

Page couverture: Ariane Capuano-Picard, Gabrielle Legendre et Bianca Simard  
 Page 2 : Ariane Capuano-Picard  
 Page 3: Ariane Capuano-Picard  
 Page 4 : Ariane Capuano-Picard  
 Page 5: Bianca Simard  
 Page 6-7: Bianca Simard  
 Page 8: Gabrielle Legendre  
 Page 9-10 : Gabrielle Legendre  
 Page 11: Ariane Capuano-Picard, Gabrielle Legendre et Bianca Simard  
 Page 12: Ariane Capuano-Picard, Gabrielle Legendre et Bianca Simard



Source page couverture: **Highsnobiety et Fashion Medley**



# STREET STYLE CORÉEN

## 스트리트 한국어

Imaginez-vous plongé dans l'univers de la mode des grandes rues de Séoul. L'automne fait rayonner les habits des adeptes des dernières tendances vestimentaires de la Corée. La Fashion Week s'installe alors pour de bon dans le pays. Les femmes, les hommes et les enfants peuvent se démarquer et le font avec style. Préparez-vous, car le street style coréen devient mondial!

PAR: ARIANE CAPUANO-PICARD, GABRIELLE LEGENDRE ET BIANCA SIMARD

# 목차 INTRODUCTION 2

Le street style coréen est une grande source d'inspiration pour tous dans le domaine de la mode. Ainsi, nous avons décidé d'explorer ce côté de la mode à travers une infolettre réalisée lors de notre cours d'applications de logiciels créatifs, dans le programme de commercialisation de la mode, au Collège LaSalle. Nous permettant d'acquérir de nouvelles connaissances sur des logiciels tels que Photoshop, InDesign et Illustrator, ce cours nous fait apprendre en continu. Il faut travailler fort pour atteindre l'effet parfait qui est désiré. Être minutieuse, patiente, travaillante et créative sont définitivement des caractéristiques bien importantes à la réalisation de ce tout premier projet en commercialisation de la mode. Grâce à ces nouveaux atouts dans notre domaine, nous souhaitons persévérer dans ce milieu grandiose et exploiter notre créativité le plus possible.



- P. 2: Présentation
- P. 4: Street Style pour femmes
- P. 5: La rue coréenne
- P. 6: Street Style pour hommes
- P. 7: Street Style pour hommes
- P. 9: Street Style pour enfants
- P.10: Street Style pour enfants
- P.11: Séoul Fall 2017
- P. 12: Conclusion

Photo par: *Jae Doo-Lee*  
Fall 2017  
K-PHENOMEN



Highsnobiety  
Fall 2017

## THE MUST-HAVE ACCESSORY AT SEOUL FASHION WEEK IS... CHILDREN?

Par Alex Finch

At Seoul Fashion Week in 2015, hundreds of stylish toddlers took centre stage at many of the prestigious shows - some even making it to the front row.



And now the trendy tots are back, with many stepping out

at Seoul Fashion Week Fall/Winter in designer coats, striking accessories and adorable matching get-ups.

One little girl was snapped wearing a full camo outfit complete with military-style pants, a mini bumbag, heavy black boots, a tiny matching cap and a snug leopard print jacket.

Her friend posed

alongside her wearing a black fedora, an over-sized white bow-tie, skinny jeans, fashionable sunglasses and black boots - all while holding his favourite toy and a snack.

Another pair stepped out wearing matching chic suits.

The toddlers donned matching red fedoras, checked black and white suits, tiny bow-ties, shin-length navy socks and shiny dark brown shoes.

Each of them also proudly wore very stylish round sunglasses with a blue reflective tint.

Two girls wore their eye-popping outfits like professionals as they were snapped shortly before they attended one of the shows.

One of them wore a matching yellow and pink dress and coat with cartoon prints and floral gumboots, while the other wore a yellow cardigan and skirt with a feminine blue floral coat.

Each of them wore matching

pink fascinators with pink pom poms on top.

One very cool pair struck poses against a white wall in their stylish street-style looks.

The young girl looked proud as ever in her cap, pink sunglasses, high navy socks, tights and grey mini skirt.

Her brother wore a matching cap with a layered jumper, denim shorts and baggy shorts.

Par: Laura House

31 mars 2016  
Mail Online

Par Alex Finch



<http://www.dailymail.co.uk/femail/article-3516402/Seoul-Fashion-Week-taken-adorable-toddlers.html>

## STREET STYLE: SEOUL FASHION WEEK S/S 2017

Seoul has been the Asian hub for cosmetics, beauty products and pop music for the last decade. Though in the recent

years, the South Korean capital has been focusing on its upcoming fashion industry talents and with great results, as fashion gurus from across the globe flee to the bi-annual Seoul Fashion Week to view its unique collections.

Jung Ku-ho, the executive director of Henra Seoul Fashion Week, states that the particular characteristic of Seoul Fashion Week are the adoptive elements from street style and music. There is a general effort to turn street fashion into high-quality work.

