

ZHAO LANGMING

TEAM



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Photography
Photo Art Direction



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Advertising / Art Direction
Graphic Design



AUBREY LAUER

Graphic Design

SUMMARY

BRAND

CAMPAIGN OVERVIEW

PHASE ONE

SEEDING TACTICS

GUERRILLA OOH

PHASE TWO

CREATIVE

OOH

SOCIAL

BRAND FILM

PHASE THREE

EVENTS

SUSTAIN

SUMMARY

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PHASE



Brand
Web
Photography

01
PHASE



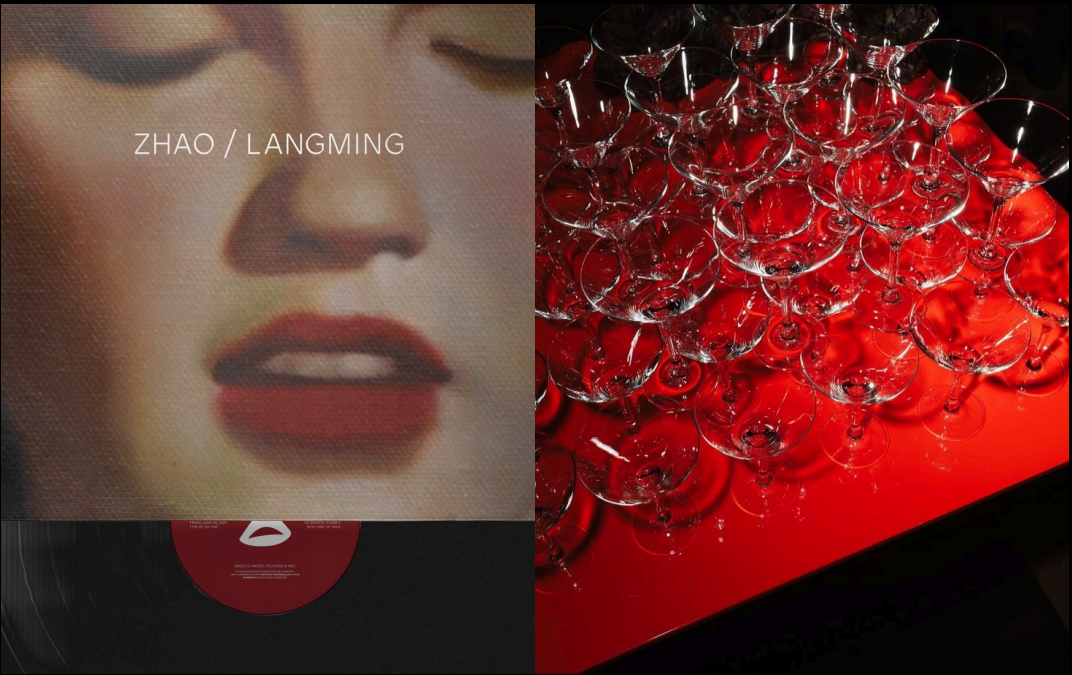
Seeding Tactics
Guerilla

02
PHASE



Creative
OOH
Social
Brand Film

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PHASE



Events
Sustain

BRAND

ZHAO



LANGMING

ZHAO LANGMING

A vision by Jim Zhao

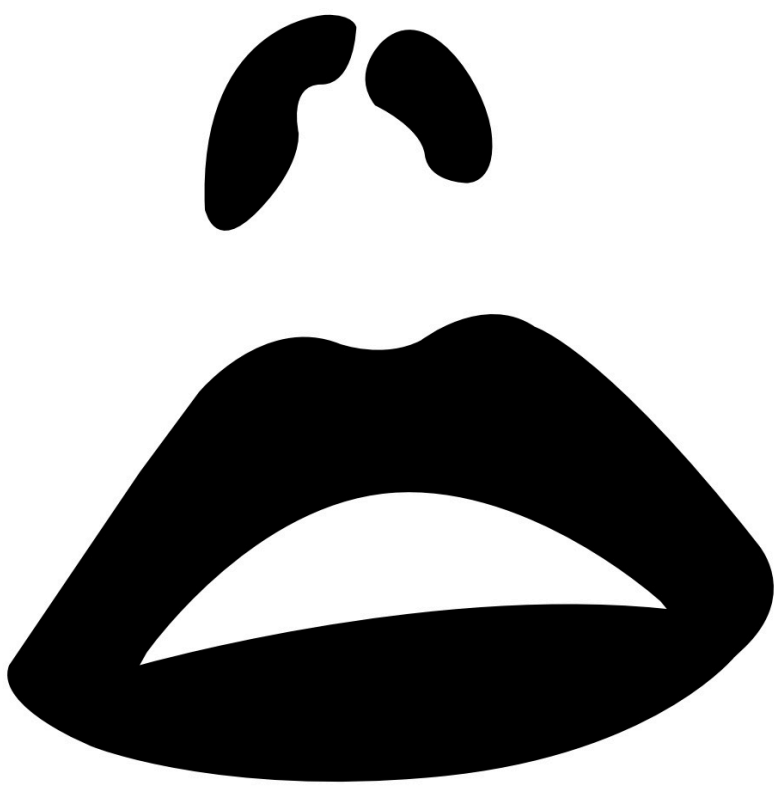
A footwear brand rooted in craft, sculpted by form.

It explores the tension between shape, structure, asymmetry, and color. Each silhouette is handmade, yet sharply experimental, to create wearable objects of defiance.

ZHAO LANGMING speaks a language of quiet rebellion. It's not designed to fit a definition, but to resist one. Footwear for those who move differently. Defined only by their own view.

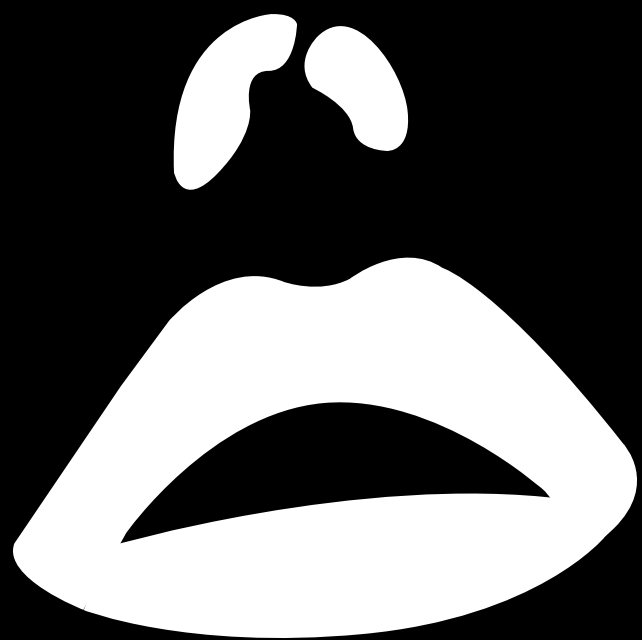


Logo

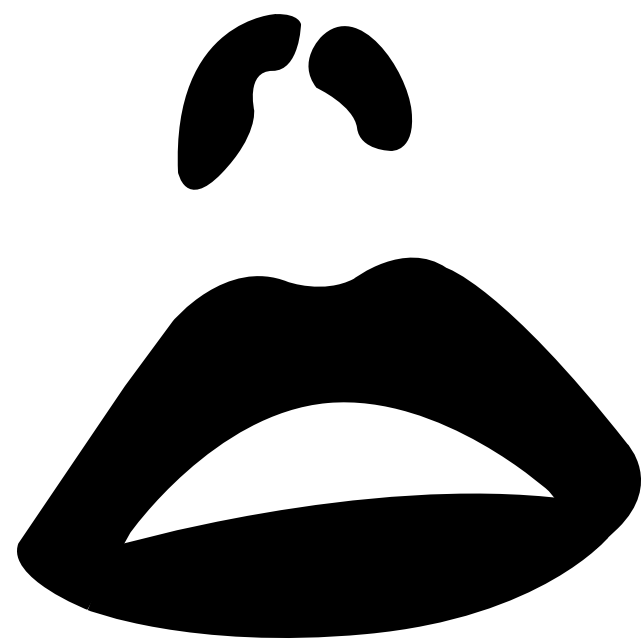


The logo—a mouth and a nose—is reimagined from an unexpected angle.

This shift in perspective forms a visual language of defiance: bold, unapologetic, and self-defined.



#FFFFFF



#000000



#85001B

Logo

Primary Wordmark

ZHAO LANGMING

Secondary Wordmarks

ZHAO / LANGMING

Z / L

Typography

ZHAO LANGMING

ABC Dinamo’s Prophet typeface echoes sharp, asymmetrical forms of ZHAO LANGMING—both bold, unconventional, and rooted in controlled distortion. Together, they create a visual language of defiance: experimental and unapologetically distinct.

