

Fashion, Culture and Creative Voices Meet at Áo Dài Fashion Week London

By  **superadmin** 28 Tháng 9 2026

Áo Dài Fashion Week London was conceived around one garment, but the community that gathered around it extended far beyond fashion.

The 2026 event brought designers, diplomats, artists, cultural figures, media personalities, social-impact leaders and creative professionals together in London for a programme centred on the Vietnamese Áo Dài.



Models present Áo Dài from designer Le Thanh Danh's collection

The international character of the audience reflected a programme connected to guests from 26 countries.

French-Vietnamese author, illustrator and social activist Isabelle Müller was among the cultural voices connected to the project. Founder of the LOAN Foundation, Müller's work has long moved between Vietnam and Europe, combining cultural engagement with support for disadvantaged children in Vietnam.



French-Vietnamese author, illustrator and social activist Isabelle Müller, founder of the LOAN Foundation, whose work has long connected Vietnam and Europe.

Other guests included Dr Avis Ellis-Charles; Ms Quynh Nguyen – founder of VietSchool London; Mr Thai Vu – CEO of VVu Agency; and TikTokер Nha Han while the event also brought together representatives of Vietnamese organisations across Britain and Europe.

But the evening was not structured as a formal cultural ceremony.



Two runway shows placed fashion at the centre of the experience, presenting nine collections with approaches ranging from traditional silk weaving and hand embroidery to folk-art references, denim and contemporary silhouettes.



Viet Van's collection on the runway, part of a programme that reimagined the Áo Dài through approaches ranging from traditional craft to contemporary silhouettes.

That combination created an unusual kind of gathering.

People who arrived through fashion encountered craft and cultural history. Those with a personal connection to Vietnam encountered new interpretations of something familiar. International guests, meanwhile, saw the Áo Dài not as one fixed ceremonial costume, but as a garment being actively redesigned by different generations.



Distinguished guests follow the runway shows at Áo Dài Fashion Week London.



Distinguished guests follow the runway shows at Áo Dài Fashion Week London.



TikTok creator Nhà Hân shared at the event: “The collections at Áo Dài Fashion Week London brought fresh perspectives to the Áo Dài, engaging with international fashion while retaining a distinctly Vietnamese identity. I hope the event will help the Áo Dài be seen not only as heritage, but also as part of the global fashion conversation.”



TikToker Nhà Hân (far right) attends Áo Dài Fashion Week London 2026.

Mr Thai Vu said: “I have always seen the Áo Dài as a symbol of the Vietnamese people. That is what made this event so special: being able to bring the traditional Áo Dài and Vietnamese culture to international friends, right in the heart of London. I think of it as a bridge connecting Vietnam with the world.”



Thai Vu, CEO of VVu Agency, who described the event as a bridge connecting Vietnam with the world.

The most interesting exchanges happened not only under runway lights, but in the conversations surrounding them.



Conversations beyond the runway: guests connect during an evening that brought together audiences from 26 countries.



For one night in London, fashion became a common language through which a much wider group could begin talking about Vietnam.

