

PRESS KIT

PAYCHI *Guth*

CASHMERE

Everyday Indulgence



ABOUT PAYCHI GUH

www.paychiguh.com/about



About Paychi Guh (pronounced “pay-chee goo”)

Combining her love for knitwear design and cashmere, and passion for architecture and modern art, Paychi Karen Guh launched Paychi Guh in 2013, incorporating simple form, refined texture, modern graphics, and high-quality cashmere. Each Paychi Guh design caters to the independent, creative woman who desires individuality, timeless style, and ultimate comfort.

The philosophy is simple: *Everyday Indulgence*. Best described as wearable luxury knitwear, the Paychi Guh label is renowned for its comfort, versatility, timelessness, and flattering fit. The line focuses on lightweight, breathable, trans-seasonal pieces that are beautiful by themselves and ideal for layering. Subtle surface textures and refined seaming details make the understated and sophisticated pieces unique and desirable.



About Paychi Karen Guh

Karen was born and raised in Taiwan and moved to Vancouver, Canada at a young age. Karen built her technical foundation from textile and design education at the University of British Columbia and the Philadelphia College of Textiles and Science. She further sharpened her creative capability at the prestigious Central Saint Martins of Arts and Design in London. The unique draping-and-collaging design process allows her to break free from common design rules to create original silhouettes.

Along with her creative vision and passion for design, Karen also brings with her extensive industry knowledge from over 15 years working as Textile Designer and Design Director at fashion specialty retailer Nordstrom. As a believer in the importance of sustainability, she practices infrequent, deliberate purchases and carries that belief into her design. Each Paychi Guh cashmere piece is designed to be an integral part of the wardrobe, to be worn season after season and last a lifetime.

ABOUT CASHMERE

www.paychiguh.com/about-cashmere

Why Cashmere?

Cashmere fiber, the nature fiber of the highest quality, is luxuriously soft and feather-light in weight. Cashmere fibers can be compactly arranged during the spinning process, resulting in excellent warmth retention (typically 8 times that of wool) without adding bulk. Therefore, cashmere garments are uniquely breathable and comfortable.

How to determine the quality of Cashmere?

Cashmere fiber quality is measured in length (measured in mm), diameter (measured in μm), and color. Micron (μm) is a measure of diameter equal to 0.001 mm, or 1 millionth of a meter, or 0.04 thousands of an inch; human hair is on average 45 microns. In order for a natural goat fiber to be considered cashmere, it must be under 19 μm in diameter and be at least 34 mm (1.339 in) long.

The longer, finer, and whiter the cashmere, the more rare and expensive it is. Finer, longer cashmere is what goes into luxury garments. Thicker, shorter hair will be made into less expensive garments and is often used as part of a blend.



Where does Cashmere fiber come from?

Cashmere is the downy undercoat grown by cashmere goats living in the high and dry plateaus with extreme weather. These goats have a coarse hair that repels the weather. Under that outer coat lies a much finer fiber; cashmere, which insulates these animals from the bitter cold.

The great majority of the world's best cashmere comes from Inner Mongolia (an autonomous region of China) and Mongolia (aka Outer Mongolia), where 40 million goats contend with temperatures below 22°F (-30°C). The colder the weather and the longer the days, the longer and finer the goat's hair. And Mongolian weather can drop to -58°F (-50°C); that's why China produces the finest and best cashmere in the world.

In the spring, as they start to moult, the goats are combed or shaved to remove their hairs. The combings are then washed and dehaired, so that what is left is the precious, pure cashmere.



ABOUT CASHMERE (con't)

www.paychiguh.com/about-cashmere

Why is Cashmere expensive?

Limited Supply

Cashmere resources are rare and accounts for only 0.2% of the total output of all animal fibers. The supply of cashmere is limited due to the special living condition of the cashmere goats and that these goats shed only once a year each spring.

The Lengthy Fiber-to-yarn Process

After the hairs are collected by hand each spring, they go through many steps including sorting, scouring, re-sorting, and dehairing to eliminate any coarse guard hairs before the fibers can be spun into yarn. Some specific process, for example, sorting, is almost always done by hand, to make sure the selected fibers are as uniform and as pure as they can be.

The scarcity of the fiber and the handwork required to convert that fiber into a luxurious garment both contribute to cashmere's price.



What is Worsted Cashmere?

Only the longest fibers (longer than 36 mm) passing through an additional combing process can be converted into worsted yarn. The selected, longer, and more uniformed fibers are then put into parallel form to be spun into worsted yarn. It is a finer, smoother, and higher-quality cashmere.



Why does Paychi Guh Collection focus on Worsted Cashmere?

Everyday Indulgence is our philosophy. By using superfine worsted cashmere, we are able to produce lightweight, breathable, and transeasonal cashmere pieces that customers can enjoy throughout the year.

In addition, the beautiful drape achieved by the worsted cashmere fabrication can effortlessly flatter most body shapes with exceptional comfort.

FROM FIBER TO GARMENT

www.paychiguh.com/cashmere-factory-visit

Why Inner Mongolia, China?

We proudly produce most of our cashmere sweaters in Inner Mongolia. This prominent cashmere factory is renowned for their skilled professional workforce, advanced equipment and technology, and commitment to quality and excellence for over 30 years.

The process of cashmere production



Sorting



Scouring¹



Dehairing²



Dyeing



Carding³



Spinning⁴



¹ **Scouring:** Washing and drying the fibers in the scouring machine in order to eliminate dirt and grease.