Primary

PROPHET

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklm
nopqrstuvwxyz

Secondary

ROM

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

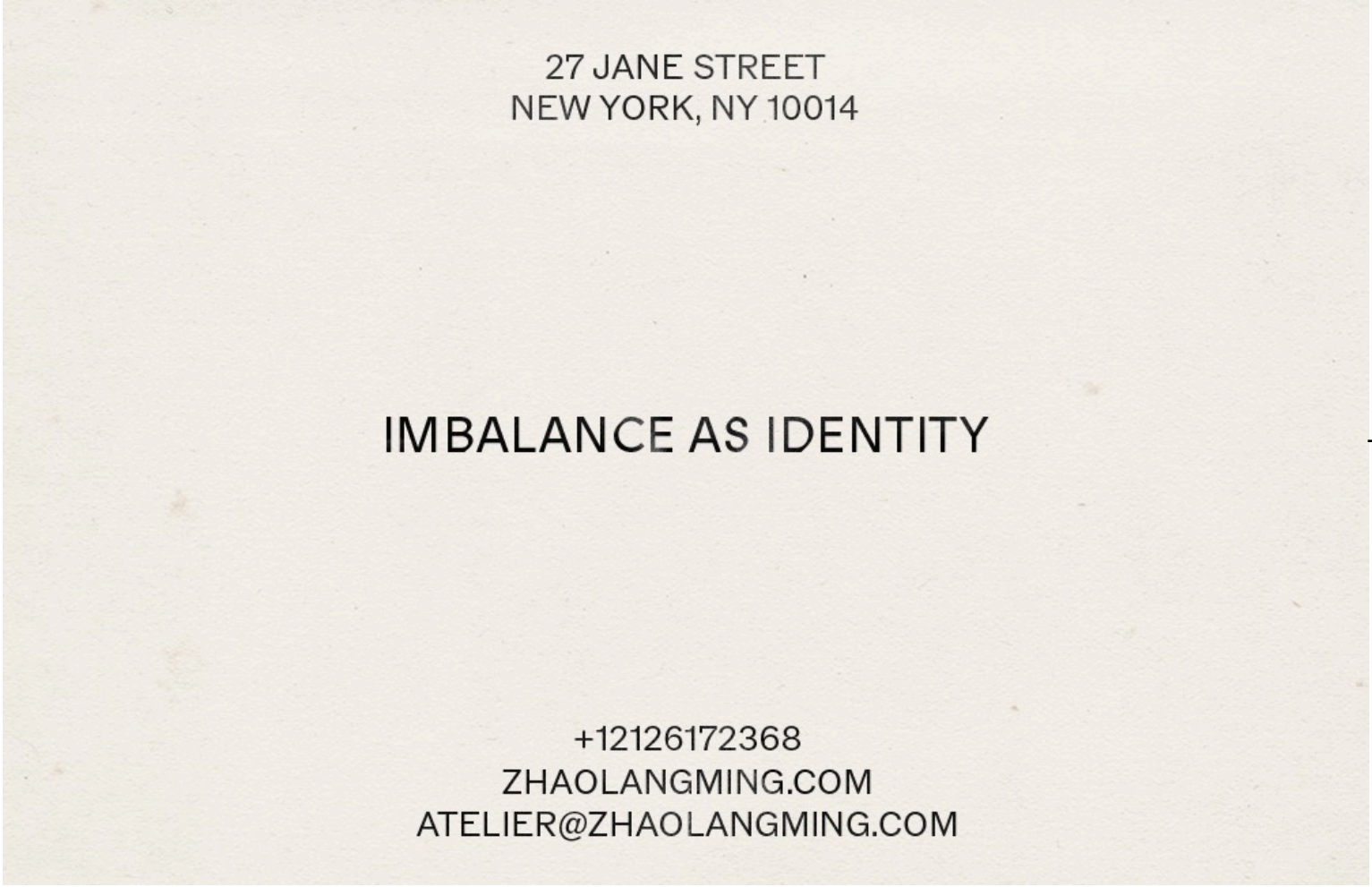
abcdefghijklm
nopqrstuvwxyz

Business Cards

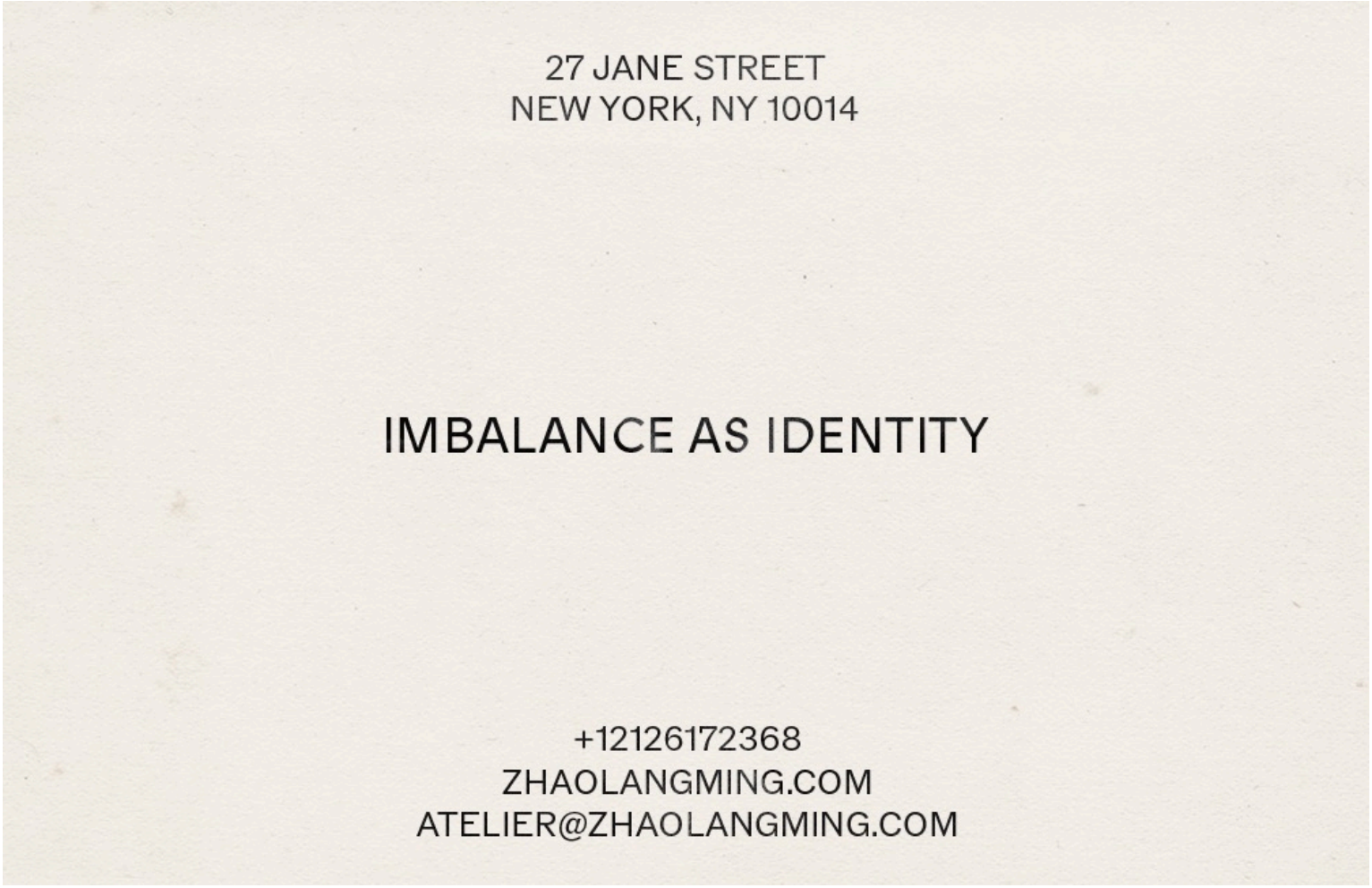
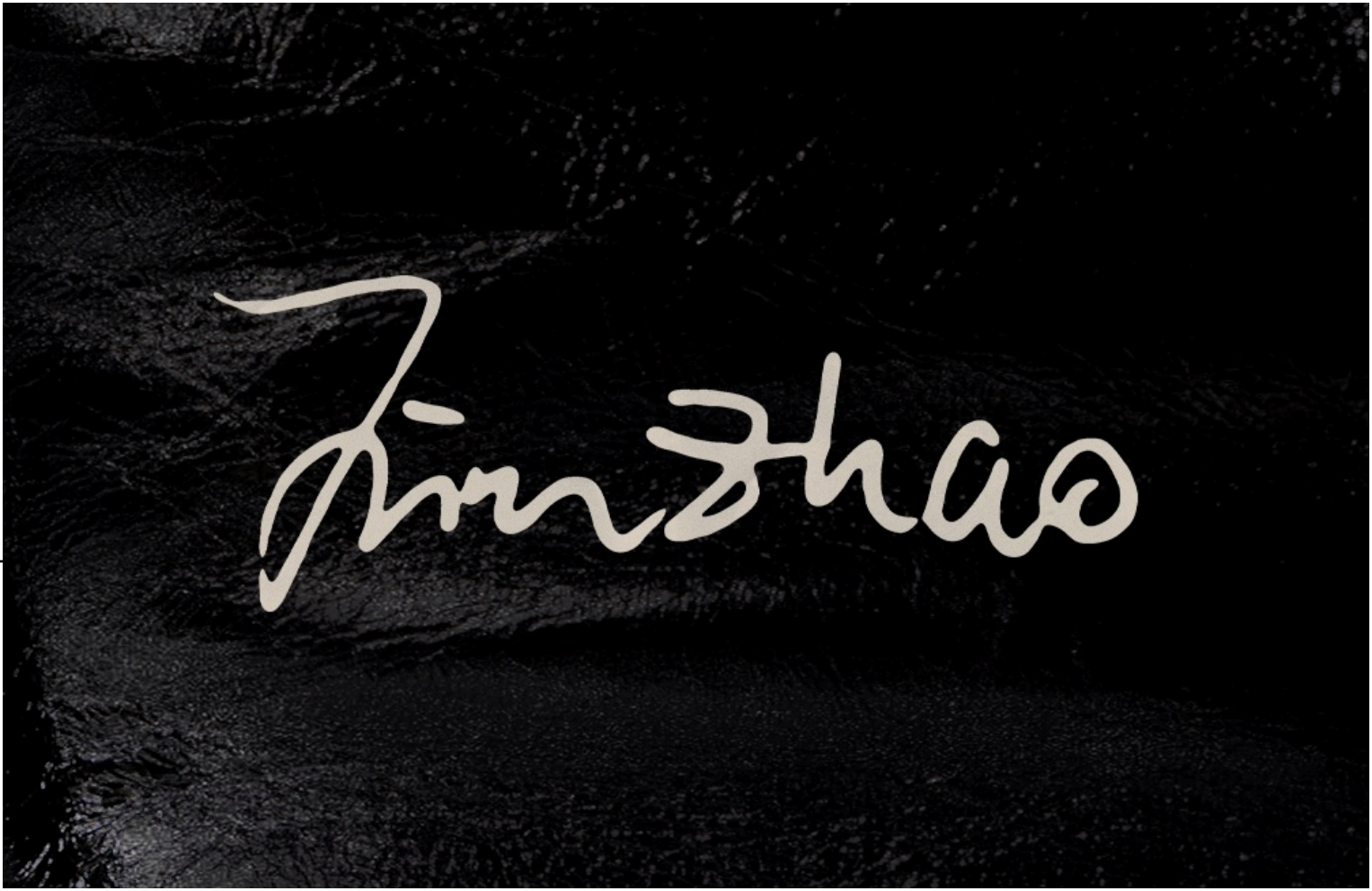
Embossed Text



