

ivy

SPRING 2020 | ISSUE 2

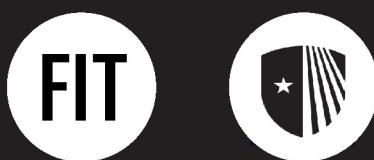
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your
passion



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SUNY Korea
The State University
of New York

SUNY KOREA



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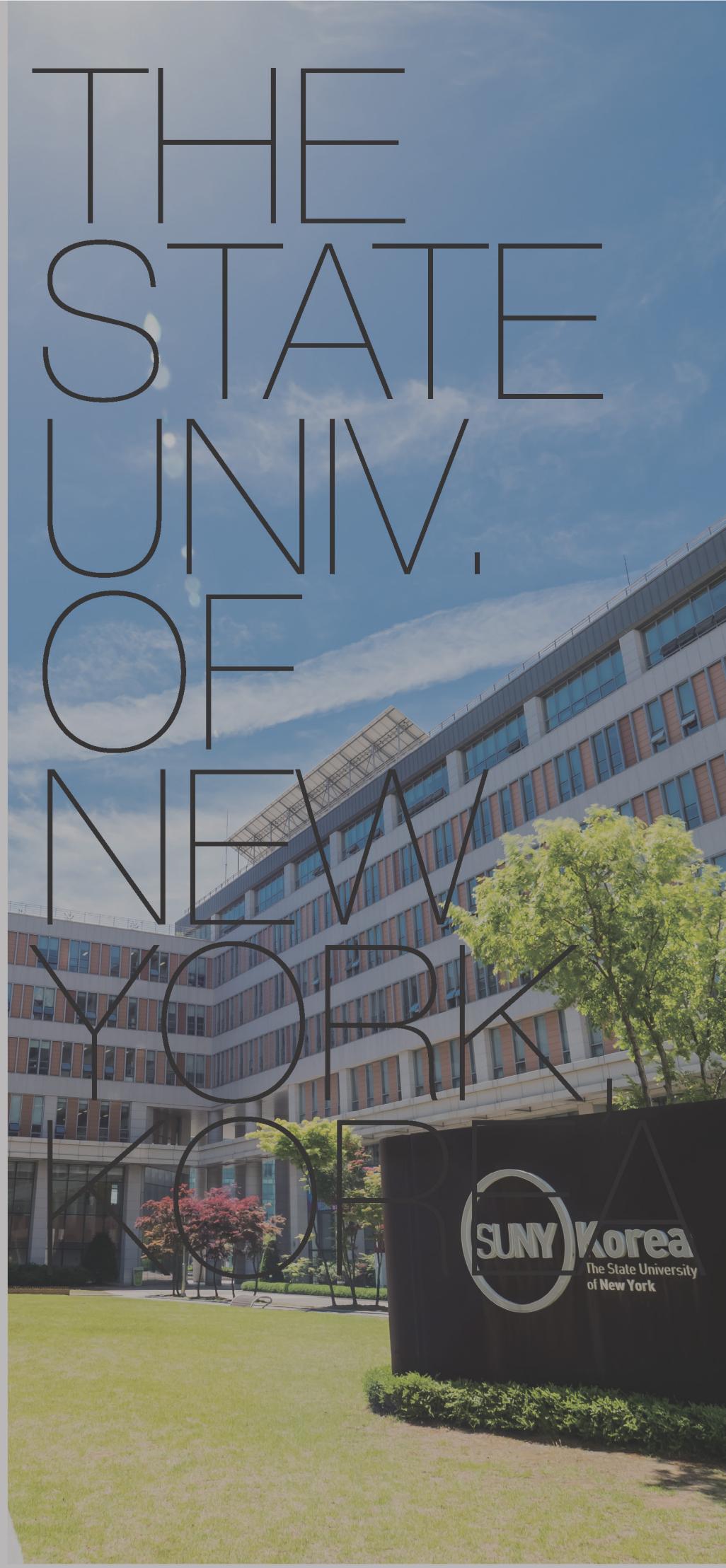
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Stony Brook University

Stony Brook's peaceful, leafy thousand-acre campus on New York's Long Island North Shore is about an hour from New York City, one of the world's most exciting cities and the center of world financial activity, Stony Brook is a highly sought-after institution for many American and international students.

The university is :

- Among the top 1% of universities in the world, according to QS World University Rankings
- One of the top 100 universities in the nation and one of the top 50 public national universities according to U.S. News & World Report
- Among the top 35 best values in public universities by Kiplinger and Money Magazine
- Ranked the best 4-year college in New York by Schools.com
- A member of the prestigious Association of American Universities, an invitation only group of the top 62 research universities in North America that includes many Ivy League members



State University of New York

FIT, one of New York City's premier public institutions, is an internationally recognized college for design, fashion, art, communications, and business. It is known for its rigorous, unique, and adaptable academic programs, experiential learning opportunities, academic and industry partnerships, and commitment to research, innovation, and entrepreneurship. FIT is also highly regarded for the practicality of its teaching and course offerings that hold immediate value in the fashion industry.

FIT's esteemed alumni, like Calvin Klein and Michael Kors among others, are evidence of how relevant the school's program is to the world of fashion. Admitted students spend 2 years at SUNY Korea FIT to acquire an Associate in Applied Science (A.A.S.) degree. Bachelor of Science (B.S.) or Bachelor of Fine Arts (B.F.A.) degree programs are offered on FIT campuses in Milan, Italy or New York, USA.



President's Encouragement Letter

Congratulations on the successful launch of IVY magazine!

This is another history making moment for SUNY Korea FIT students.

It is my great pleasure to witness the newly established magazine-club publishing their very first official issue.

Through creating this publication, I hope students are taking one step further toward their professional goals with unique learning experience that has to offer.

Through this magazine I also hope that you create a dynamic community for students who are passionate about fashion, and bring the magazine to a wide range of readers at SUNY Korea, including the soon-to-be SUNY students and their families and friends. I look forward to the future issues of IVY and limitless creativity and imagination of our students.



Interim President
Arthur H. Lee

A handwritten signature in black ink that reads "Arthur H. Lee".

WE
ARE

I VISUALIZE YOU

IVY Fashion Magazine Club was founded in Fall 2017 by two FIT Korea alumni, Hyojin Kim and Chaehiee Lee, who were majoring in Fashion Business Management. IVY is proud to be the one and only fashion magazine club that strives to create a diverse community of students who share the same passion.

