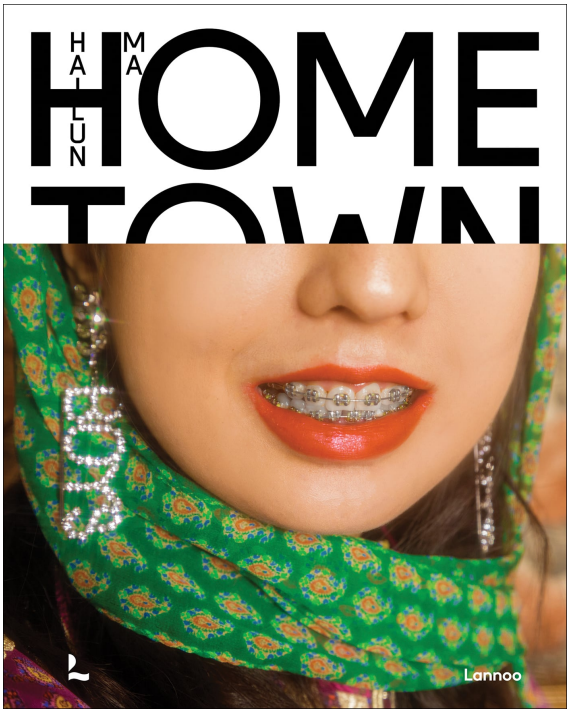
TITLE INFORMATION
Tel: +1 212 645 1111
Email: ussales@accartbooks.com
Web: https://www.accartbooks.com/us



Hometown

Hailun Ma

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- Fashion as a lens for social observation in everyday China
- Hailun Ma is one of the most influential emerging photographers in China among the new generation
- Local identity meets global fashion culture

Recognized as one of the most influential voices among China's new generation of image-makers, Hailun Ma turns her camera toward the gestures, styles, and relations that shape everyday life in Xinjiang. This book brings together recent series focused on family, youth, and daily style in Xinjiang. Moving between the staged and the spontaneous, Ma's images reveal how people present themselves, and how culture is worn, shared, and reimagined. Ma's work allows the images to speak before they are explained. Through her vibrant portraits, she has brought global attention to the style subcultures of ethnic minority and multicultural communities in contemporary China—bridging local identity and global fashion culture. Her work has been featured in *New York Magazine, i-D, GQ China* and *Vogue*.

Hailun Ma is one of the most influential emerging photographers in China among the new generation. She has already appeared in nearly a dozen individual and group exhibitions in various venues, from New York to Miami to Mumbai and her native China. Her work has been featured in many influential publications, including *New York Magazine, Vogue, GQ* and *i-D*. In 2024, she was named to the BoF 500 list of global fashion power players, becoming one of the few female visual creators from China to receive this recognition.

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