

CONVERTIBLE FASHION CONSTRUCTION

BODITECTURE



About Wen Guo and Boditecture

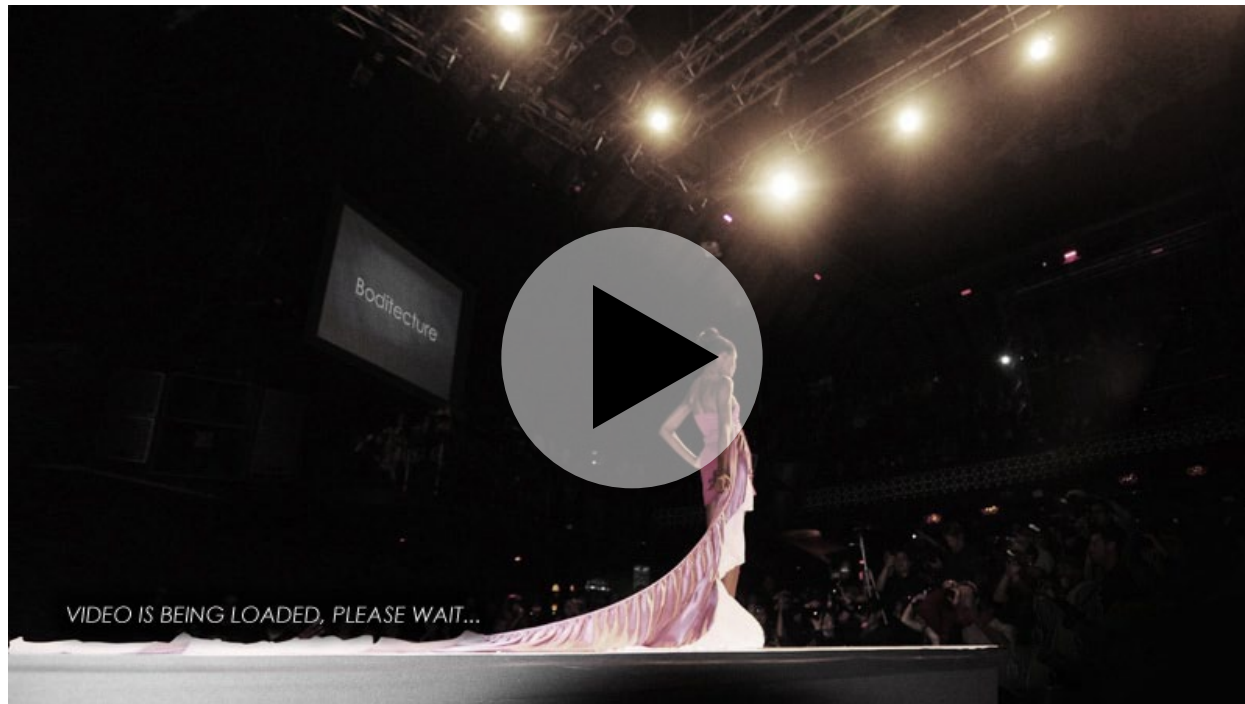
Trained as an architect from China and the US, Wen Guo has come a long way to become a fashion designer. Raised in China, she designed and created her own skirts before the age of ten. While her passion is in fashion, she unwillingly entered a business school following her parents' wishes. After a year, when she could no longer suppress her true desire to be more artistic, she sneaked away to the University of Hong Kong and changed her major to Architecture as a compromise between art and business. She continued her Master of Architecture degree at UC Berkeley, then proceeded to work in the world-renowned firm SOM and successfully became one of the top 1% youngest licensed architects in the US.

While she was working as an architect, she also started a DJ school on the side with a business partner. A compact schedule of working days straight into events during the nights pushed her to design a set of convertible clothing that can transform from business attire to evening dress in an instant.

As the designs are architecturally inspired, she named the line "Boditecture", which means Architecture on the Body. Influenced by her corporate work background, Boditecture represents a professional, minimal, classic, sensual yet classy image for modern women who live a jet-set lifestyle. In order to make the clothes convertible, she utilizes zippers, buttons, toggle clasps and magnets to provide transformation from one style to another. Boditecture dresses can be worn to the office during the day, then easily transformed for an opera night as a full-length gown or converted into a miniskirt dress for a cocktail party. She also designed and produced a few multi-way scarves that can flatter the body and outfits in many different ways.

