

# About the Designer...



*Fashion is an art form.  
It is an expression of ideas.  
It is history... told by a visual storyteller.*

Through this medium, the individual legend of a designer can be found in the unique combination of their creative philosophy and personal history.

And so it is, that the seeds of a fashion creative are planted long before they fully bloom.

At just 5 years old, Bowie Wong won his first drawing competition and the creative seeds were planted. In experiencing the business of competition, he learned the art of balance between winning and losing in a creative field and it cemented his belief that art should not be compared or faced with a fear of failure, that it should not be compromised.

These roots of creativity took a strong hold when Bowie went to study Pure Design in Japan. There, he was able to further his experience of Asian heritage and cultures, whilst his creative landscape appeared to explode into a kaleidoscopic view of ideas, inspiration and influences. With Bowie's developing talent and keen interest apparent to those around him, he was encouraged to explore beyond boundaries and discover the Western world. Bowie chose to move to Canada, where he completed degrees in both Stage and Costume Design. It was during this time that the buds of his creative philosophy began to blossom under an expanding East-meets-West outlook.

This extensive training led Bowie to work on major musical theatre productions (Phantom of the Opera, Cats, Les Miserables) and large-scale music shows (Paul McCartney, Phil Collins and Madonna), allowing him the opportunity to hone the details of his craft through design elements.

Whilst touring with Les Miserables, Bowie was hit by a lightning-bolt moment upon landing in Sydney. Discovering an immediate affinity with Australia, he found the space, personal peace and freedom in which to design and explore creative ideas.

Making the decision to settle in Sydney, Bowie launched his self-titled fashion label in 2000. From the ensuing years of hard work, emerged a design aesthetic that was met with ongoing support from media and the music industry. Over time, the BQWIE brand emerged as a fully bloomed success story within the fashion industry and has since evolved into a high-class, luxury label combining unique, modern and traditional elements that strive to further each design in its individuality and attention to detail.

Expanding his design umbrella, Bowie was recently invited by Porter's Paints to design an exclusive wallpaper collection, becoming the first Australian fashion designer to do so. It is the philosophical strengths of innovation, experimentation and creative exploration that lie behind Bowie as a designer, enabling him to transcend fashion itself.

With a proudly 'Made in Australia' label, BQWIE Couture and Bridal Couture offer custom-made signature pieces crafted from the creative freedom of Bowie's individual approach to design, whilst the BQWIE Cashmere collection provides affordable, everyday essential BQWIE pieces to an ever-increasing global market.