IVY welcomes students not only from FIT and Stony Brook, but also Ghent, George Mason and University of Utah. The club objectives are making editorials, introducing honorable faces in the fashion industry, updating latest trends, and capturing campus life events. Within the first year, IVY has had a chance to collaborate with some of the famous Korean designers and brands. Some of them are Andre Kim, The IZZAT New York, The Tilbury and ByWOOL. The club also collaborated with the Merchandising Society Club featuring their first-ever collection for their newly launched Retail Revolution store. IVY was also an active member who participated in the Spring Festival event, hosted by the RC team at SUNY Korea.

Throughout the semester, all members have been working tirelessly to complete all projects. Despite many late night discussions and meetings, they still happily collaborated to ensure that everything could be delivered at its highest quality with the most meaningful content. Without such diligent and energetic members, it would be difficult to complete IVY issues.

IVY could not be more appreciative to have the endless support from Professors, Mentors and Advisors at SUNY Korea. All IVY members are extremely thankful for their help. IVY team is forever grateful for the advice they gave, the positivity they inspired, and the Angel Fund that IVY has received. They are truly an integral part of IVY's success.

ivY

Editor's Letter

Chaehyun Lim

CHIEF OF IVY MAGAZINE
chaehyun_lim@fitnyc.edu



It has been my greatest honor to be part of I Visualize You as an editor in chief. I return this tribute to our Lord Father for all the heart beating moments.

It is never easy to start from scratch, and none of us were experts in any field. However, to create what we visualize, all we had were one another as a team. Each of us learned, together we gathered, and eventually we accomplished. This is what we had visualized, the creation by our team, our very own magazine, IVY.

IVY editors visited S/S 2020 Seoul Fashion Week to analyze the trends of street fashion. For more than 6 hours, we interviewed individual fashion influencers, minutely inquiring around Dongdaemun Design Plaza (DDP). Each influencer shared his/her unique perspectives on fashion filled with love and passion, leaving a heart beating and indelible impression on all the editors.

Such heart beating impression from DDP once again brought us together despite the rain during our photoshoot in collaboration with Merchandising Society Club. Although there had been an adjustment in our initial schedule, our photoshoot had to run with another unexpected rain. In spite of such circumstances, IVY stylists and models geared up and worked in the harsh weather, sheltering and warming each other from the

bitter wind. The rain couldn't stop our ardent photographer from laying on ground with soaking shirt to capture the perfect shot of the best moment. We were full of flaws but full of spirit. We were reckless and ambitious but eager to explore every realm of fashion. I enjoyed all heart beating moments I had with fellow IVY editors for I am more than proud of what we have come to as a team of IVY.

I give my sincere thanks to our invaluable and magnificent 23 club members who followed this inept leader with faith. I thank Professor Youngri Kim, our club mentor, the pillar of support who gazed over us with encouragement and constructive feedback. I thank Jihye Jung and Kyungjeung Kim of SUNY Korea Promotion Team who financially sponsored the publication of our magazine. I thank Professor Hyeyeon Jeong, the warmhearted advisor of our club. I also thank Professor Bess, Professor Yeri Seok, Seungtaik Lim, Yunmi Park and Hwan Lee who gave priceless help in various areas to make this happen. Without them, this I Visualize You Magazine you hold could not have come into this world.

I wish I Visualize You, cultivated with rough but excited endeavors, to achieve and flourish its grand and mesmerizing dreams in times ahead.



OUR MEMBERS



VICE-PRESIDENT
Vy Tran



TREASURER
Jeong Min Lee



PHOTOGRAPHER
Quinne Murakawa



GRAPHIC & PL
Sofía Torres



JOURNALIST & PL
Min Gyu Jang



GRAPHIC DESIGNER
Nahyun An



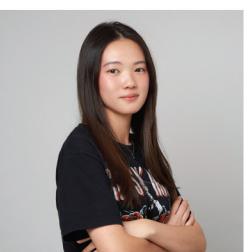
JOURNALIST
Seoyoung Ji



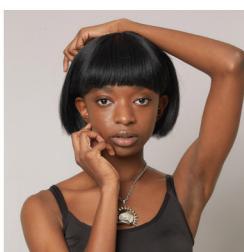
CREATIVE & STYLIST
Seoyun Lee



GRAPHIC DESIGNER
Nhi Nguyen



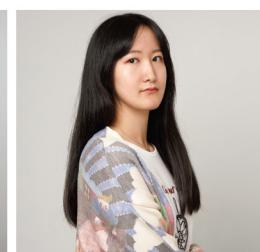
GRAPHIC & STYLIST
Yi Hsin Lu



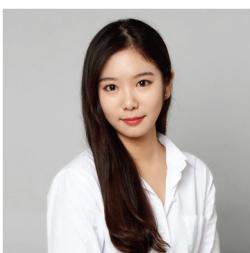
STYLIST & MODEL
Hadiyah Lawal



GRAPHIC & STYLIST
Amber Du



GRAPHIC DESIGNER
Dayeon Gwak



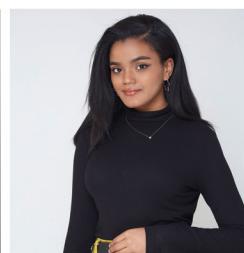
JOURNALIST
Jaehyun Park



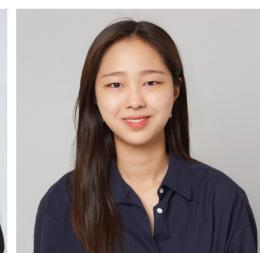
PHOTOGRAPHER
Chanuk In



GRAPHIC DESIGNER
Eun-i Kwon



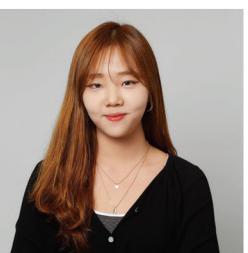
SOCIAL MEDIA
Diamond Lara



MODEL
Yunseo Heo



JOURNALIST
Jieon Kum



JOURNALIST
Jeonghyun Nam



JOURNALIST & MODEL
Seoyeon Lee



GRAPHIC DESIGNER
Percy Batdorj

JOURNALIST
Jiae Ryu

OUR CONTENT

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instagram.com/ivisualizeyou

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SPRING 2020 | ISSUE 2 | Cover Design
Creative Director : Chaehyun Lim, Vy Tran
Photographer : Quinne Murakawa

RED LIPS

2020 S/S BEAUTY TRENDS

Many celebrities enjoy wearing red lipstick shades every season.

Try a Red lip since this color will appear as trend again next season.

Edited by. NAHYUN AN

What's NEXT?