As the executive director points out the growing popularity of Seoul Fashion Week among fashion gurus as Mario Dell'Oglio and Simon Collins as well as a variety of luxury brands, part of his marketing strategy is to pick the 10 best local designers every year and send them out to open pop-ups stores in luxury department stores in London, Paris, and Milan. Also within the digital sphere

are some powerful new Korean voices - the fashion blogger and entrepreneur, Chriselle Lim, just received the Bloglovin Blogger of the Year Award during New York Fashion Week.

Aimee Song, who is the founder of Song of Style and who has 4 million followers on Instagram, just released her book on how to achieve the perfect Instagram feed. The Korean model, Irene Kim, has been named the new Alexa Chung 'It' girl, as her influence in fashion reaches a global audience.

The street style of Seoul is unlike any other, which may be part of the reason why the city has recently reached its recognition in the fashion industry. As Vogue.co.uk puts it: «Neo-punks, #Twinning, expertly dressed little kids and designer masks. [...] it's easy to see why Seoul ranks right up there as the liveliest Fashion Week for street style.»

It will be interesting to see the impact that Seoul has on the wider fashion industry for the upcoming seasons, both by its street style and collections.



Article par: Juliana

28 octobre 2016  
Trendy Today

Moohong par Moohong Kim

Seoul Fall 2017

Nohke par Jung Mi-sun

Seoul Fall 2017

<http://trendy.today/street-style/seoul-fashion-week-ss-2017-street-style>

# SEOUL FASHION WEEK GOES SLOW AND STEADY: THE BEST MOMENTS FROM FALL 2017

Two years ago, Seoul Fashion Week set out to become a compelling destination for the international crowd. In many ways, they succeeded. The city still draws large numbers of foreign buyers and press, flown in for the occasion. It has become a far smoother operation, now with a full-fledged mobile app that promises to deliver a "smarter" Seoul Fashion Week. The collections, all agree, keep getting better and better; a bit of editing

Yet the momentum has slowed—though that isn't necessarily a bad thing. It means a number of breakout designers are taking precious time to develop their voices. LVMH Prize short-listers KyuYong Shin and JiSun Park of Blindness sharpened their take on avant-garde menswear with a beautiful glam-rock collection of asymmetrical jackets, dripping in pearl chains and costume jewels; it drew unprecedented buyer interest, so you can expect to find them overseas soon.

After winning the International Fashion Showcase Designer award, The-sirius's Yunchan Chung also refined his lineup—think a structured brown jacket, embroidered with minute interstellar sketches—and staged an elegant presentation that felt like a tease for his coming Milan Fashion Week debut. Other standouts included Moohong and

in part by the success of those brands that veered away from it. Pushbutton exchanged cropped rugby shirts and tulle aprons for a more polished collection of tailored suit separates, many of which toyed with boxy shoulders and other Balenciaga-influenced proportions. Designer Yohan Kang has admirably pushed for more maturity on the runway, but may have veered a little too far from the youthful energy of his logomaniac staples; aptly, this collection was called Puberty, perhaps a knowing nod at those bumps in the road.

The fact is that right now, it is the street that gives Seoul its vibrancy—so why not embrace that reputation and find a fresh way to present it?

## A NUMBER OF BREAKOUT DESIGNERS ARE TAKING PRECIOUS TIME TO DEVELOP THEIR VOICES.

Nohke, both of which continued to tool with tailoring (peeled-back and pulled-apart layers, sliced and undone in clever ways), as Fashion Week first-timer Eun-hye Jo of Bourie played with texture and architectural lines, swatching marled wools and leather, fur and striped silk in a cool way.

Elsewhere, the streetwear backlash took full effect, driven

[www.vogue.com/article/seoul-fashion-week-fall-2017-shows-recap-reviews-round-up](http://www.vogue.com/article/seoul-fashion-week-fall-2017-shows-recap-reviews-round-up)



A.C.P

Par: **Monica Kim**

Le 10 Avril 2017  
**Vogue**

**Nohke par Jung Mi-sun**

Seoul Fall 2017

# THE MUST-HAVE ACCESSORY AT SEOUL FASHION WEEK IS... CHILDREN?

Seoul loves trends. The city's street style scene is an A-Z of contemporary fads, with Yeezys, Vetements and Supreme ruling the roost as Korea's most coveted labels. Seoul Fashion Week is in full swing at the minute, and while the street style outside Zaha Hadid's mind-bending Dongdaemun Design Plaza feels very now, there's one charming difference between the

took a bow at the end of his show, and many Korean A-listers have been perched on the front row with an enviably-dressed child propped up on their knee. This being fashion week, the little ones are naturally decked out in adorable-but-steezy outfits. Tiny suits, tiny hoodies, tiny

## TINY SUITS, TINY HOODIES, TINY NIKES, YOU NAME IT

Korean capital and the "big four" fashion weeks. Korea's industry insiders, influencers

and mega-celebs are all bringing their kids along for the ride. The millions of street style photographers gathered outside Dongdaemun are going wild for it — how could you not? — as Seoul's fashionistas march down to the show space accompanied by equally stylish youngsters. D-Antidote designer Hwangsung Park clutched his offspring as he