Brand Tagline



Designer's Signature



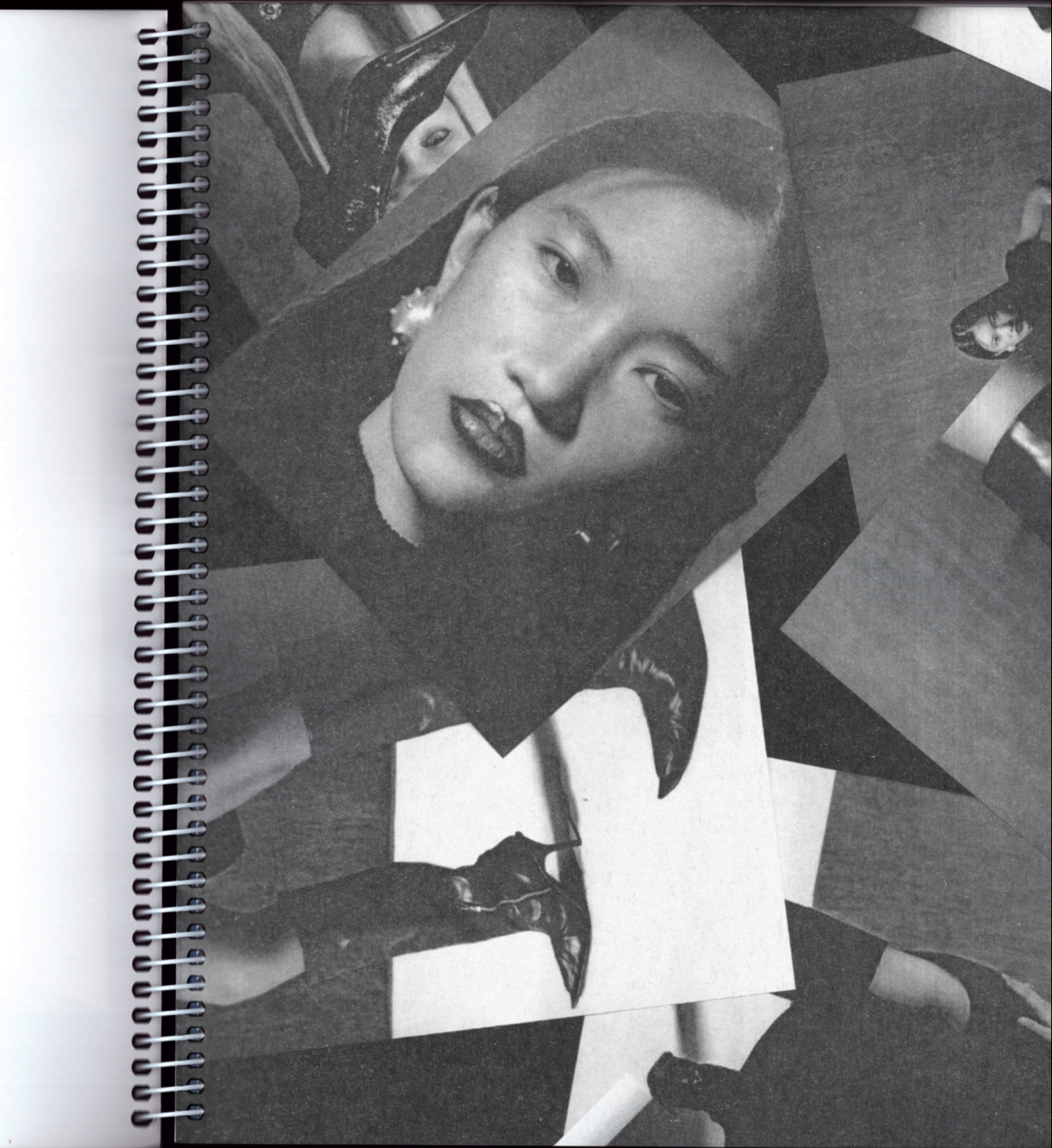
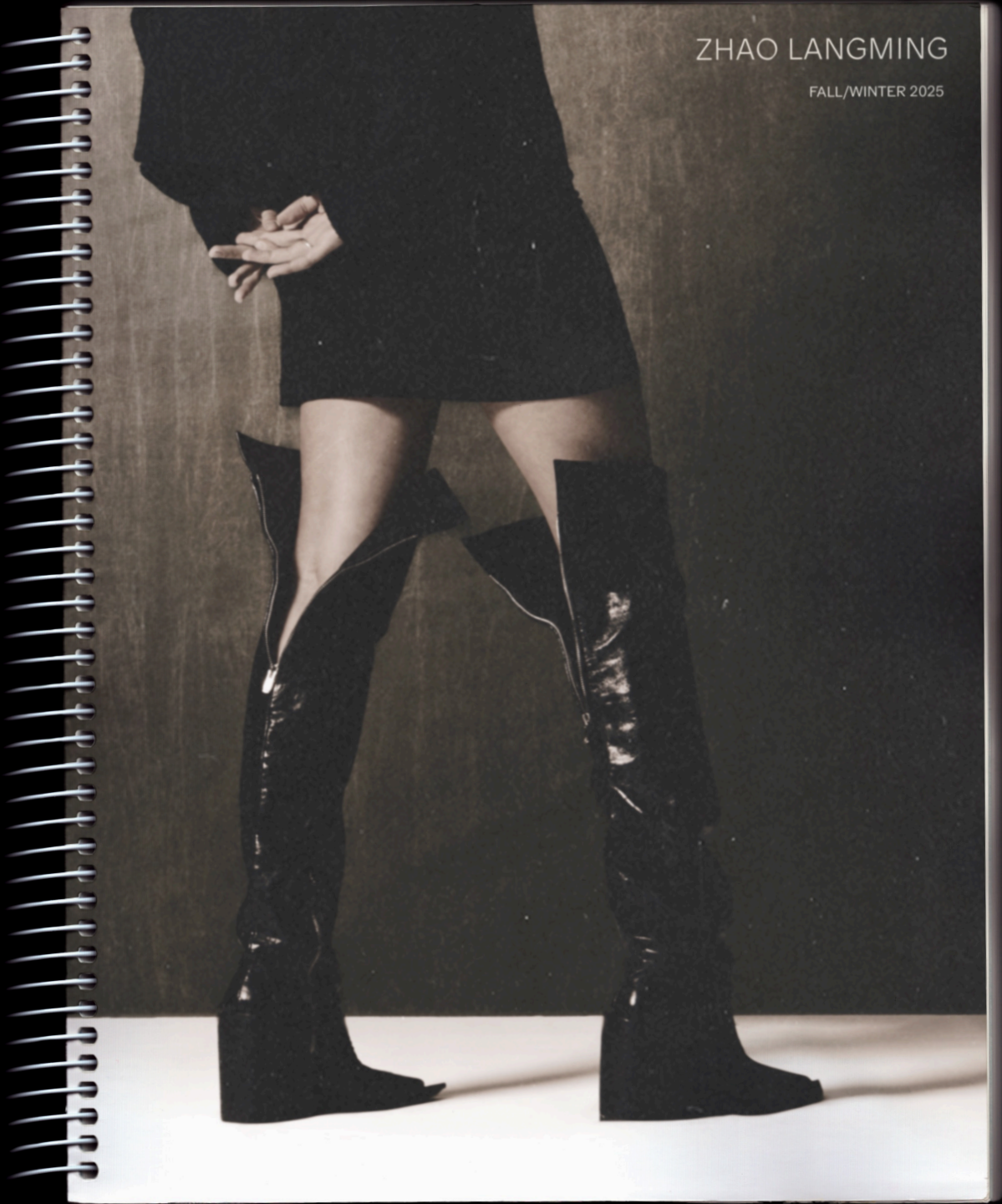
Business Cards



In-store Packaging



Collection Catalog



Collection Catalog



CAMPAIGN

Cultural Tension

In a culture driven by perfection and symmetry,
ZHAO LANGMING explores **restraint and rebellion**,
where **asymmetry** reveals true character.

Counterpoint

Step into a world where imbalance is identity.

Flips Cultural Logic

Let each step leave its mark.

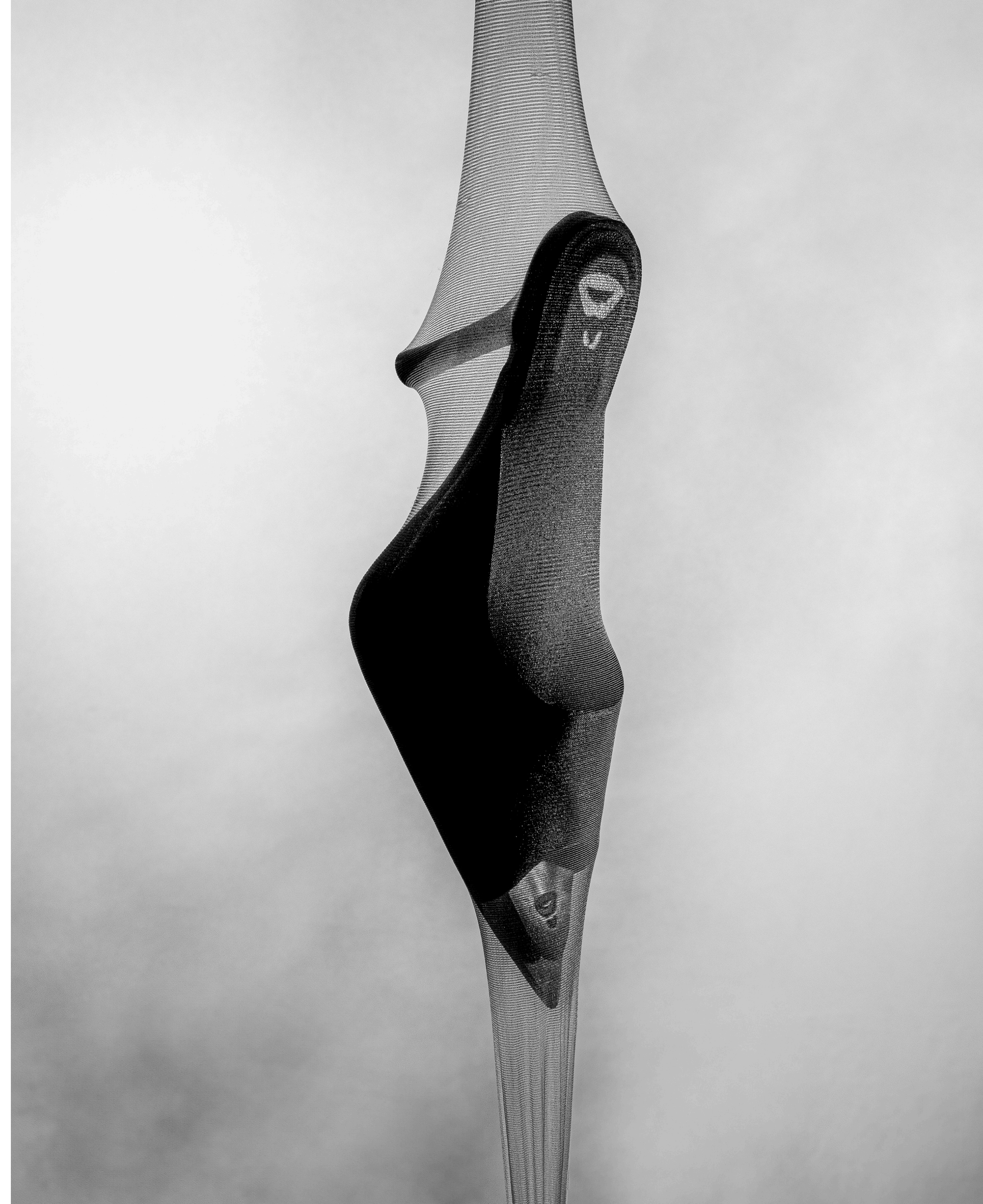
Medium of Expression

CAMPAIGN / CREATIVE DIRECTION

Identity isn't symmetrical. It's raw, uneven, and always shifting; a blend of contradictions, traces, and absences.

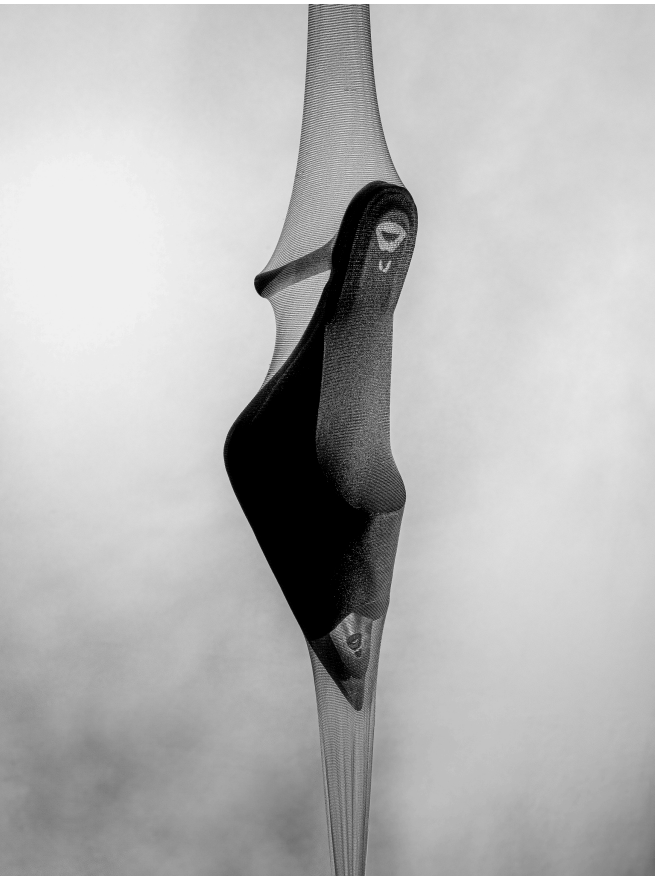
This campaign rejects the idea of a singular muse. Instead of glorifying the face, we focus on what remains when identity is obscured.