MAC
LOVE ME LIPSTICK
#GIVE ME FEVER
KRW 31000

3CE
CLOUD FIT TINT
IMMANENCE
KRW 15000

CHANEL

CHANEL
LE ROUGE DUO ULTRA TENUE #49
KRW 45000

NARS
POWERMATTÉ LIP PIGMENT
PIGMENT A LEVRES PURMAT
#DON'T STOP
KRW 37000

CHANEL

CHANEL
ROUGE ALLURE INK FUSION #816
KRW 45000

PERIPERA
INK THE VELVET #06
KRW 9000

YSL
ROUGE VOLUPTE SHINE #46
KRW 46000



Seoul Fashion Week S/S 2020

FIT Edition

1 **Evy Hartland:** Fashion Design
Instagram: @evy.hartland

2 **Hadiyah Lawal:** Fashion Business Management
Instagram: @di.di.f.ny

3 **Chaeun Lee:** Fashion design
Instagram: @cchaeun

4 **Subin Choi:** Fashion Design
Instagram: @subinboringchoi

5 **Sofia Torres:** Fashion Design
Instagram: @stylelikesofia

6 **Joey Chai:** Fashion design
Instagram: @joeeyc

FIT students brought out their best looks to attend this year's Seoul Fashion Week S/S 20. They showed off their styling skills by mixing point colors with basic blacks and whites, which was a trend we saw often. On the other hand, entirely monochrome outfits also showed up a lot. For accessories, hats and boots were trending—many people wore sock boots and topped off their looks with baker hats or berets. Overall, balancing basic items with funky, unique, or trendy pieces was really popular this year.





7 Soi Plik Lam:
Fashion Design
*Instagram: @soipik



Emily Hsu: **8**
Fashion Design
Instagram: @88emily831

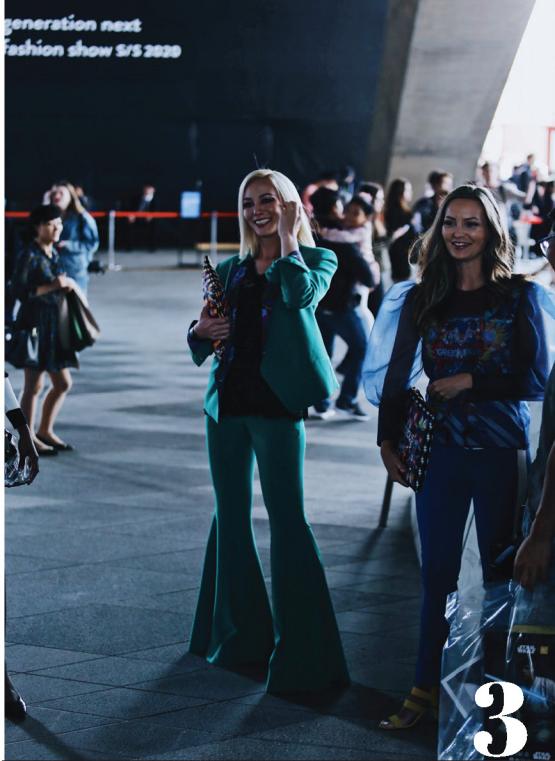
9 Janet Jee:
Fashion design
@janettjeee

From left to right: **Chayannis Ko, Aileen Gautama, Samantha Bong, Ivy Nguyen and Gayeon Nho.**

Fashion Business Management Students
@rhythm.tha
@lenadreaminglucid
@ivyvng
@hyunsoo_k
@aileen.ch



Seoul Fashion Week S/S 2020



1

In 2019, especially for menswear, workwear is truly a trend. It appeals to the public because of the fact that it is functional; it literally means that you can still work in the clothes that you are wearing. The key component to this style is a "loose and easy fit."

Dae Hyun and Yoon Young Choi:

They went for an "all-gray" couple look. For Yoon Young, she bought her clothes from an unknown brand and her shoes are from Zara. Dae Hyun bought his suit set from Zara and his shirt from COS. His Zara shoes are from a collaboration Converse and Slam Jam.

Instagram: @iliketweleve, @youn0_e

2

Amy, Christine:

They are both acquainted with the designer of Greedilous. They met her at Jeju Island and have been working together since then. It's been 5 years since they had this friendship, and they are attending the Greedilous show. Both of them like this brand since it makes them feel alive and gives a sense of boldness and confidence.

Instagram: @amyaleha, @vogueuplikethis

3

Chelsea: She wanted to look like a Golden Globe award statue. She bought her clothes from the brand Badgley Mischka.

Instagram: @chelseaf64

1



Edited By Sofia Torres

**WORK
WEAR**

1. Hadiya



1 Hadiyah's concept is using long knit dress that had distinctive colors. Instagram: @di.di.f.ny

2 She expressed herself using various pastel colors; the overall concept is colorful. Instagram: @uni_uni0222

2. Choi Eun



S/S 2020 Seoul Fashion Week

Primary Colors

Surely in the year 2019, it is a proven fact that many high fashion brands are adopting the style of utilizing primary colors. It seems like the "basic primary colors" are having their comeback; these vibrant and vivid colors are surely one of the eye-catching points of an outfit.

WRITTEN BY MIN GYU JANG

4. See Hwa Kim



4 Her concept is "all-yellow." She went further and polished her nails with a yellow hue as well. Instagram: @seehwa55

5 Bryan is currently working as a fashion stylist. His concept is illustrating an unconventional look. Most of his clothes are from, Materiel Tbilisi. Instagram: @bryanxfaiz

3. Chelsey



5. Bryan





S/S 2020 SEOUL FASHION WEEK



1



2



3

03 Seongeun Park: It was not uncommon to see someone expressing a "vintage" concept. Seongeun wore a long skirt which has several patches and designs on the fabric. Her skirt is matched with a sky-blue cardigan. The pieces are from a brand called Vintage. Instagram: @sesa0523

all DENIM

4

Denim is a freewheeling and causal material. Recently, a number of basic denim items such as pants and skirts have been released a lot. In particular, we're looking forward to seeing many styles which add a new sensation to denim this season.

01

Taylor M Rivers: Taylor made a statement by wearing only a tight bodysuit and denim jacket. The bodysuit emphasized her body line, but was also very comfortable. She mixed her inner with a denim jacket which made it more chic.
Instagram: @uniquely_rivers_

02

Zoe lee: How about trying "retro fashion" by dressing up in tie-dyed denim? Zoe bought the original clothes from Vintage Shop, and then reformed them by bleaching.
Instagram: @Aboutzoelee

04

Eunjoo Jeong: Wearing blue denim is perfect for spring and summer, when people are trying to add a cool vibe to their outfits. Eunjoo's clothes were reformed after she bought them online. Also, she wore her mother's jean skirt and scarf so that she could show off the main points of the denim trend.
Instagram: @putmy_hands_onyou



Tiered Maxi Skirts

Edited By
PurevsurenBatdorj

S/S 2020 Seoul Fashion Week

A maxi skirt is an item that every lady should own these days. It is comfortable and can be worn in every season. Try adding tiered maxi skirts to your cart for S/S 2020.

