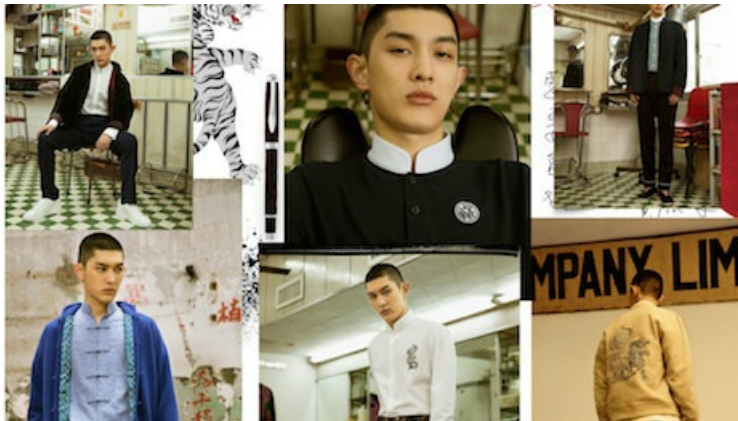


APPAREL AND ACCESSORIES

## Founder's daughter to take over Shanghai Tang creative direction

March 28, 2019



Shanghai Tang's spring summer men's collection, under Ms. Tang-Owen's creative direction. Image credit: Shanghai Tang

By STAFF REPORTS

Luxury fashion label Shanghai Tang is emphasizing its own brand family with new creative director Victoria Tang-Owen, the founder's daughter.

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Ms. Tang-Owen will take over as creative director for the brand, two years after her father and founder of the brand passed away. Her role debuts with the spring/summer 2019 campaign, with a theme of bringing retro nostalgia together with new beginnings.

### New beginnings

The theme of the campaign plays on Ms. Tang-Owen's new appointment, as she brings the heritage of the brand with her into new beginnings.

Sir David Tang, the Hong Kong- and London-based businessman who founded the luxury fashion label, died in 2017.

In addition to his fashion house, Sir David's resume also included a gig as an advice columnist for the *Financial Times*, where the socialite would tackle topics such as homes and gardens and etiquette. Sir David, who counted royalty and celebrities as friends, passed away Aug. 29, 2017 of cancer at the age of 63 ([see story](#)).

While luxury group Richemont wholly owned the brand since 2008, Italian entrepreneur Alessandro Bastagli bought Shanghai Tang just before Mr. Tang's death in June 2017 ([see story](#)).

As part of her new role, Ms. Tang-Owen has stated she plans to refresh the label's lifestyle offerings, greater value its loyal customers while also working to attract a new audience.

"It's incredible to think that 25 years after my father founded Shanghai Tang, I have the privilege of taking over as creative director of the brand," Ms. Tang-Owen said in a statement. "I am excited to refresh our lifestyle offer, engage with our loyal customers and attract a new audience with our unique take on Chinese luxury aesthetics."

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