

# Joey Samson is the man of the hour

Geolete Esguerra - The Philippine Star ⓘ  
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MANILA, Philippines - It has been 10 years since Joey Samson set aside his desire to become a doctor to begin his career in fashion design, but with his body of work, it seems much longer. Known for his pieces that know no gender, this master of androgyny has made a name for himself in fashion as a highly conceptual designer focused on the process rather than the surface. He'll be marking this milestone with a double celebration gala with fellow 10-year-old **YStyle** on Sept. 2, and capping it with an audio-visual exhibit and design event that features Samson's work through a series of interactive pieces produced by his friends and peers.

In a way, the "Joey Samson X" exhibit at Picasso Boutique Serviced Residences will give a sneak peak at the iconic pieces everyone is anticipating at the **YStyle** event, as some of his most iconic works will be displayed. These include the Cage Dress, Ribbed/Corded Dress, Transitions Skirt, Ladies' Origami Dress + Men's Jacket, Mitate Ladies' Tuxedo, Deconstructed Jacket and Skirt, Man on the Moon, among others.

A week before his gala, Samson is on his toes, excited but at the same time, in suspense. "I'm anxious but at the same time doing my best to maintain a positive outlook," he says. This collaboration is especially close to his heart as **YStyle** has been a big part of his growth. "It is through **YStyle** that I was able to reach a diverse audience," he explains. This time, he'll be showcasing pieces pivotal to his career, as well as new directions in his work. "Each piece is special because it led me to create the other pieces that have become integral to the whole collection," he adds. The much-awaited show will demonstrate how his aesthetic has evolved through the years. "I'd like to think my style has evolved and (I have) broadened my aesthetic which has led me to have my own design language."

It is this design language that sets him apart, giving him the reputation of being one of the most directional designers in the country. "I've always been a non-conformist. My approach to color and shapes frequently raises questions about what is considered beautiful. It is very important that you love what you are doing, that it never feels like work," he says.

Always seeking to improve himself, he constantly seeks to redefine his language, interpreting it through various means. "Me and my work is still, and will always be, a work in progress. Part of my work is to keep a perfect balance between my personal aesthetic and what the client requires, but keeping that in mind, I always stay true to what I believe in. This is how I'm trying to create my own contemporary design language."

He looks to the future, while sharing how he has always lived by Henry Wadsworth Longfellow's line of "learn to labour and to wait." "I want to keep on learning and growing and have longevity in the business."

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"Joey Samson X" will be run from Aug. 30 to Sept. 6 at the Picasso Boutique Serviced Residences, 119 L.P. Leviste St., Salcedo Village, Makati City.

Fashion by JOEY SAMSON

Photos by EVERYWHERE WE SHOOT

Styling by MELVIN MOJICA

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