² **Dehairing:** Removing guard hairs and vegetable matters, using principles of centrifugation and air separation.

³ **Carding:** Loosening up and disentangling lumps of fiber so they are ready for spinning.

⁴ **Spinning:** Converting fibers into yarn by drawing out, twisting, and winding the fibers.

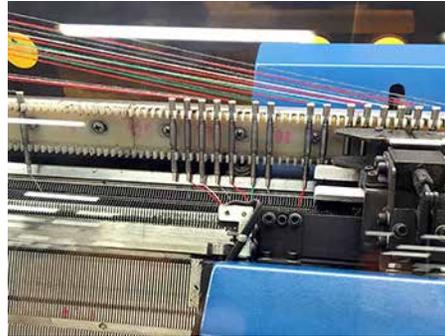
FROM FIBER TO GARMENT (con't)

www.paychiguh.com/cashmere-factory-visit

The process of cashmere production (Con't)



Knitting



Silk Screen Printing



Digital Printing



Linking⁵



Washing



Pressing



Final Inspection

⁵ **Linking**: Linking garment panels together by hand on the linking machine.

During our recent factory visit, we learned so much about the complicated process involved in converting raw fibers into a luxurious cashmere garment. For more behind-the-scenes factory images and detailed explanations of how our cashmere sweaters are made, visit our website at <http://paychiguh.com/cashmere-factory-visit/>.

F/W 2016 COLLECTION

<http://paychiguh.com/fallwinter-2016/>

Timeless style and ultimate comfort for everyday indulgence. Cashmere collection inspired by architecture and modern art.



STOCKISTS

www.paychiguh.com/stockists

Paychi Guh FW16 collection is available at these fine boutiques:

USA

Juniper - Seattle, WA
bocnyc - New York, NY
Noodle Stories - Los Angeles, CA
The Shak - Dallas, TX
Knit Wit - Boulder, CO
Minnie T's - Santa Monica, CA
The Nines - Greenvale, NY
The Closet - Westlake Village, CA

Sweet William - Hinsdale, IL
Panache - Sun Valley, ID
Habits - Jackson Hole, WY
Finefolk - Kansas City, MO
Workshop - Santa Fe, NM
Gilda's - Newton Centre, MA
LJ Cross - New York, NY
Pitkin County Dry Goods - Aspen, CO

AP Shop - Lakeside, MI
Barbara Pizik - Beverly Hills, CA
Panache - Park City, UT
Liebling - Burlington, VT
Roberta - Langley, WA

Canada

Gravitypope - Vancouver, BC

Labels that Paychi Guh is hanging with:

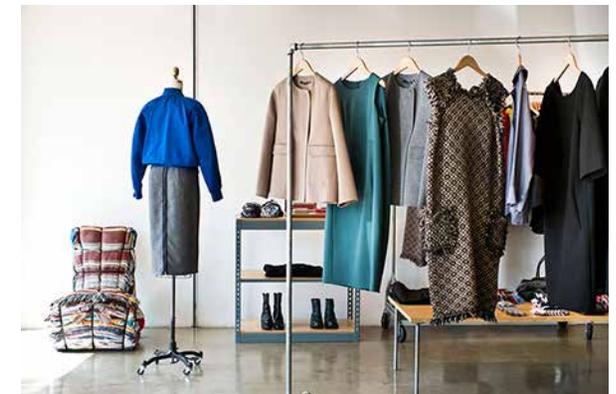
Avant Toi, MM6, Pas de Calais, R13, Rachel Comey, Raleigh Denim, Rick Owens Lilies, Two & Yoshi Kondo.



Juniper
Seattle, WA



bocnyc
New York, NY



Noodle Stories
Los Angeles, CA

PRESS COVERAGE

www.paychiguh.com/press

seattle
magazine

DAILY
CANDY®

new
Day
NORTH WEST

Seattle



Chinese Times



SEATTLEITE

BUNCH

VANGUARD
SEATTLE

Seattle Met

Vepily
MAGAZINE

425
THE EASTSIDE'S MAGAZINE

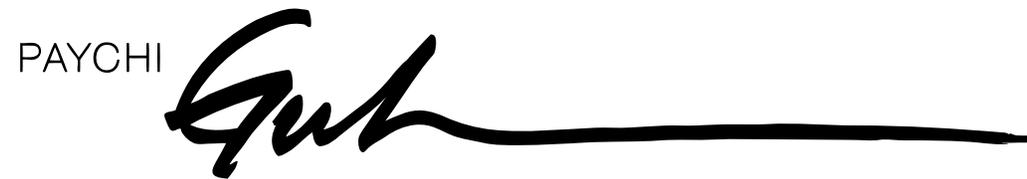
"Guh is less interested in 'chasing the trends' than she is in providing a 'yummy item in a woman's closet that makes her feel happy.' Treated well, cashmere of this quality can last a lifetime, making it a wise investment in wearable luxury."

- Ali Brownrigg, *Seattle Magazine*

"Here to school you on cozy is Paychi Guh, whose cashmere line has a major in architecture and a minor in modern art."

- Ashley Breckel, *Daily Candy*

"Guh's [...] collection [...] is especially remarkable for its uncommon shapes and original silhouettes. By using a system of draping and collaging pieces of material together based on aspirational shapes and sketches, Guh designs clothing that reads more artwork than apparel." - Amanda Zurita, *Seattle Met*



Your feedback makes us better! We'd love to hear from you.

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