Like ZHAO LANGMING's asymmetrical forms, the identity is a shape that does not seek to define, but to reflect.



CAMPAIGN / CREATIVE

Product Photography



ZHAO LANGMING

CAMPAIGN / CREATIVE

Model Photography



ZHAO LANGMING

ZHAO LANGMING

SHOP COLLECTIONS ABOUT SEARCH CART (0)

FW 25

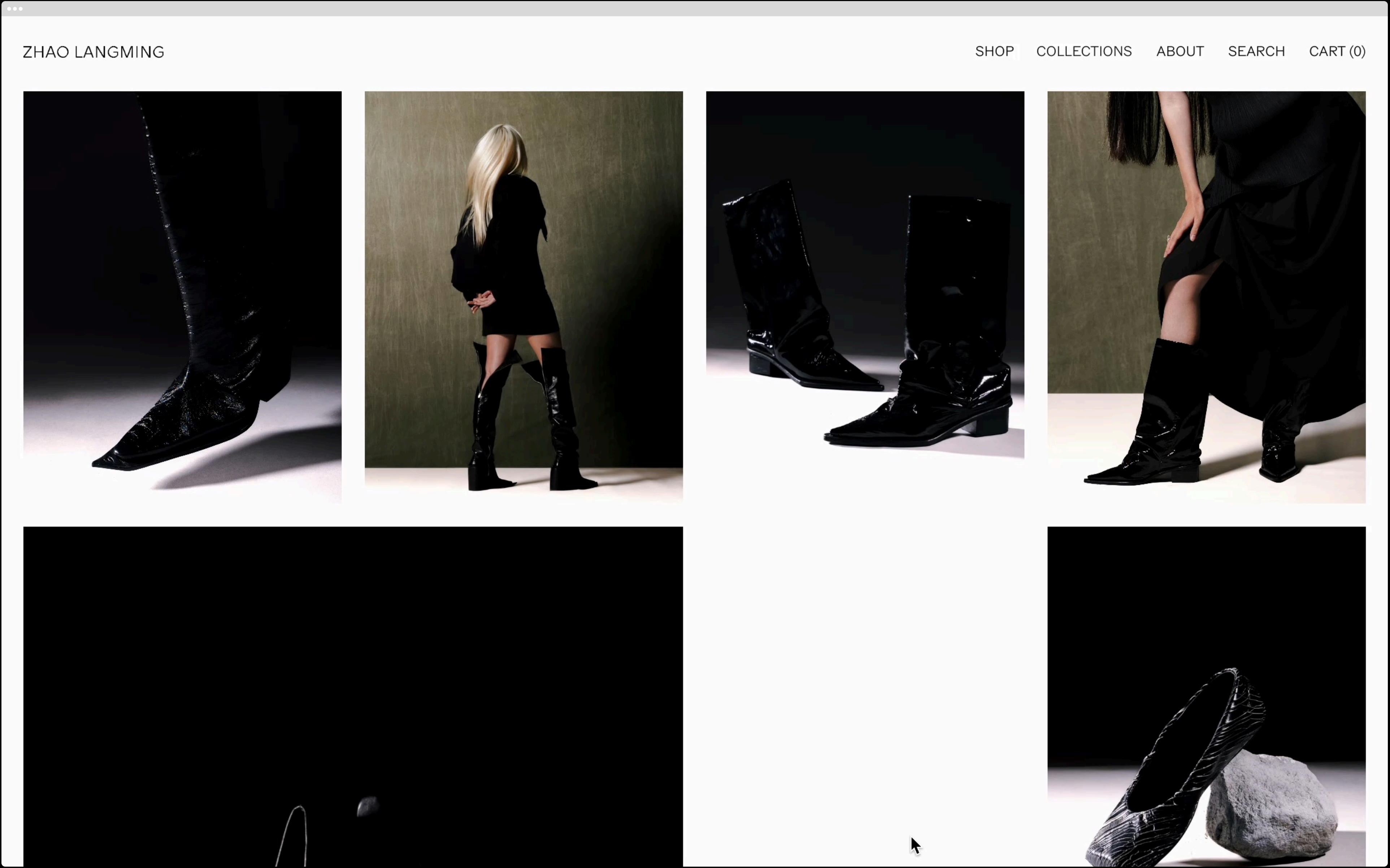
IMBALANCE AS IDENTITY

FOOTWEAR

01/10

A COLLECTION OF ASYMMETRIC SILHOUETTES
THAT DO NOT OBEY THE RULES OF BALANCE.





ZHAO LANGMING

SHOP COLLECTIONS ABOUT SEARCH CART (0)



XL BOOT

DETAILS

THE XL BOOT IS A COMMANDING SILHOUETTE SCULPTED IN HIGH-SHINE BLACK LEATHER. RISING OVER THE KNEE WITH THE OPTION TO FOLD DOWN FOR A SLOUCHED, STYLED EDGE. A BOLD BLOCK HEEL AND SHARPLY POINTED TOE GROUND WITH FORM & FUNCTION.

ADD TO CART

PRODUCT DETAILS +

SHIPPING & RETURNS +

LEATHER

BLACK GLOSS LEATHER

SIZE

5 6 7 8 9 10 11 12

NOTE

HANDMADE TO ORDER, PLEASE ALLOW 4-6 WEEKS FOR PRODUCTION AND SHIPPING.


ZHAO LANGMING

SHOPCOLLECTIONSABOUTSEARCHCART (0)

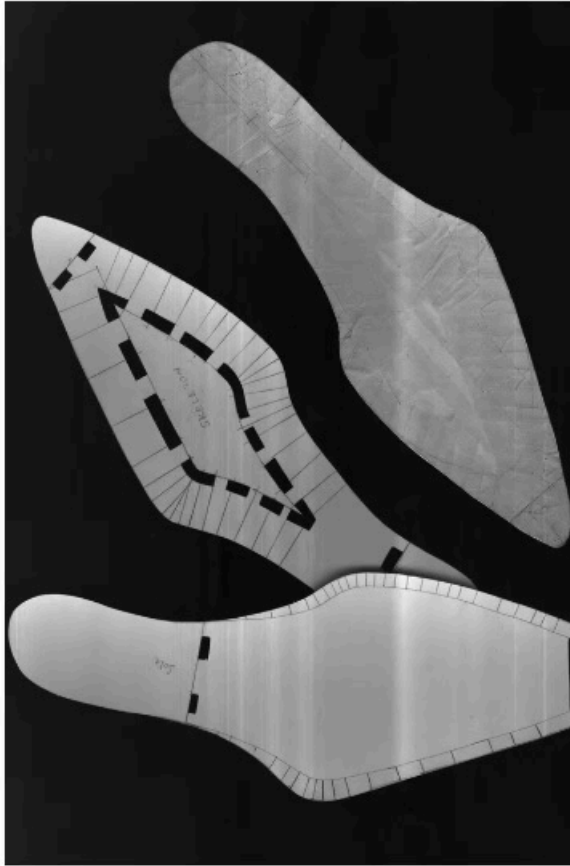
A FOOTWEAR BRAND ROOTED IN CRAFT, SCULPTED BY FORM.

ZHAO LANGMING EXPLORES THE TENSION BETWEEN SHAPE AND STRUCTURE, WHERE ASYMMETRY BECOMES POWER. EACH SILHOUETTE IS HANDMADE, YET SHARPLY EXPERIMENTAL, TO CREATE WEARABLE OBJECTS OF DEFIANCE.

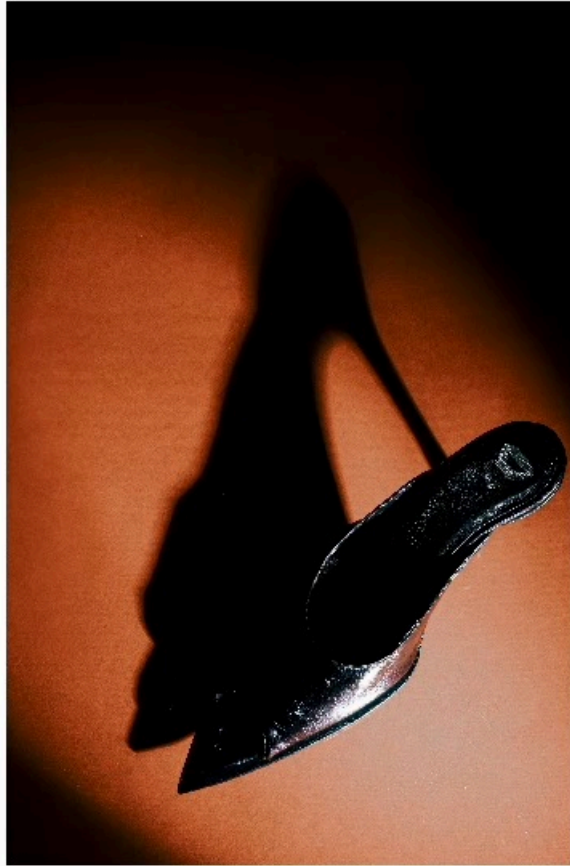
WE SPEAK A LANGUAGE OF QUIET REBELLION. IT'S NOT DESIGNED TO FIT A DEFINITION, BUT TO RESIST ONE. FOOTWEAR FOR THOSE WHO MOVE DIFFERENTLY. DEFINED ONLY BY THEIR OWN VIEW.




01




02




03



04



05



06

CAMPAIGN

PHASE ONE

For seeding, we'll deliver a pair of ZHAO LANGMING shoes to a tight circle of fashion insiders, people who are deeply rooted in the industry and known for their distinct, personal style. Alongside the shoes is a record invitation to a brand experience in collaboration with Silence Please.