01
02
03

Youjin Jeon: She wears a purple tiered skirt with ruffle details. She made purple the point color by wearing a black top, bag, and shoes. * Instagram: @wjsdbwls.2

Gahyung kim: She showed her identity through colorful and unique patterns with delicate details. *dress: Greedilous, instagram:@cry_babe_93
Instagram: @function.s

Sara: She chose a sporty concept with a tiered skirt she designed herself. It has a light texture that becomes see-through when the sun shines through it. She came to Seoul Fashion Week last year and many people wore similar clothes, so she designed her own skirt this year.
*Outfit: Designed by Sarah, Shoes: Dr.Martin, Instagram: @function.s





Jelly

He wears clear glasses as an accessory to upgrade his outfit.
Instagram: @Jellysinstagram

1

Anji

Her vibe is snow-assassin-meets-mad scientist.
She showed an all-white, futuristic look with
clear glasses.
Brand: I am GIA Australian Designer,
Instagram:@Anjalillli

2

YELLOW SUNGLASSES

She picked yellow as a point color
of her outfit. She matched yellow
sunglasses with yellow and blue
off-shoulder blouse. This color
match and sunglasses made her
stylish.
Instagram: ashcash.jpg

3

3

AVIATOR SUNGLASSES



2



@msc_sunykr

MSC
MSC
MSC

Merchandise
Society Club

FIT
MSC

MSC

MSC

Stony Brook
University



SUNY Korea
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of New York
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of New York
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FIT ALUMNUS

JAY HONG

CEO, HISEOUL SHOWROOM
CEO, Jk Design Lab.

IVY interviewed one of FIT alunmi, Jay Hong who has
an experience in creative fashion field and international industry

HISEOUL ROOM



Can you explain the career path that you have been building so far?

After I graduated from FIT, I joined InterFashion Planning, which was established in Korea during 1992, and I worked there until 2003. The company primarily focuses on fashion forecasting, design development, and marketing—especially in the U.S. region. There are three parts in the company: trend-focused, design-focused, and marketing-focused. I was in the design-focused section, so I produced designs targeting the U.S. market specifically. Walmart, JCPenney, Sears, Target, Gap, and Old Navy were clients, and marketers were able to bring out designs while visiting the headquarters and present. The main parts are keeping communication for revising the samples, connecting foreign factories like in Vietnam, and sending out the final order. We also consulted with fabric businesses to let them know the season's fabric trend and gave them the guidelines and arranged a meeting with the delivering companies. Lastly, in Hi Seoul Showroom, we helped bra produce content, consult and invite ASEAN countries or U.S. buyers to purchase clothes.

As a successful owner, do you have a certain 'daily routine'?

When I was an employee, I was trying to have a good relationship with my clients. After I started my own business, I helped people who needed me even if it didn't bring me any earnings. Later on, those people became the executive members in their company and made requests to my company. This 'connection' made great opportunities to meet high-quality clients. Therefore, I think it is very crucial to build strong bonds and trust among people.

I heard that you had your own job before entering into FIT. What made you study at FIT?

As I mentioned, InterFashion Planning is the company founded by Daewoo. I joined this company in 1991 and went to Las Vegas's MAGIC show, which was the biggest apparel show in the US, as my first business trip. I went to New York as next trip and was surprised by the different atmosphere between the U.S and Korea. Las Vegas was dazzling and a life in New York was incomparable. At that moment, I determined to go to U.S and I submitted my resignation in June. However, the company rejected my resignation and rather invested in me to go to the U.S. for a limited period. I went to Boston first to learn the language. However, after three months, I decided to learn fashion rather than just studying the language. So, I went to FIT in New York. I felt that there is a big difference in school curriculum between Korea and the U.S. I had a huge amount of courses and workload that kept me up all night long. However, I loved it and I still feel grateful about going to FIT. The only thing I regret is that I didn't have any work experience in college years.

Do you think the curriculum at FIT had a strong influence on building your career or working in the fashion industry?

Surely yes. When I was in New York, I was grateful that I had many opportunities to experience a lot. Especially, I learned 'draping' (the way of fabric hanging) in depth. I didn't have many chances to learn that in Korea. Back at that time, what I did mainly was a flat pattern, but in FIT, we

did draping with muslins freely. This fresh and new experience that I felt and learned in FIT still influences me.

Do you have any difficulties or merits as working in the fashion field?

Firstly, when our company-made designs got selected and I saw them hanging in the U.S. stores, I couldn't be happier. The only difficulty I would say is the downturn of the Korean fashion industry. Since the labor costs are too expensive, many factories are moving to Southeast Asia. This creates a delay in the production process even when just making a sample. The efficiency in the market circulation is getting worse these days. I hope the Korean government supports Korean factories and skilled artisans so that they can keep their craftsmanship and originality.

Can you give any advice to FIT students who dream to become a CEO in the fashion field?

You have to keep in mind that fashion is a 'trend' and also be aware of the 'sales trend'. These fast-changing days, you have to do more than just studying with books. Do something. Do anything you want.

If you have any future plans or goals, what are they?

I am planning to build a sales route to ASEAN countries through online websites like YouTube or Tik Tok. We don't do consulting yet, but we are looking forward to doing it and exporting our design to Indonesia, Vietnam, Thailand and many other countries. The company is going to run in three parts: showroom business, consulting, and e-commerce.

By the time you retire, do you think you will be satisfied with the achievements that you have made?

There is no retirement in my life. I can still work online even in my 70s and 80s. I am going to utilize the system so that I can share my tips and knowledge for future generations through SNS. I am not going to stop my career.

WILD COLLEGE KIDS X MSC



Left: Orange shirt, Merchandising Society Club (MSC); Socks, Umbro; Shoes, Converse
Center: Black long-sleeve inner, MSC; White top, MSC; Track pants, Adidas; Shoes, Converse
Right: Black inner, MSC; Orange sweatshirt, MSC; Slit skirt, Off Brand

ORANGE STATION

Kavon, Min Gyu, and Hadiyah give off chic vibes by energizing their black and white outfits with a shock of bright orange.





From the left: Grey top, MSC; Blue shorts, Adidas; Black hoodie, MSC; Joggers, Coquet Studio; Shoes, Balenciaga;
Long sleeve top, MSC; Purple pants, XYZjishi; Shoes, SPYDER;
Black long sleeve top, MSC; Camouflage pants, G-TWENTY K-TEX; Shoes, Converse

JUST HANGING OUT

The gang looks effortlessly cool in a mix of t-shirts, sweatshirts, and jogger pants.

