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Impressions: 48,429

meet the next big things in fashion

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August 10th, 2011



Fashion Week is officially less than one month away- and while we love the established design greats, it's the fresh new faces that always cause the biggest stir.

Supporting all things new and upcoming, GEN ART provides a platform for emerging designers and newfangled talent.

The organization has released their new designer line-up for this season's spectacular show, and we're already finding new label love.

Topping our list is womenswear brand ace & jig.

With a slight hippy-aesthetics, their yarn-dyed woven fabrics make for effortless, comfortable clothing.

Taking inspiration from heritage fabrics and antique textures, stripes and surface pattern remain ubiquitous throughout.

With the current collection sporting hooded pullovers and timeless maxis, we're impatiently waiting to see what's to come.

Next up, Ann Yee creates knits we're nutty for already.

Mixing up textures and playing with juxtaposing fabrics, her style is chic and sophisticated.

And then you've got Jennifer Chun, our final hit-pick, whose self acclaimed 'casually polished' womenswear label fits perfectly in our wardrobes- cue preppy collars, belted shifts, layered up minis and dabbings in denim.

Based in New York but taking influence from travels abroad, architecture and arts, her collections cater for sophisticated, confident and feminine customers.

The Fresh Faces in Fashion show is noted as the largest and most credible show for upcoming talent in the whole of North America, and having launched the careers of the likes of Zac Posen, Rodarte and Philip Lim, being one of GEN ART's Fresh Faces is evidently no cushy credential.

The hand-picked designers will get the chance to show their Spring 2012 collections kicking off the opening night of Fashion Week.

You can learn more and buy your tickets to the GEN ART show [here](#), but in the meantime, check out our faves!

ACE & JIG: <http://www.aceandiq.com/>

ANN YEE: <http://www.annyeecollection.com/>

JENNIFER CHUN: <http://www.jennifer-chun.com/>

—ALICE TATE