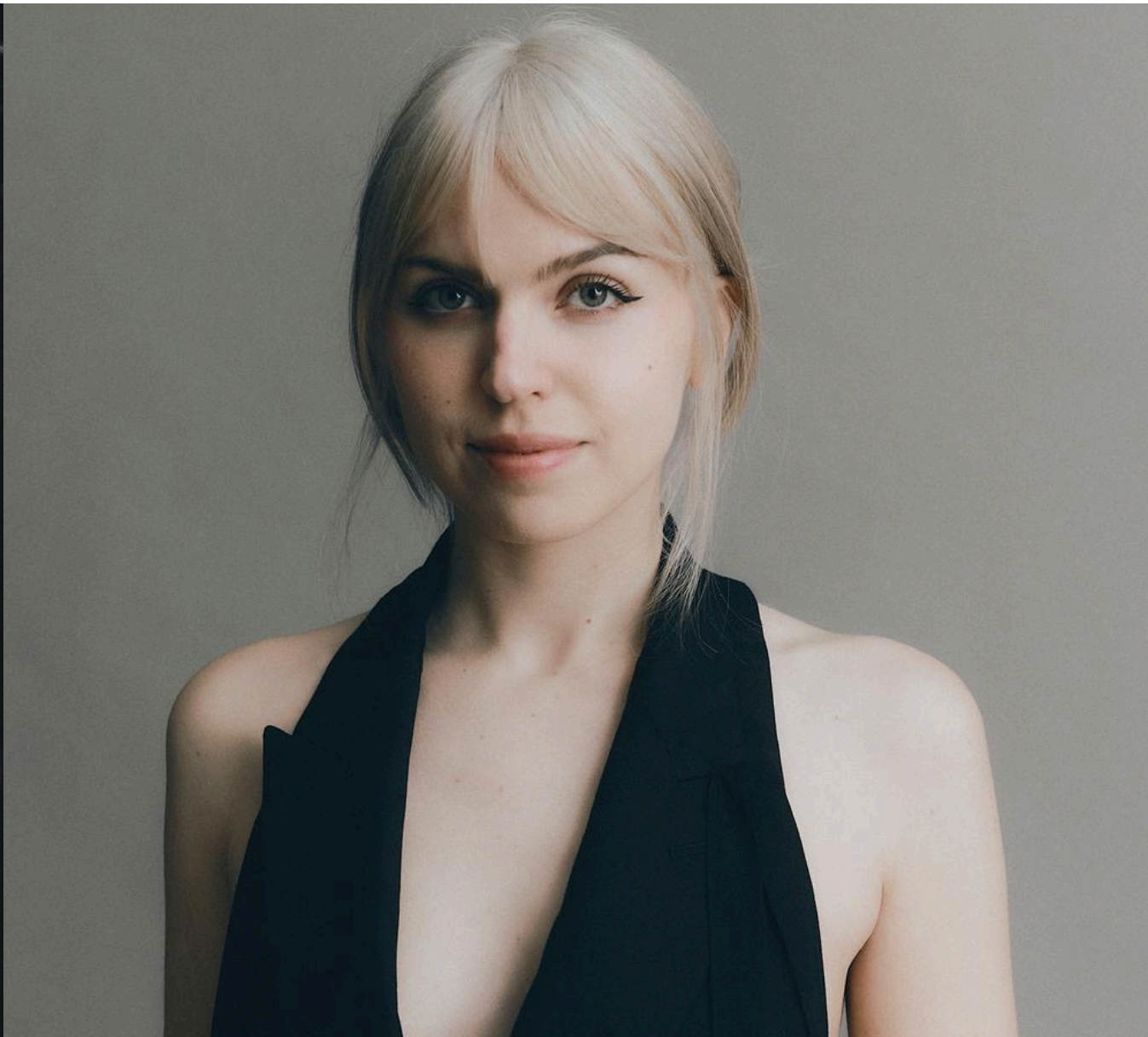
Each invite leads to an intimate, photographed brand event where their personal styling becomes part of the story.



TALENT



GABRIETTE / MODEL, ACTRESS



BRENDA HASHTAG / FASHION JOURNALIST



IZZI POOPI / FASHION INFLUENCER



JULIA FOX / ACTRESS, MODEL, MEDIA



RACHEL SENNOTT / ACTRESS

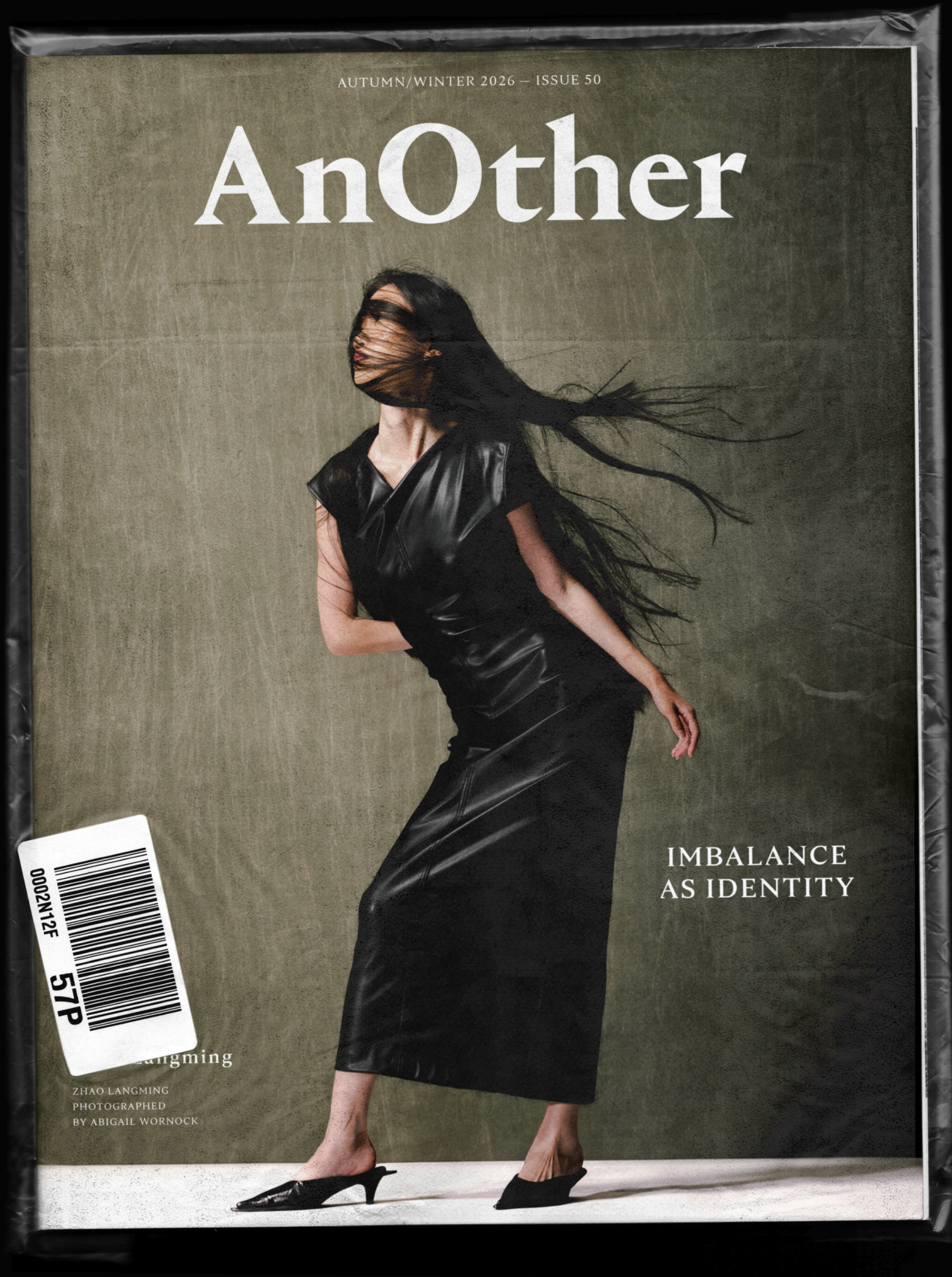


MYHA'LA HERROLD / ACTRESS

AnOther Magazine x
ZHAO LANGMING

Casa Magazines, NY

Reaching fashion’s core through
print lets us connect deeply and
deliberately. This partnership
unites two visionary voices to
connect their shared audience.

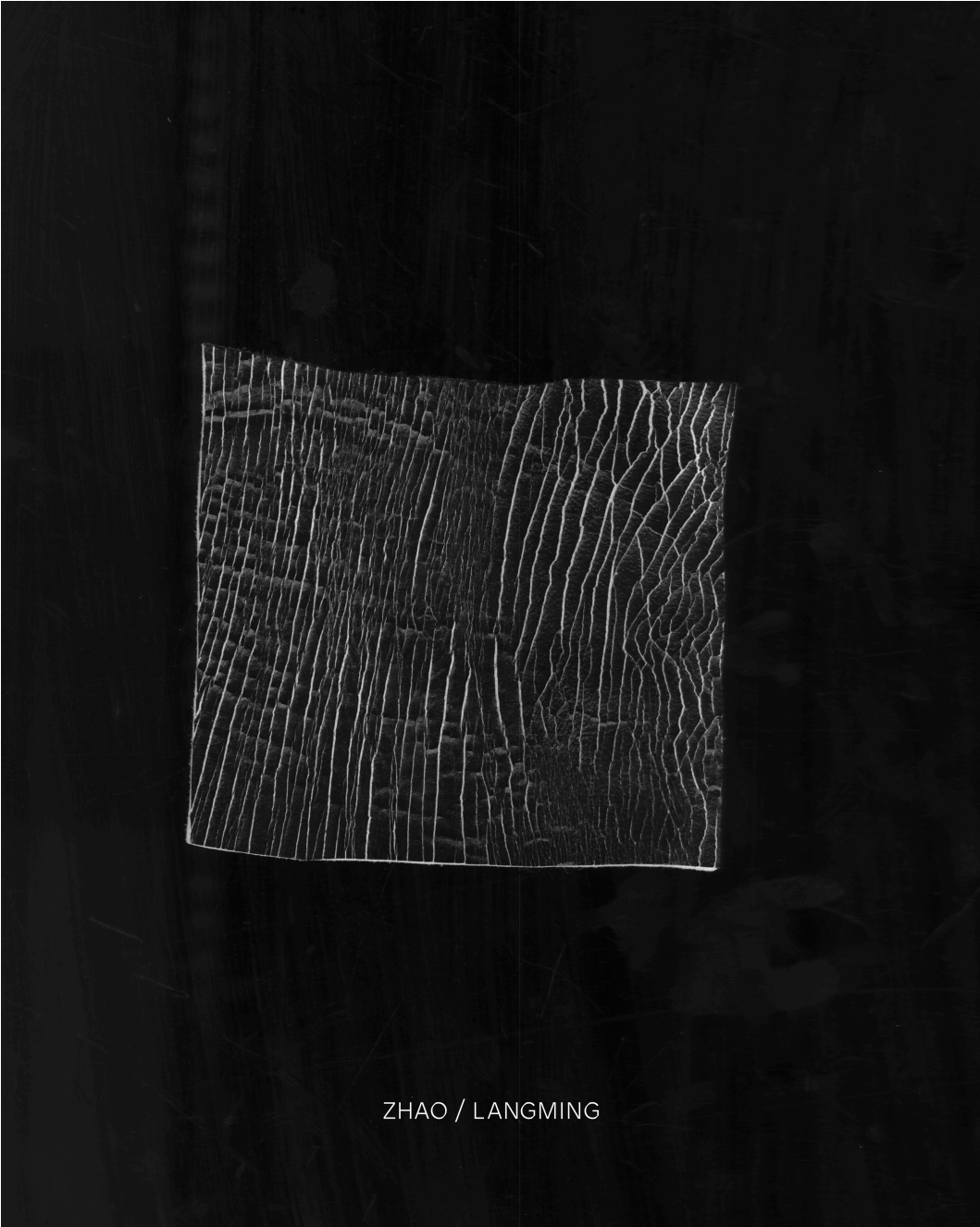
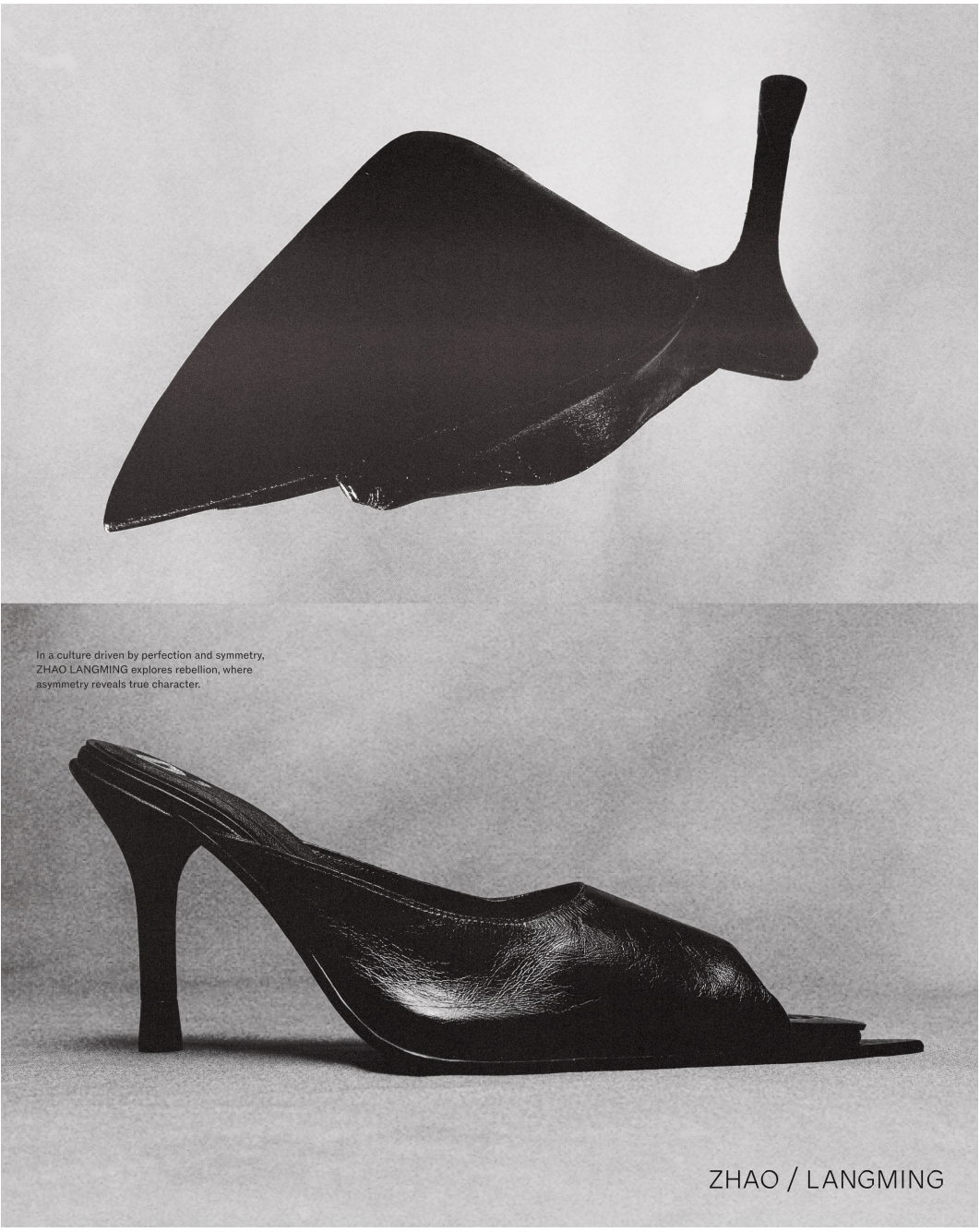