PHOTOGRAPHER, Quinne
MODEL, Kavon, Amber,
Hadiyah, Min Gyu

LIFE IMITATES ART

Primary colors in the painting emphasize the pops of color on Amber's clothing.

PHOTOGRAPHER, Quinnne
MODEL, Amber

Black hoodie, M&S; joggers, Coquet Studio; Shoes, Balenciaga



SCHOOL PRIDE

Kavon shows off the FIT tape on the back of his shirt.

PHOTOGRAPHER, Quinne,
MODEL, Kavon

OUT OF A MAGAZINE

The couple look gets an upgrade when Yunseo and Sunwoo coordinate their school sweatshirts with funky accessories.

PHOTOGRAPHER, Quinne
MODEL Yunseo, Sunwoo

Photo by Quinne

Styling by Sunwoo

Model by Kavon

Orange shirt, MSC; Socks, Umbro; Shoes, Converse



Left: White sweatshirt, MSC, Right: Grey sweatshirt, MSC





MIDNIGHT SNACK

Hadiyah shows us
the perfect balance of comfy
and cool while satisfying
her snack cravings.

Grey hoodie, MSC; Necklace, More Than Dopel

BETWEEN CLASSES

Min Gyu adds a twist
to the skateboarder uniform
with baggy pants
in an eye-catching
camouflage print.

Black long sleeve top, MSC; Camouflage pants,
G-TWENTY K-TEX; Shoes, Converse

COLLEGE OF FASHION INSTITUTE OF TECHNOLOGY 



Living in South Korea

What do you enjoy most about studying in South Korea?

Sahar: "Definitely all the different opportunities we have as students here. Going to Seoul Fashion Week, meeting new people, learning more about different Asian cultures, and being able to visit countries nearby I had never visited before. So far I have visited China, Japan, and Thailand. It has really taken me out of my comfort zone and made me very independent, which I think is essential."

Samantha: "I would say being able to make friends from all around the world, how I have become more independent and how I stepped out of my comfort zone. I grew up surrounded by people who really enjoy Korean culture, like my mom. My mom and I enjoy Korean skincare and K-dramas, which is what originally made me curious living in South Korea would be like. Studying here is definitely an adventure and has enhanced my love for Korea culture."

What do you like to do during the weekends?

Sahar: "Seoul is definitely my favorite place to visit during the weekends. Especially with my friends. I LOVE visiting jewelry stores because I really like Korean jewelry. I like visiting Gangnam because it has cute cafes, great shopping, and it is picture friendly. I also love going to concerts! I really enjoy the vibe and energy Koreans have at concerts."

Samantha: I LOVE going to Seoul! Especially Hongdae. Hongdae has amazing restaurants, great shopping spots, and a fun nightlife. My friends and I really love going to Hongdae. I also enjoy visiting Garosu-gil, Gangnam, Myeong-dong, Itaewon, and Hapjeong. I think a great spot is also the Han River. I love going with my friends and having fried chicken and ramyeon with them while we enjoy the breathtaking view."

Edited By Sofía Torres



Interview with Sahar Kariem and Samantha Bong



BTS Concert



iKON Concert



Platte Cafe
Mapo-Gu,
Seoul



Picnic at Han River



Stylenanda
Pink Hotel,
Myeong-dong, Seoul



Living in a different country away from your normal, familiar surroundings, is not easy. Here at SUNY Korea, we were able to meet foreign students who think of South Korea as their second home. The IVY journalists and photographer were fortunate enough to meet with these students and spend the day together. We met up with Sofia Torres and Sarah Moran, both from FIT Korea. They took us to Triple Street located near the campus..

The first stop was Olive Young, a drug store that is everywhere around Korea. They told us that they love the Korean cosmetics; they don't simply like the product itself, but the cute packaging as well. They say that they enjoy stopping by Olive Young on the way to Triple Street, as it is located where Triple Street starts. Moreover, as Olive Young offers a lot of promotions regularly, they say they are just drawn to Olive Young; they can't ignore the fascinating place.

The second was Ogada Café a Korean-style café. They found this café and they simply LOVE it there. Ogada café serves drinks using Korean traditional tea and fuses western recipes with Korean recipes. Sarah and Sofia love the traditional tea and said that they not only like the teas, but also the interior of the café: the café had the Korean traditional way of sitting style: removing the shoes and sitting down with bare feet. They think it is exotic and love it because they can feel the Korean vibe.

The last stop was, of course, ZARA. As they are students who are going to a fashion school, they enjoy going there to look at the latest trends, as ZARA is one of the famous fast fashion brands, and always try to be on track. They say that they especially love ZARA, as it offers different styles of clothing for different countries. They think that Triple Street's ZARA is a large store containing various styles and is one of the best places to shop and study at the same time. They also love the location, since the store is only 10 minutes away from the school.

Written by Min Gyu Jang

Edited By Purevsuren Battorj

Interview

Professor Bess

"Passion." This is one of the words that Professor Leonard Bess, the director of FIT at SUNY Korea, repeats several times over the course of our 90-minute long interview.