Par: **Alec Leach**

31 mars 2017  
**Highsnobiety**

<https://www.highsnobiety.com/2017/03/31/seoul-fashion-week-street-style-kids/>

Par Alex Finch

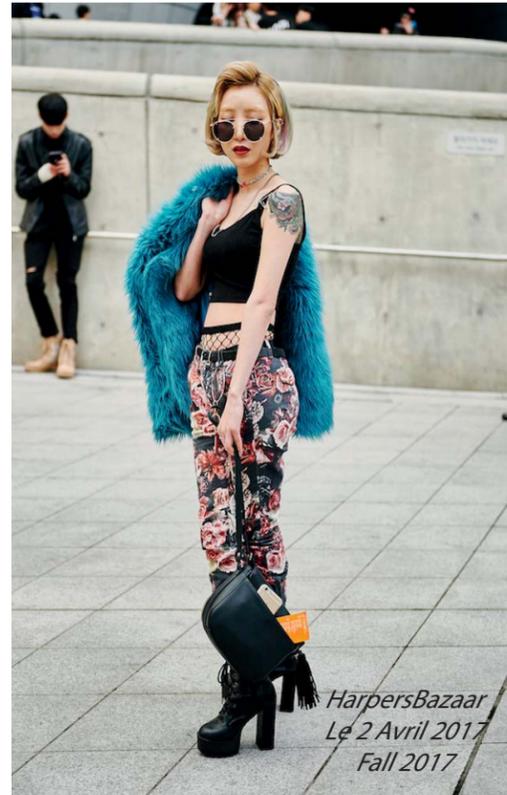


Par Alex Finch

G.L



Highsnobiety  
Fall 2017



HarpersBazaar  
Le 2 Avril 2017  
Fall 2017



Highsnobiety  
Fall 2017



Par: Alex  
Finch  
Highsnobiety  
Fall 2017



HarpersBazaar  
Le 2 Avril 2017  
Fall 2017



HarpersBazaar  
Le 2 Avril 2017  
Fall 2017



Par: Alec Leach  
Highsnobiety  
Fall 2017



# STREET STYLE CORÉEN

B.S

Highsnobiety  
Fall 2017

SEOUL FASHION WEEK: ALL THE HIGHLIGHTS YOU MIGHT HAVE MISSED

Irene Kim took over Vogue Korea's Snapchat account, Vetements caused a stir with its Reebok drop, and a certain punk-street label had all the K-pop celebrities out in full force

1. Vetements and Matches Fashion launched a capsule collection. When social media first got wind that the brand would hold a garage sale on opening day of fashion week, we honestly thought it might do a Kim K and break the app. What really happened was a case of who wore it best with fans clad in little else other than Vetements, lining up to cop more dad caps, rain coats and bomber jackets. And also...

2. That pair of Vetements x Reebok sneakers. Worth the wait, or just another pair of white trainers? You be the judge of it. At least, a refreshment stand outside the warehouse made sure that hopeful youths weren't running on nothing but hype and adrenaline.



The Sirius

3. #IreneIsSeoul for Vogue Korea

As one of

ONE OF KOREA'S MOST RECOGNISED FASHION FACES



Highsnobeity.com

Korea's most recognised fashion faces internationally — Irene spotted at Seoul

4. On the sidelines. The latest label to gain traction was not on the official calendar, but staged a rebellious runway at the Grand Hyatt Seoul regardless. Models took cigarette drags and swigged from bottles of beer as they paraded designer Bajowoo's unadulterated

punk garb. With the support of G-Dragon and 2NE1's Sandara Park, you know 99% is about to blow up for sure.

5. The latest from SJYP

While K-fashion might not be on your radar, you must've at least heard of denim duo Steve J and Yoni P. Known for showing off schedule and off-site — away from the permanent show ground of Dongdaemun Design Plaza — model Hyoni Kang was spotted with her moves on in the sneak peek for W Korea.

STREET STYLE'S NOT JUST A PLAYGROUND FOR STYLISH ADULTS.

6. Model turned MC

A veteran at New York Fashion Week a good five years ago, Kang has since moved on to hosting gigs and is a regular face on Korean TV. Making an exception when Seoul



Fashion Week rolls around, you'll either catch her going incognito on the runways or frowning at the shows.

7. Sewing Boundaries lights up for spring. Taking a leaf from Moncler's

conceptual shows, Sewing Boundaries proved that the best gear to go off grid in is glow-in-the-dark all-

weather coats. Stark white in the light and day glow by night.

8. Over on the street style front. As much as Korea is known for their couple style, Seoul Fashion Week attendees are known for twinning. Though we admit, these guys still racked up the street cred nonetheless.

9. And then you have the kids. Unlike Milan and Paris, street style's not just a playground for stylish adults. Sartorially on point and nailing their poses, pint-sized style stars are a phenomenon that we've since only witnessed in Seoul.

Highsnobeity.com

Par Andrea Sim 21/10/16



Highsnobeity.com