

Kim Ji won

South Korean | Female | 28

Target MSc: Fashion, Design & Luxury Management

EDUCATION BA in Fashion Design & Merchandising Seoul National University (SNU) 2019 - 2023

Curriculum combining creative design with the business of fashion.

Won the "Young Designer Award" at the Seoul Fashion Week Student Showcase (2022).

PROFESSIONAL EXPERIENCE

Merchandising Intern - Samsung C&T (Fashion Division), Seoul July 2023 - Present

Support the buying team for international contemporary brands, analyzing seasonal sell-through rates.

Managed sample coordination between global suppliers and local showrooms for the SS24 collection.

Assisted in price architecture analysis, comparing local luxury market positioning with international benchmarks.

Public Relations Intern - Dior (LVMH Korea) January 2023 - June 2023

Coordinated with fashion editors and influencers for celebrity dressing and editorial shoots.

Assisted in the organization of a high-profile pop-up store launch in Gangnam, managing guest lists and press kits.

Monitored media coverage and prepared weekly reports on brand visibility in the APAC region.

SKILLS

Technical: Adobe Illustrator, CLO 3D (Fashion software), Excel (Pivot tables).

Analytical: Trend forecasting, Retail mathematics (GMROI, OTB), Competitor mapping.

LANGUAGES

Korean (Native), English (Fluent - TOEFL 110), French (B1).

PERSONAL INTERESTS Contemporary Dance, Film Photography, Sustainable Fashion blogging.