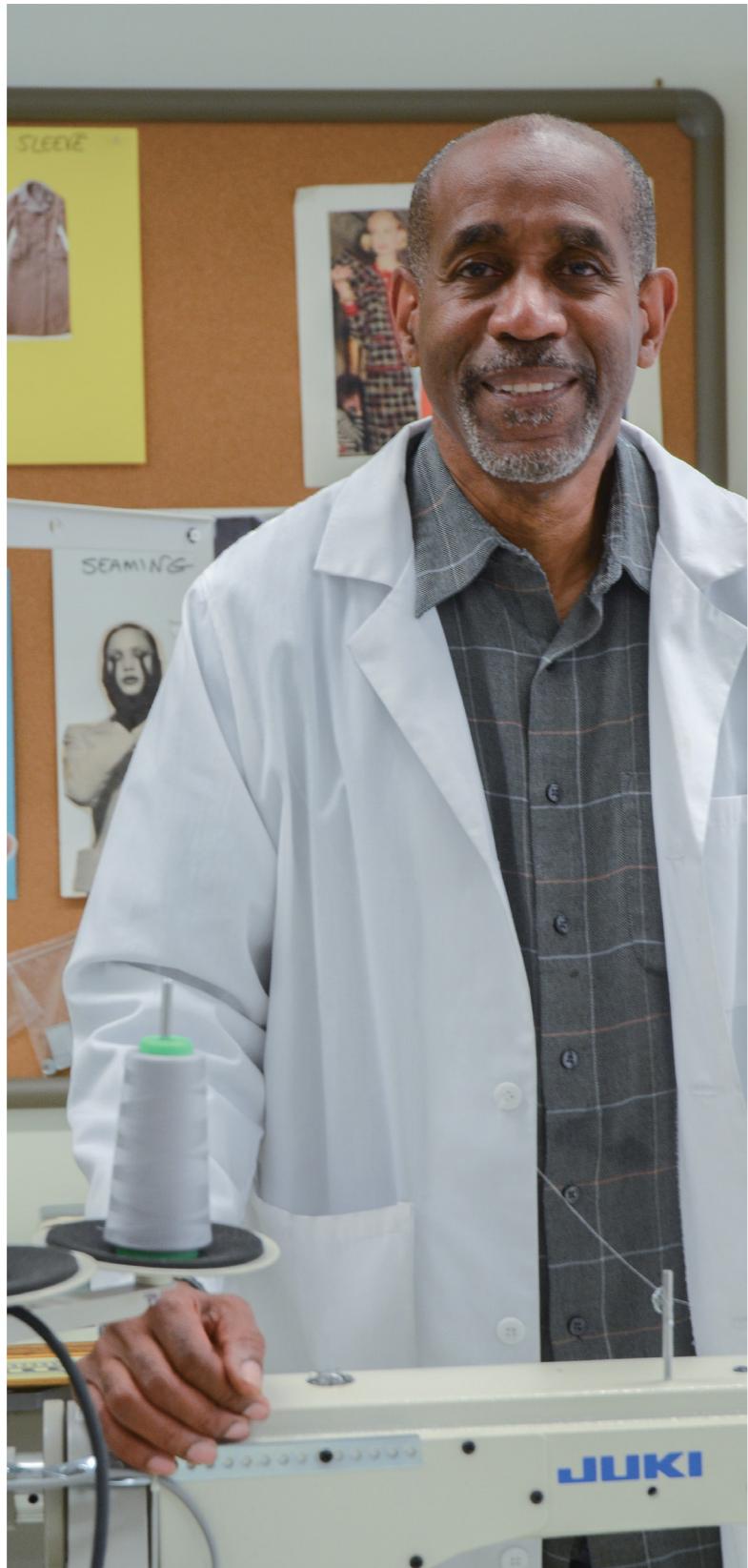
"I think when you teach from passion, students feel that passion. They feel your sincerity, and it resonates with them. It becomes a part of them. They learn...to do something from the heart."

Known affectionately among the students as 'Bess', he took time from his duties as the Fashion Design department's International Program Chair, to share his experiences with IVY, as well as advise and giving hope for students at SUNY Korea. He draws his knowledge from a successful, four decades-long career in the industry, one that he knew that he would achieve from a very young age.

"I've always been an artist and I've always been creative, so I've always known that it was in my nature to be a designer," he elaborates. He recalls anecdotes of travelling by bus to Fifth Avenue and wandering through major department stores at the age of eight. Since then, he has held many jobs, including one at the House of Dior, which was his dream. His career has taken him around the globe—from the United States, to Europe, and now, Korea. Bess says his current position as Director entails "wearing a lot of hats, and it's not that you're really pulling one off and putting another on—you're wearing them on top of each other." Of his job, he says, "It's part teacher, part mentor, part psychologist. It's interesting," he laughs.

Despite the whirlwind of emails, meetings, and classes, it is easy to see that he truly loves what he does, which is something his students recognize as well.

"I think when your students trust you, they share a lot with you. Not only about their classes, [but about] their hopes, their inspirations, their hurts, their needs. I'm blessed that my students trust me on that level."



This strong relationship continues even after they leave the school. "I have a saying: 'Once your professor, always your professor.'" He receives hundreds of text messages and emails from FIT graduates all over the

world asking him for advice on everything from patterns to personal matters, or sharing life and career updates. "The very first students that I ever taught 32 years ago, I still talk to and see them until this day. We're constantly in contact with one another. And it's that passion that drives the relationships. They know that I'll be there for them, and they trust me."

Passion—there's that word again. Bess conveys it through his teaching as well. "I think when you teach from passion, students feel that passion. They feel your sincerity, and it resonates with them. It sort of becomes a part of them. They learn...to do something from the heart."

According to him, it is these types of qualities that will help students find success in the industry.

"As a professor, I can teach you many things. I can teach you how to drape...how to draw...how to sew...how to make a pattern...how to use various technologies, but I can't teach you integrity. That you have to come to the table with."

He references a study conducted by FIT, in which various major designers and manufacturing executives were given a list of qualities and asked to rank them in order of importance to potential employees. The faculty were surprised that things like communication skills, work ethics and teamwork topped the list. "Patternmaking occurred at about the middle of the list...we were stunned because we didn't anticipate this."

But in thinking about it, they came to understand. Companies are aware that graduates of FIT have received extensive training in areas of design—it was the additional, untaught work ethics that set a candidate apart from the rest. "What are you going to bring to the table?" Bess challenges students to ask themselves. "What is your differential advantage? What makes you different from the others?"

"You start to think, 'well, what did I do the whole time I was at FIT to distinguish myself from the next person?'" According to him, that "extra something" could be anything from speaking up in class to attending seminars, or getting involved in a social activity—anything that will make your resume stand out from your peers.

"When you sit in a classroom, look around you. You're looking at your competition". He says, noting that it's not unusual to see someone you know applying for the same job that you are applying for. "There are students that are starting to recognize this reality, and they're starting to separate themselves from the others. It's a small strategy that you will have to be doing constantly here."

In addition, students should be building relationships with each other, because "you never know who you're going to bump into years from today that can actually benefit you. Networking starts right now, not after you graduate. You have to connect to as many students as you can, because you just don't know who's going to make it."

Bess also cites professors as valuable resources and connections that students should take advantage of. "Your professors, if you combine them all together, have hundreds of years of experience...Talk to your professors and ask about how things really work in the industry to get different pieces of knowledge that no one else has." He encourages students to speak up in class and ask a lot of questions. "One mistake that students make is focusing too much on grades." Instead of trying to get perfect grades, Bess suggests students challenge themselves, and not be afraid of making mistakes. "I love C students because they ask a lot of questions, which tells me that they're interested. You can't get that from an A student." He says that when students only care about getting an A, they will find the simplest way to get the best grade at the expense of potential learning experiences.

He notes that being vocal is one of his hopes for students at SUNY Korea. "There is a wonderful opportunity coming to an international school as opposed to going to a school in Korea, and that's the ability to be in an environment where you have all these different cultures and all these different thought processes on how they view the exact same thing...The students here have to be a lot more outspoken, a lot more engaged, and a lot more involved."