CAMPAIGN

PHASE TWO

CAMPAIGN VISUALS / STILLS



IMBALANCE AS IDENTITY



ZHAO / LANGMING

CAMPAIGN LAUNCH / OOH

Product Window Installation

ZHAO LANGMING



CAMPAIGN LAUNCH / OOH

Posters



Posters



ZHAO / LANGMING

ZHAO / LANGMING

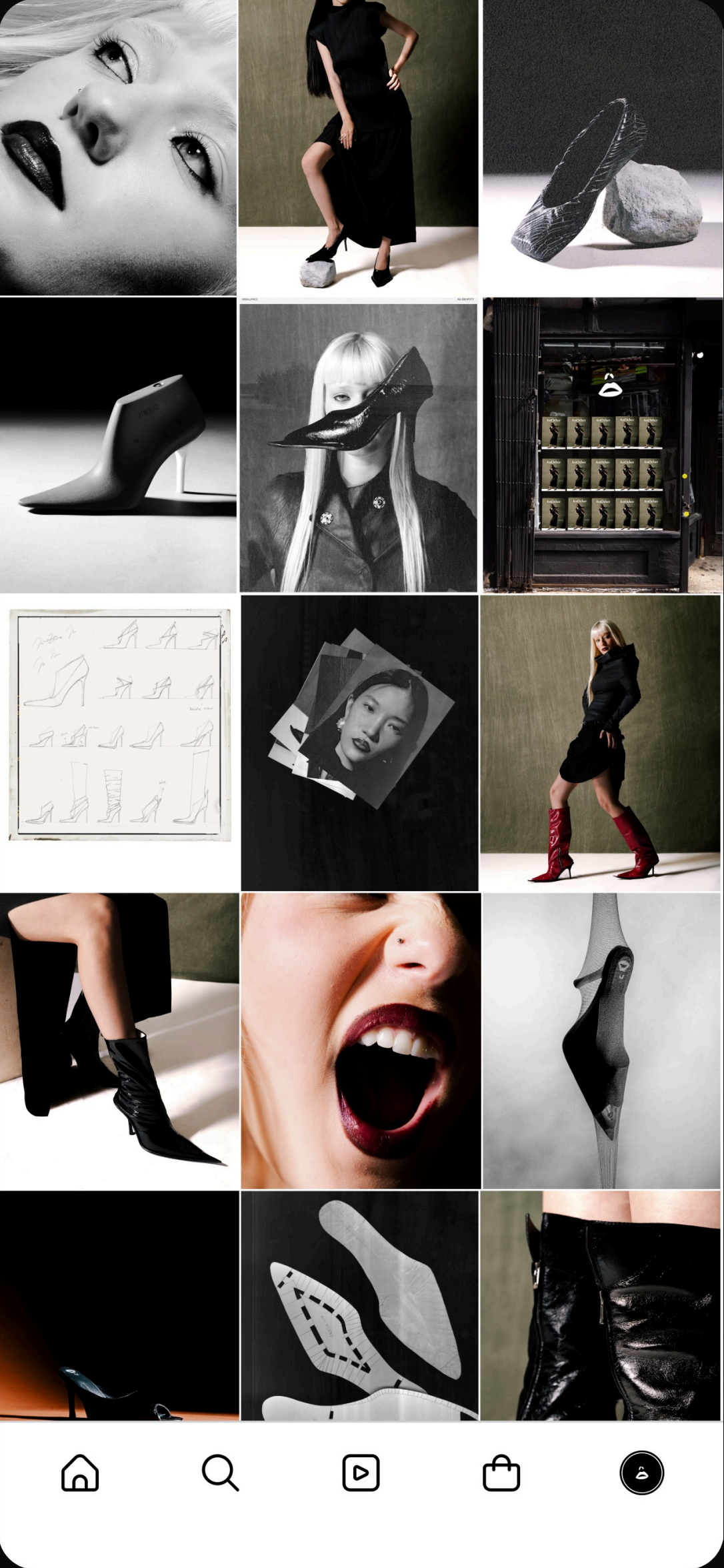
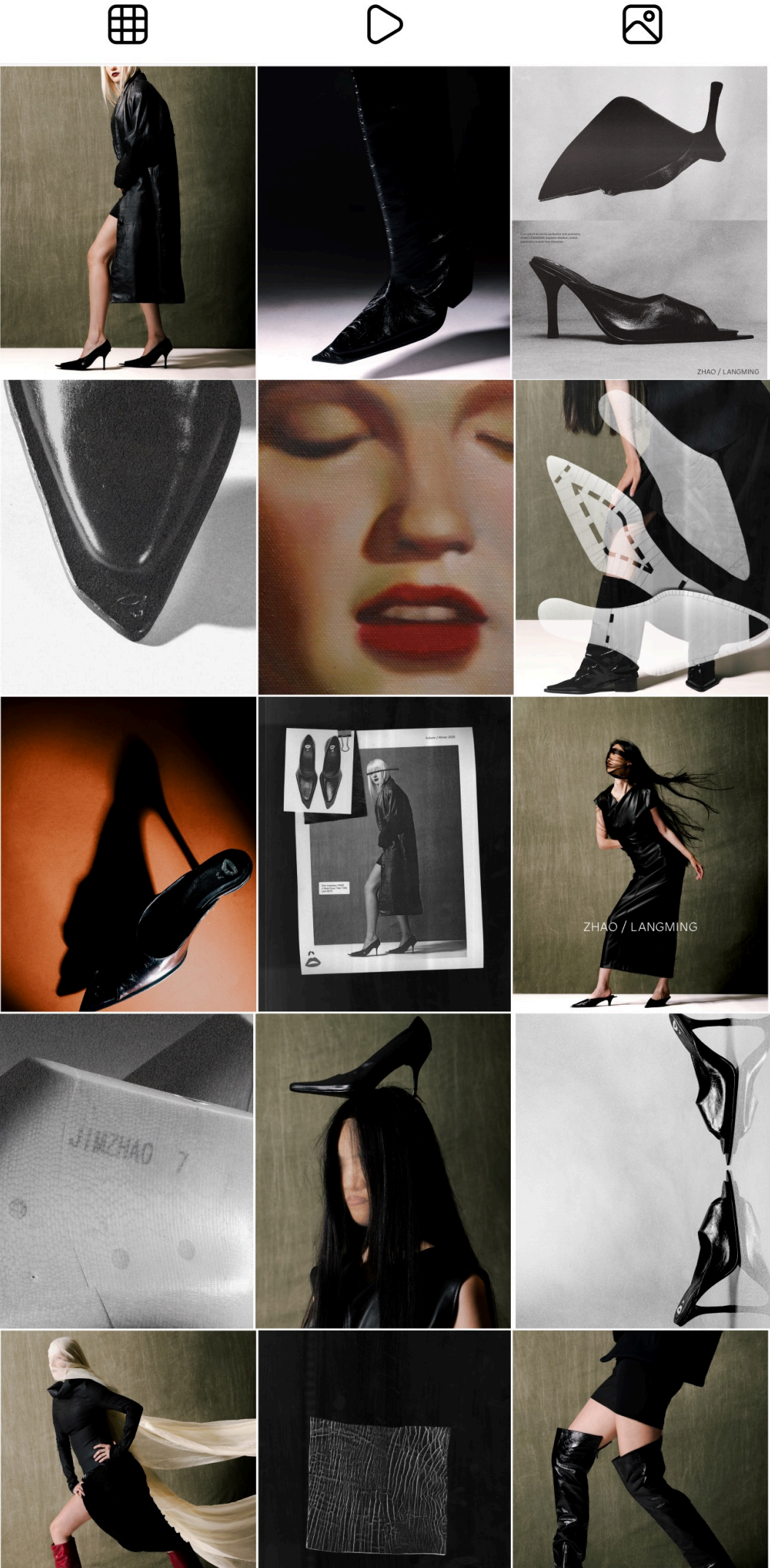
ZHAO / LANGMING