In August 2011, she formed a team to officially launch the brand, and it seized attention from the public and media almost instantly. Just within half a year, it was selected to showcase in SF Fashion Week and LA Fashion Week, and it was even mentioned as "one of the biggest show stealer" by LA Fashion Week media due to the overwhelming audience response. The products are sold in nationwide flash sale sites on a monthly basis and are exposed to millions of users. Boditecture products are also locally carried by 7 high-end boutiques in San Francisco and Los Angeles. On March 6th 2012, Boditecture's innovative approach won the Award of Achievement by Ahead of Fashion Accelerator from a high profile judge panel composed of fashion industry CEO's and professionals. The brand's story was found in 100+ articles in various media from TV, prints and on the Internet.





[CLICK HERE TO WATCH FW 2012 IN LA FASHION WEEK VIDEO](#)



We design modern convertible ready-to-wear garments for the busy career woman with a jet-setting lifestyle. She can feel confident that her stylish outfit will translate from work to formal or cocktail attire in an instant.

Target market: 25-40, professional working women living in cosmopolitans.

Brand Mantra: Professional, Minimal, Classic, Sensual yet Classy.

MULTI-WAY COLLECTION | FW 2012



MULTI-WAY SCARF - LINK | FW 2012



MULTI-WAY
BODI-SCARF
IN LIQUID SMOOTH
SILK VERSION



MULTI-WAY DRESS - EMBRACE | SS 2012





SPLIT



RELEASE



REVEAL



EVOLVE

MULTI-WAY DRESS - OPEN | FW 2011





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Posted on 13 March 2012

The night began with an invite only meet and greet for participants to connect to industry guests like *Women's Wear Daily (WWD)*, *Racked LA*, *Yahoo News*, *NBC, CA Apparel News*, *Magnet Showroom*, *Directives West*, and *Doneger Group* among many more.

Without delay, the first runway show was underway with **Luis Mendoza & Yesica Medina** (LUICA), **Ermelinda Manos** (Ermelinda Manos), **Janean Johnson** (Jalo Couture), **Wen Guo** (Boditecture), and **Danielle Pettie** (Danielle the Dress Maker). LA based **Hyper Crush** took to the stage and hyped the crowd with their electro pop vocals and hard hitting club beats.

Moments later, **Melissa Velia** (Melissa Velia), **Edita Bandaryan** (Edita Collection), **Regina Marie Woods** (G. Marie), **Catherine Furio** (Furio Appareil) and **Johana Hernandez** (GLAUDI) by Johana Hernandez graced the runway. It truly was the non-stop version of Project Ethos that guests have been waiting for.

After the main event, an electric after party with **Audi**, **Jin & Quinn**, **The Seems**, an encore runway show and live art from **James Haunt**, kept attendees entertained into the late night hours. Haunt was energetic on stage painting models into a canvas created optical illusion.

But all the designs showcased the diversity and wealth of talent the city is known for.

Pictures to come, and stay tuned to ProjectEthos.tv for the full runway!

#

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Ahead of the Fashion: March 6, 2012 Event

Posted On Friday, March 9, 2012 At 9:36AM [AF Admin](#)

Accelerating Technology and Fashion in San Francisco

March 6, 2012 at the Julia Morgan Ballroom, Merchant's Exchange

BOOTECTURE's Designer and Founder Wen Guo accepts her award. Photo by Michael Vu (Deja Vu Photography).

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Congratulations to Boditecture!

Posted On Thursday, March 8, 2012 At 2:05AM [AF Admin](#)

We would like to congratulate Designer Wen Guo from [Boditecture](#) for taking First Place at the second ahead of the Fashion Event More

ABOUT AF

"Ahead of the Fashion" (AF) is an accelerator program for technology start-ups in the consumer, fashion, and retail industries. It promotes a monthly event and in its accelerator program it provides a selected group of companies advice and access to capital in partnership with industry experts and investors that have experience and relationships in the technology and consumer industries.

- [Tech company application](#)
- [Fashion designer application](#)

INVITATION TO ATTEND

Join us at our next event!
[Register to Attend](#)
 May 8, 2012
 5:30pm - 9:00pm
 The Julia Morgan Ballroom
 465 California Street
 San Francisco, CA 94104

APPLY TO PRESENT

If you are an early stage tech startup in the consumer, fashion, and retail space and you are interested in applying to present at the AF events, please complete the [Gust on-line](#)

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 interesting findings about the startup geography.
 "surprise": \$V wins in multiple categories! [http://tr.co/0J3KXELM](#)
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 Asian retailer Uniqlo to open US store outside of NYC... you guessed it: in SF, that should be interesting....
[http://tr.co/D044C0y12](#) [#fashion](#)
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 Anyone got any thoughts/reactions to the fb purchase of Instagram? (for \$1 bn!)

[illegible][illegible][illegible]

SELECTED EXPOSURE IN OTHER WEBSITES, BLOGS AND FLASH SALE SITES