In the vein of getting involved, he also hopes students will take advantage of "the wonderful opportunity [they have] to set the pace for what this school is going to look like...The college grows because you make it grow. You have to make this a part of you. This only happens once."

Because the school is so new, "when you impact something, it could last for decades." Students have the power to shape the school. "I want students to be able to look back and say, 'we started that. It's still there. We built that. We're a part of the history of this school.'" He smiles. "What a wonderful thought, that you are able to do something that will impact generations from today. I cannot think of any greater gift, but I think so many students are missing that because they won't get involved in the social aspects of the college."

He encourages students to take action and think about what they can do to make SUNY Korea a better place. It is up to them, however, to make their ideas heard.

"You have a tremendous amount of power to shape this college experience to be anything that you could possibly imagine. The world is yours. But if you don't do it, it's just another college. There's nothing special about it. You can have an incredible impact if you just decide, 'let's get our heads together and let's do it.'"

Special thanks to Professor Leonard Bess for his time, attention, and wise words.

Words **Quinne Murakawa**
Layout **Yi Hsin Lu**

Interview

Professor Rosa

1 What motivates you to work in the fashion industry?

When I was in middle school, I was fascinated with writing. So, I wanted to be an editor or a journalist. Also, from elementary years, I was interested in garments

which was influenced by my mother who is a designer. I grew up seeing different fashion brands, fabrics, accessories, and cosmetic lines. In my high school years, I was confused about my future and what I wanted to do. My solution for this was to do just small steps first and set my goal as a fashion designer. As a fashion designer, I needed a holistic understanding of the fashion industry and the essence of raw materials. So, I studied textile design as my bachelor's degree. I studied fashion design for my master's degree and for the final doctoral degree, I studied fashion marketing.

The first part-time job that I did was working as an editor in a UK fashion business magazine. Every month, I researched and interviewed CEOs from an important start-up fashion business. It definitely wasn't an easy process due to 'implicit racism' against Asian woman. During my bachelor's, I met Sangbong Lie, who is a famous Korean designer, at the London Fashion Week. I volunteered backstage and saw that he needed help with the language. So, I helped him with communication. After that, he sent me an email offering to join his company and to do a collaboration. Replying back, I said 'yes' to the job offer. However, working in Sangbong Lie's company was enduring endless hardship. Overworking was a common thing. There were no weekends nor holidays and even worse, I had to clean the toilets. After three

months, I quit the company and moved to LG fashion(LF). Everything was completely different in LF. The way of treating employees was much better and they provided welfare support. After the experience in LF, I moved to a small Italian startup brand preparing to launch in Korea. I did presentations every week to buyers and ran from Seoul to Jeju. A year later, Max Mara picked me up. I was in the Max Mara luxury division department. I also got offers from Christian Dior Korea and Prada Korea.



One day, I was so burned out and got sick of this 'women-focused' fashion industry. All the gossip and rumors made me so tired. So, I started my own business in April 2011, a company I ran by myself. I had no money nor foundation. I desperately needed money. There were no staff. I searched and searched again and found the government start-up support program. I wrote letters to them explaining about the business that I am running. Guess what? My writing worked! I received about \$25,000. Moreover, they also supported my business to participate in the global trade show--Shanghai Fashion Week, MAGIC show, and much more. These 'good networks' helped considerably in expanding my brand to the department stores.

2 What made you to teach fashion, particularly in FIT?

Before coming to FIT, I had no experience about this school. I had experience in teaching at Korean universities for more than 10 years. However, it is a completely different system compared to a U.S. institution. In Korea, there is almost no communication between professors and students. I guess the word 'individualistic' will be a proper word to describe it. It is very difficult to build one team. I searched for a better institution and found out about FIT. I saw the faculty requirements which were fashion industry experience, design experience, good communication skills and said: "Hey, it's me!". I loved the curriculum offered by FIT and all the close connections among the faculty and students. It is just perfect.

3 What is the major difference between FIT students and other Korean college students?

In Korean universities, the amount of assignment depends on professors, which is usually two major assignments per semester. The course is mainly lecture-focused with few class activities. Nowadays, every sector is digitalized—digitalization in the fashion industry, SNS marketing, big data analysis. Therefore, knowing how to analyze data and 3D design sampling are essential prerequisites for the future fashion practitioners. Students are interested in the digitalization of the field and eager to learn about it, but the school is still in the process of building the curriculum for the future. In FIT New York, they already have some special curriculum like big data analysis, SNS marketing, and direct marketing. They also do a lot of collaborations with other industries. For example, they already collaborated with IBM. IBM company gave the big data to FIT students and they worked with Tommy Hilfiger to make a virtual design. This sounds like a daydream but FIT New York already did it.

4

What qualifications, licenses, or attitudes are required for fashion field workers?

Firstly, the 'real market experience' is very important. If you get any special opportunity regarding the internship program, try to apply for it. Also, volunteering backstage at fashion week is also important. You never know who you will encounter and what amazing thing will happen. Utilize the vacation time and find a part-time job in the fashion field. For example, the sales division is a great position to understand the customers' behavior and mind in the 'real' fashion market. Stockroom arranging will also be a great opportunity to understand the inventory part of the fashion industry.

The second thing is computer skills. Many people think that 'drawing' is crucial for workers in the fashion field. Actually, this fast-paced society, utilizing computers is the must-have skill, especially Excel. As mentioned before, data analyzing and knowing basic coding is crucial.

Lastly, as a merchandiser and designer, we have to understand the market trends and customer's needs. In the field, there is always a collision between practicality and originality. In the merchandise part, they focus on the 'profitability' of products, whereas the design part focuses on 'creativity'. The fashion designer needs to understand the business part and as the merchandiser, we have to understand cultural diversity. The fashion industry is an especially global business targeting customers from various backgrounds. For example, think of the process of making some garments. We need raw materials and factories to produce. Then, we have to connect to other countries like Cambodia or China for manufacturing. Those countries have totally different cultures, customs, and even labor policies compared to us. As fashion practitioner, we have to instill 'tolerance' mindset.

5

Are there any interesting upcoming events in Fashion Business Management?

Next March, I'm trying to connect, hopefully, to William Kim. William Kim is a very, very important person in this fashion industry. Luckily, he is Korean. He is a very special person in Burberry. Burberry suddenly changed to a digitalized luxurious brand and he significantly contributed to this big shift. After that, AllSaints Korea picked him since they needed to rearrange the structure. For three or four years, he served as a CEO at AllSaints Korea. So, I tried to connect to him for the special lecture to give out to FIT students in March next year. I really hope this works out!