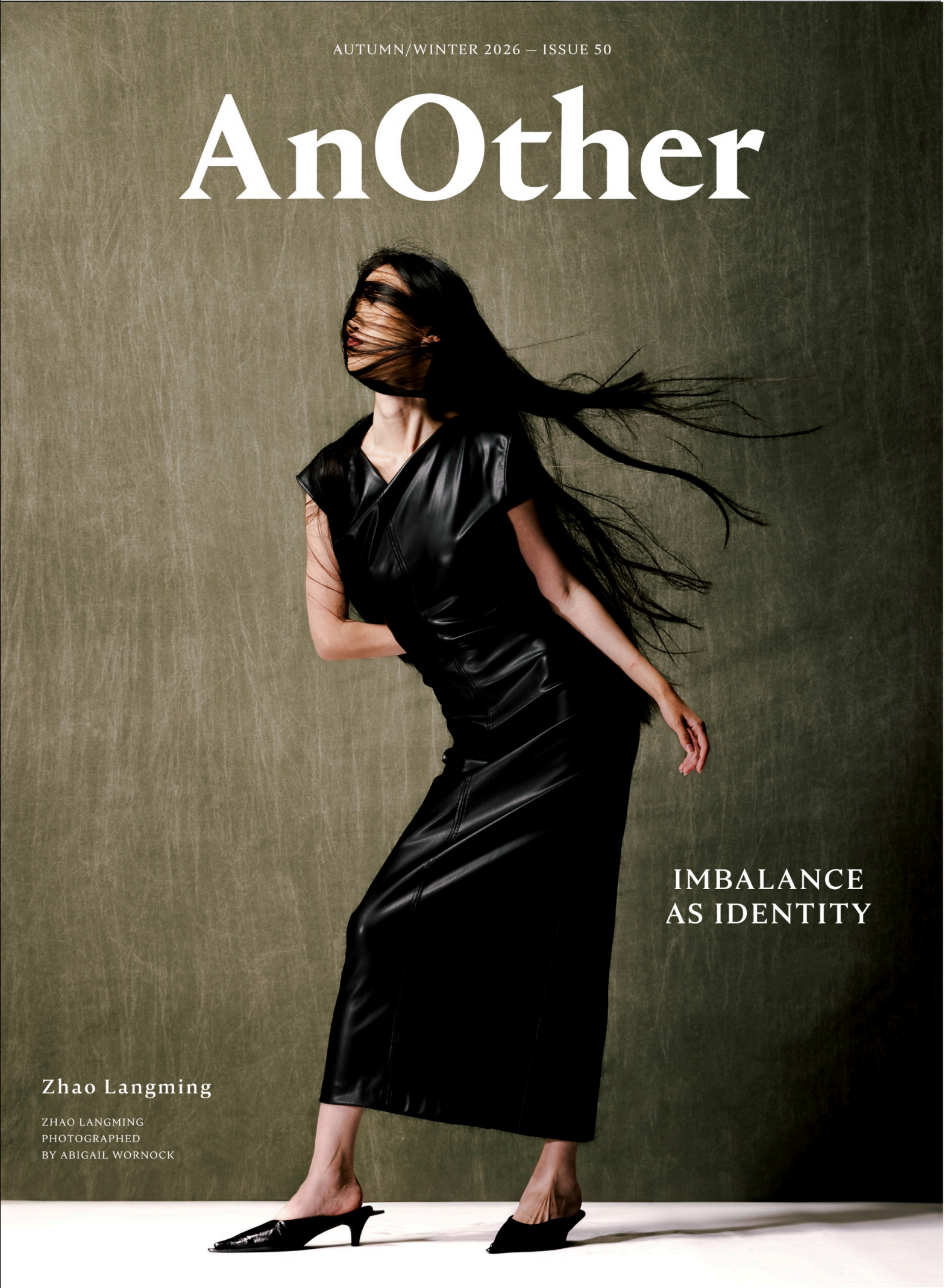
zhaolangming

50 posts 100K followers 1 following

ZHAO LANGMING
Imbalance as Identity
zhaolangming.com

Following



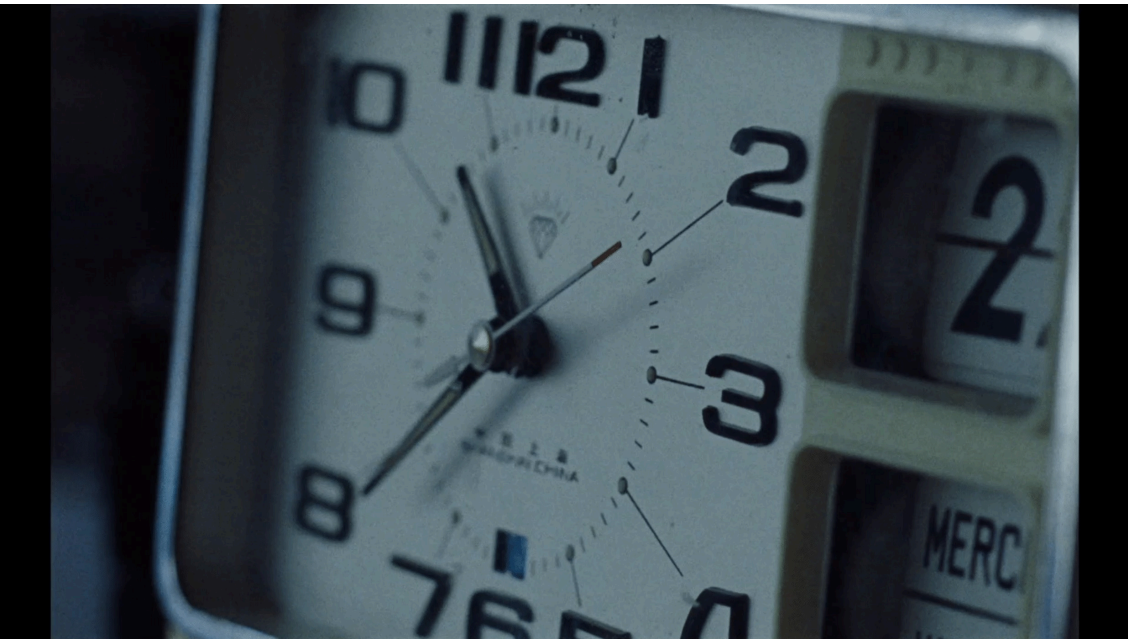


Asymmetry and the Art of Becoming with Zhao Langming

Zhao Langming steps away from convention, embracing imbalance as a form of self-expression. In this story, the brand shares what it means to reimagine elegance through imperfection.

Set in a surreal, mirrored dreamscape, this film follows a lone heroine as she confronts shifting versions of herself; fractured, performed, and erased. Through these disorienting reflections, identity is revealed not as fixed truth, but as a fluid tension between presence and perception.





Alarm clock glitch



Hero's journey begins



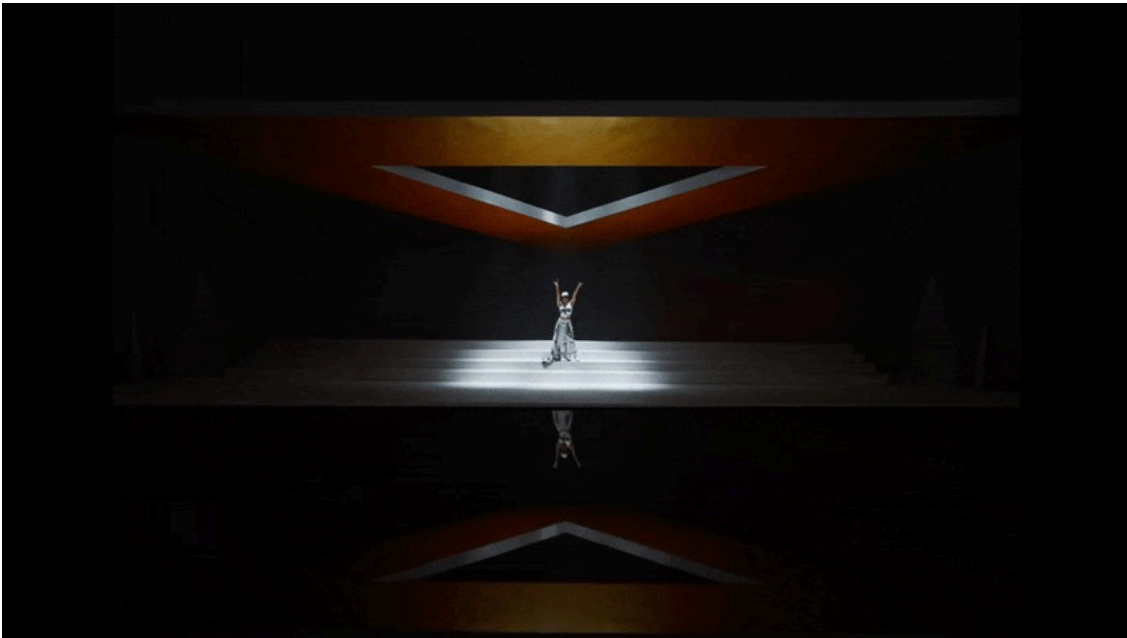
Hero enters into dream world



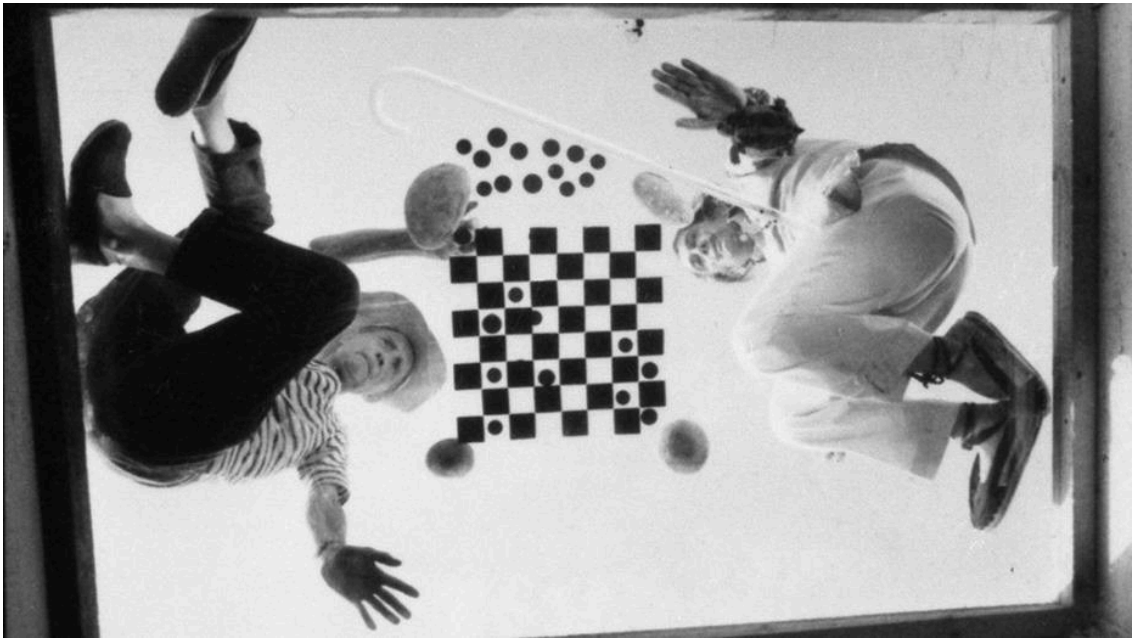
She see's an obscure reflection of herself



