

# WWD

MENSWEAR NEWS / MENS FASHION

## South Korean Designers Set to Show in London

The government-sponsored presentation will feature apparel brands Me.Yoomi, Sewing Boundaries and Dozoh as well as custom footwear label Redmeteor Design.

By [Amanda Kaiser](#) on January 4, 2017



 [VIEW GALLERY – 6 PHOTOS](#)



Four [South Korean](#) design talents are gearing up to present their fall-winter collections at men's fashion week in [London](#). The Korea Creative Content Agency, a government-sponsored organization, is staging the showcase, which runs Friday to Monday at 180 Strand.

The presentation will feature apparel brands Me.Yoomi, Sewing Boundaries and Dozoh as well as custom footwear label Redmeteor Design.

Here is a rundown of the participants:

ME.YOOMI

**Designer:** Chu Yoomi

**Age:** 40

**Education:** Master of Fashion Design at Dongduk University

**Background:** Worked as a designer at Korean multibrand retailer Ecru, men's brand Wozzeck and Hello Kitty

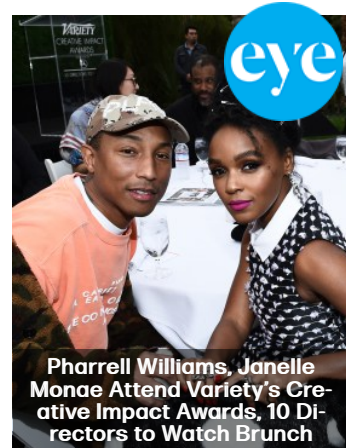
### ESSENTIALIST

— TODAY'S MUST READ —



[Pharrell Williams Adds Handbag Campaign to Chanel Duties](#)

### LATEST GALLERIES



[Pharrell Williams, Janelle Monáe Attend Variety's Creative Impact Awards, 10 Directors to Watch Brunch](#)

**Sales points:** Sells at a selection of stores in France, Israel, China and Korea

**Retail price points:** \$308 to \$1,666

**Inspiration for fall:** “My inspiration was images from the past that make our image for the future. A balance of restraint and freedom, the collection is a mix of urban lifestyle, comfortable, casual yet business-ready with chic minimal lines.”

**Design philosophy:** “My design attitude is that chic and comfortable should coexist.”

#### SEWING BOUNDARIES

**Designer:** Dongho Ha

**Age:** 33

**Education:** Studied fashion design at Daegu Keimyung College University

**Background:** Worked for Korean brands Gil Homme, DbyD and D.Gnak

**Sales points:** Multibrand stores in South Korea

**Retail price points:** \$140 to \$600

**Inspiration for fall:** “I am a dreamer.”

**Design philosophy:** “Sewing Boundaries literally means to connect differences and encapsulates our philosophy to connect the vague distinctions between various styles. Our mission is to become a genderless, unisex brand that links all types of consumers, young and old.”

#### DOZOH

**Designer:** Dongwook Jo

**Age:** 35

**Education:** Studied men’s wear at London College of Fashion, University of the Arts

**Background:** Worked with J.W Anderson

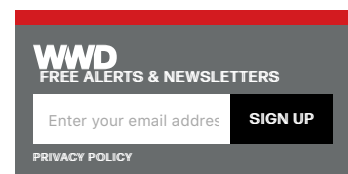
**Sales points:** Multibrand stores in China and South Korea

**Retail price points:** \$236 to \$670

**Inspiration for fall:** Military silhouettes

**Design philosophy:** “Don’t be bound by existing routines.”

#### REDMETEOR DESIGN



James begins. Ryan Gosling makes his first red carpet appearance tonight at the Palm Springs International Film Festival Awards Gala. #wwdeye #psiff #ryangosling

**Designer:** Seoksangho

**Age:** 38

**Education:** Masters of Fine Arts in industrial design from Chung-Ang University

**Background:** Worked as a designer at Hyundai

**Sales points:** Korean e-commerce sites and China Duty Free Shop

**Average retail price point:** \$320

**Inspiration for fall:** “The pursuit of functionality and style together. The A/W 2017 collection concept is a dress shoe [featuring] high-quality materials such as buckskin.”

**Design philosophy:** “Handmade shoes with equal attention to design and technology. Like buying a car you can customize your choices, color, heel height and trust the comfort technology.”

 [All About Asia](#)

0 Comments [WWD](#)

 [Login](#) ▾

 [Recommend](#)  [Share](#)

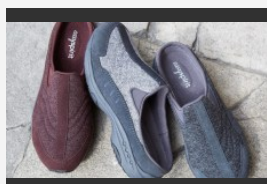
[Sort by Newest](#) ▾

Start the discussion...

Be the first to comment.

 [Subscribe](#)  [Add Disqus to your site](#) [Add Disqus](#) [Add](#)  [Privacy](#)

### More From Our Brands



[FOOTWEAR NEWS](#)

**Marc Fisher Footwear Snaps Up the Easy Spirit Brand**

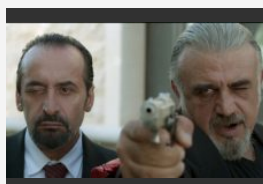
7h Ago



[FAIRCHILD SUMMITS & EVENTS](#)

**2017 WWD Retail 20/20: New York – The New Store Experience**

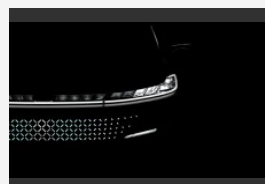
2w Ago



[VARIETY](#)

**Film Review: 'Nut\$'**

2h Ago



[BGR](#)

**Faraday's FF 91 feels like the future**

3h Ago



**PMC**

© Copyright 2017 - Penske Media Corporation