Interview

HADIYAH LALWAL

FIT Fashion Business Management / Sophomore

A young determined fashion model who is an expressionist

IVY interviewed the fashion business management student who is true to herself, and to the people surrounded by. We could feel her energy and passion in her fashion career



Why did you decide to be a model?

I remember from a young age I wanted to be exactly five things in life. An accountant, a lawyer, a singer, a fashion designer, and a fashion model. Of course, when we're kids we want to be superman until we start growing up and realize that we don't really want to be superman. That was me in the sense that as I grew up, those dreams dropped one by one. Not because I was "giving up", but because I came to realize what actually was a match with me and

what wasn't. By my sophomore year in high school, I realized I couldn't see myself living without fashion being a main part of it. It was simple, I can't draw, so that was a no for designer, but there were other possibilities that I kept in mind.

Can you give advice as a professional model to aspiring models?

Do it because you love it, and for nothing else. If you are an aspiring model and you're doing it because you want money or fame, you simply will not make it in the field. Modeling takes patience, confidence, and determination. Always want better for yourself. Always want to see improvement in yourself. It is that, that will keep you going.

What is your final goal?

My final goal, in all truth is to be featured in Vogue magazine. It is a big goal, I know. It's going to take a lot of work, I know. But I am more than ready to go after it. I'm still working on myself, on my craft, but I know I can get there. I won't be disappointed if I don't make it there, as long as the entire time I tried my hardest and gave it all I got.

What motivates you to keep working every day?

My motivation is simply the fact that this has been my dream for most of my life, and I'm actually living it. I don't easily give up, ever. I think I'm the lucky one to be able to live my dream while others are still figuring theirs out. Being able to see all the hard work I put into this dream come out in a single picture literally makes me the happiest person on earth.

Interview

EISHAA VERMA

FIT Fashion Design / Sophomore

An aspiring fashion designer with Indian background

IVY interviewed the fashion design sophomore who uses the vivid colors, and combines the newest technology in her garments



How would you define yourself as a designer?

My design comes from oldest mythology of indigenous design, like art design and combining with the newest technology along with celebrating colours. These are the main core.

What does inspire you the most? Social media, friends, professor?

My mother has always been my insight from the very beginning of my journey in the fashion industry. Growing up in a multicultural background with exposure to numerous Asian countries has shaped my aesthetics and ideologies. Today, the professors of FIT give me the deepest insights as they are actual fashion industry influencers.

What have made you to launch the company?

After realizing the timelessness of indigenous Indian art, craft, and embroidery, I wanted to show people what Indian art is. I wanted to know more and combine them in my garments. What I saw during my travels reminded me how beautiful Indian art, embroidery, and crafts are, and I want more people to know about it.

Any connection that have helped you to launch your company?

Since I'm just a student and still new to the industry, I am in the process of building connections with the school. There is still a long way to go in my journey.

What is your statement as CEO?

My main goals are employment, empowerment, and environment, introducing creative artisans in India, sustainability, and women workers.

How does your studying FIT SUNY Korea helps you to run your brand?

I'm far from home but technology doesn't actually makes me feel like it. Being a part of FIT SUNY Korea helps a lot because there are many people from around the world and I'm able to learn things that I didn't know before from them. Technology makes it easier to talk to everyone and communicate. Distance hinders me to organize the company, but technology allows you to connect and run your business and most of all, many people around me inspire me more and more. I'm not working for myself, but also for my team and I'm responsible for the small group of people. Being here made me confident.

Interview

Associate Dean of Admissions

Hyokbom Kwon

has been a part of the SUNY Korea community for almost ten years since helping to establish the school together with President Emeritus ChoonHo Kim in 2010. As of May 2019, Mr. Kwon is the Associate Dean of Admissions and Public Relations.



1 Could you tell us the kinds of students SUNY Korea is looking for?

SUNY Korea is looking for students who can solve complex modern problems quickly and accurately through adept thinking. Since the school was founded, President Emeritus ChoonHo Kim has made it a priority to select students who possess capability and ingenuity along with students who desire to develop these traits. So we are looking for students who see beyond just themselves to the problems of the world and how to resolve them.

2 How do students apply to SUNY Korea?

SUNY Korea uses an online application system. In the case of FIT, students can apply for the fall semester only and the

deadline is February 1, 2020. Additional information about the application process can be found on the Admission Center pages of the SUNY Korea website (www.sunykorea.ac.kr).

3 Could you provide some tips for international students coming to Korea? What are some advantages of SUNY Korea?

The greatest advantage of SUNY Korea is that you can experience the advanced culture of Korea along with the American education system. Many international students

here also have opportunities for various kinds of internships in Korean companies. Students should take advantage of all of these chances. As well, making an attempt to learn Korean and understand Korean culture will make international students' experiences at SUNY Korea even richer.

4 What should FIT students consider after graduation?

FIT students should consider furthering their studies in New York or Italy and complete their three or four years there. Students can

broaden their perspectives by cultivating their strengths in Milan and New York. I think students should strive to grow and develop through various multicultural experiences. But continuing in academics isn't the only option. For example, some students start interning and working in their field as soon as possible. This is helpful because going out into society, finding and developing their individuality, can be a shortcut to success.

5 What makes FIT special compared to other Korean universities?

The language of instruction and teaching style are different. As it is a foreign university, students have to take more courses than Korean universities; in fact, there are differences in all areas of university here. Even though FIT is in Korea, it is under the same SUNY system as America.

GLITTERS

S/S 2020 Beauty Trend



DearDahlia
Paradise shine eye sequins
#Goddess
Delicate pearl and glitters
to give fantastic gloss.
KRW 26000



Rom&nd
The universe liquid glitter
#04 frozen star
Use Clear gel system, which is
transparently dried over time
and maintained for a long time.
KRW 12000

3CE
Eye switch pot
#throbbing
A living-proof glitter shadow
with a powerful touch and adhesion.
KRW 18000

Withme
Signal metal prism glitter
Liquid eye shadow
#rainbow sunset
KRW 18000



Bbia
Glitter eyeliner³
#HONEY
Application of high fix formula
KRW 8000



3CE
Eye switch pot
#throbbing
It's a living-proof glitter shadow
with a powerful touch and adhesion.
KRW 18000



IVY is giving a sincere appreciation to

Professor Youngri Kim,

President of SUNY Korea, Arthur H. Lee,

Professor Leonard Bess,

Professor Hye Yeon Jeong,

Manager of Public Relations, Jihye Jung,

The Staff of Public Relations, Kyungjeung Kim,

Professor Yeri Seok,

CEO of JK Design Lab. Inc, and Hi-Seoul Showroom, Jay Hong,

Associate Dean of Admissions, Hyokbom Kwon



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