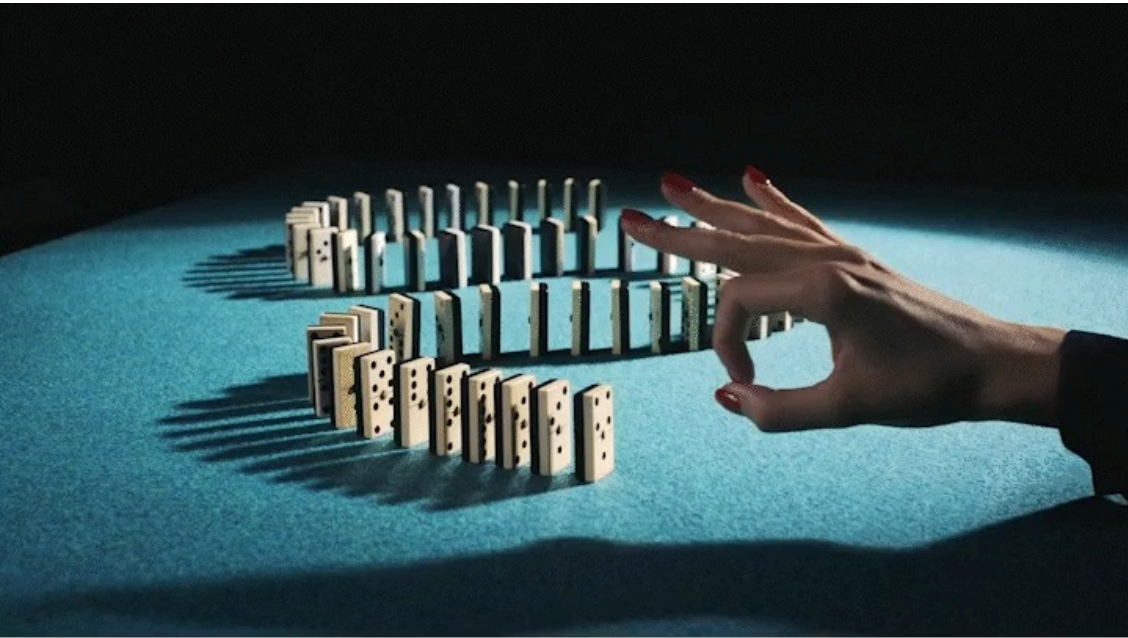
Quick cut to alternate identities she's seeing



People dancing



Playing chess



Dominos falling



Obscured form



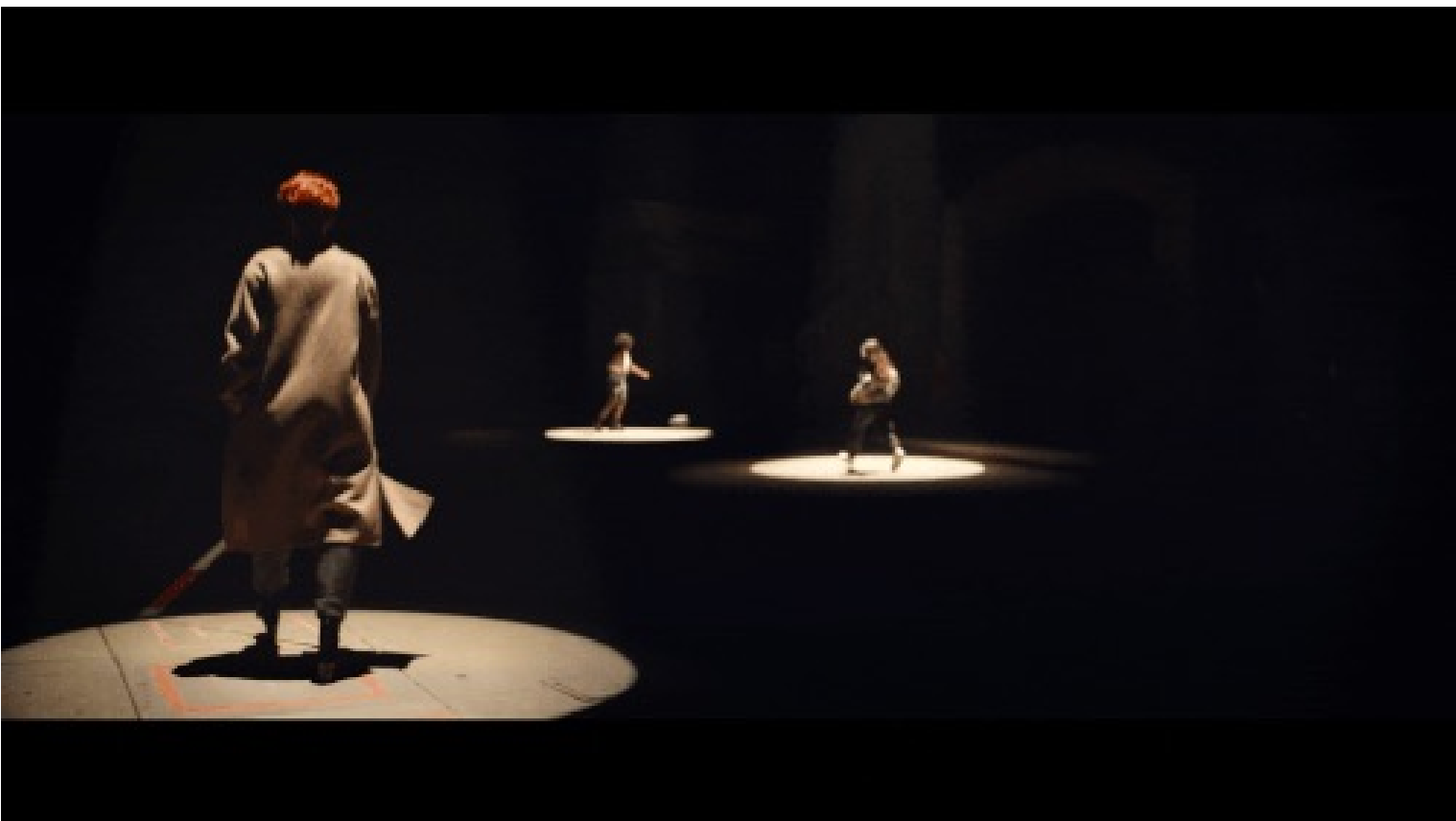
People walking above



Time warp with alternate identities



Hero wakes up from dream



Video: Coloring technique

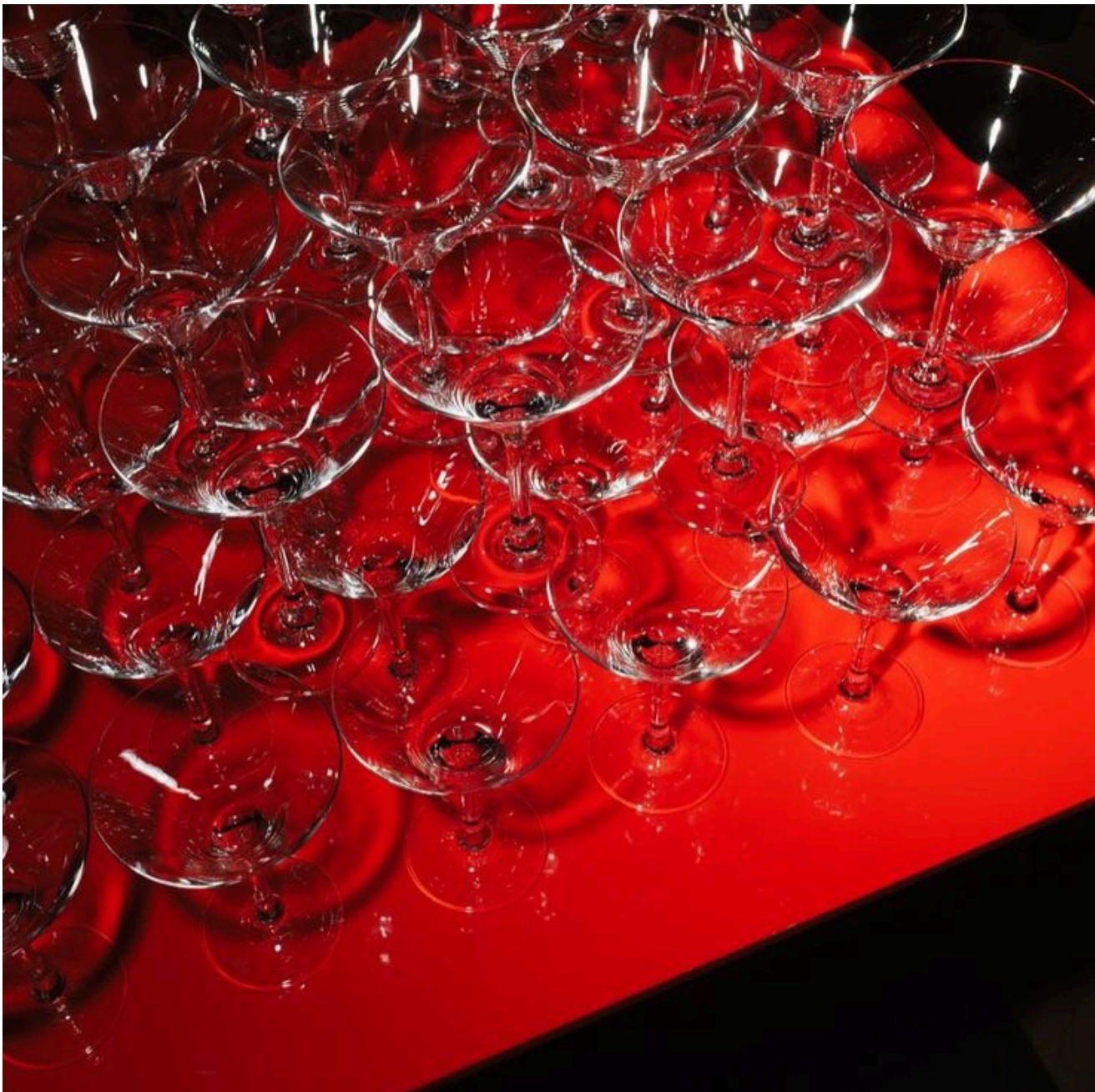
CAMPAIGN

PHASE THREE

Zhao Langming presents a submersive celebration of form and imbalance, set to a vinyl-only DJ set played through the custom high-fidelity speakers of Silence Please.

ZHAO / LANGMING
SILENCE PLEASE

CAMPAIGN / EXPERIENTIAL



CAMPAIGN

SUMMARY

01 PHASE



Seeding Tactics
Guerilla

02 PHASE



Creative
OOH
Social
Brand Film

03 PHASE



Events
Sustain

THANK YOU