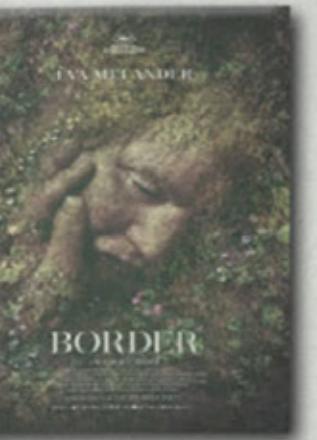


BORDER



EMBODYING UNIVERSAL BODIES

## ALL ABOUT 'BORDER'



The film border asks fundamental questions such as "Is the many right every time?" or "Is it right that the few should join the many?"

Before thinking about the classes in fashion, we need to ask, "Can everyone wear the clothe they want even if they have enough money?" Not only people with a disability, the elderly, the plus models but also people who are slightly out of the average range cannot wear the clothing they want regardless of the price. Who determined the border of the average? I think that my role in the fashion industry is to eliminate that boundary to make people capable of having their own taste. Also, the film Border depicts the world where people and fictive organisms like trolls are living together as natural.

'BORDER' Brand board



## DESIGN INSPIRATION FROM CUBISM



Cubism is an art, which breaks down a tradition as a part of postmodernism. Likewise, it shows the sense of freedom in terms of the tradition so that the artworks of cubism disorganize the object from different perspectives and harmoniously reunite it in the end. Therefore, how to take the display apart in perspectives is important.

This is also important to know in the fashion area. To make an apparel also has a process of rendering a two-dimensional piece into three dimensions. we should avoid the description of the clothes themselves, but we rather should focus on shape of body. Are the clothes actually fit to humans in modern society? We all need to consider about body conscious from now on.



# Con sumer



# Pro file



disability



Female



Adele Haenel



Office-job

Thirty

Middle class

Seoul



ceramics



Julmeklang



Bio-freindly

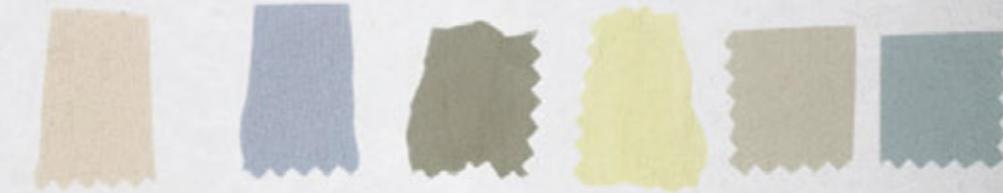


## Fabric Board

Jacket



Woven



Knit



Pants



Skirt



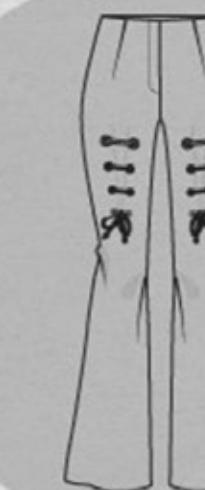
## DESIGN POINT



1

2

3



4

5

新本季潮流设计亮点



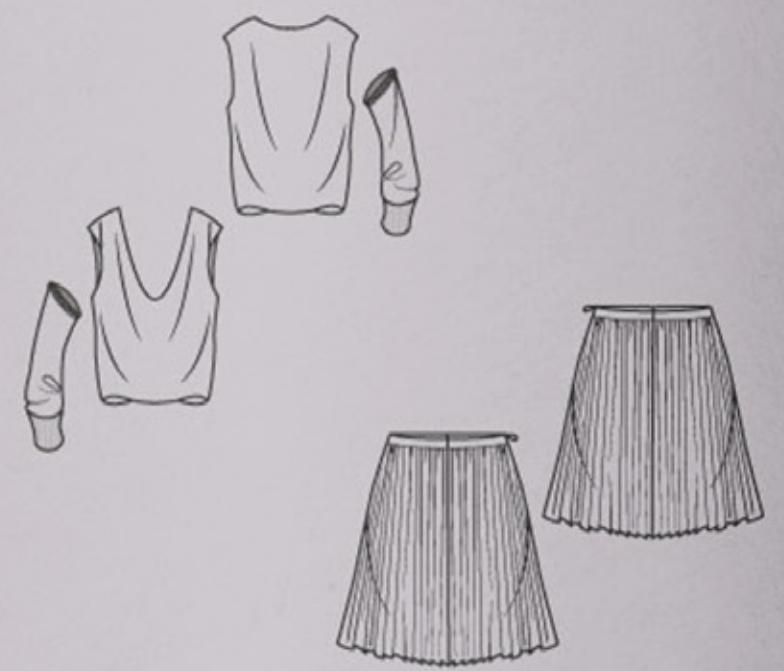
Design 1



Design 2



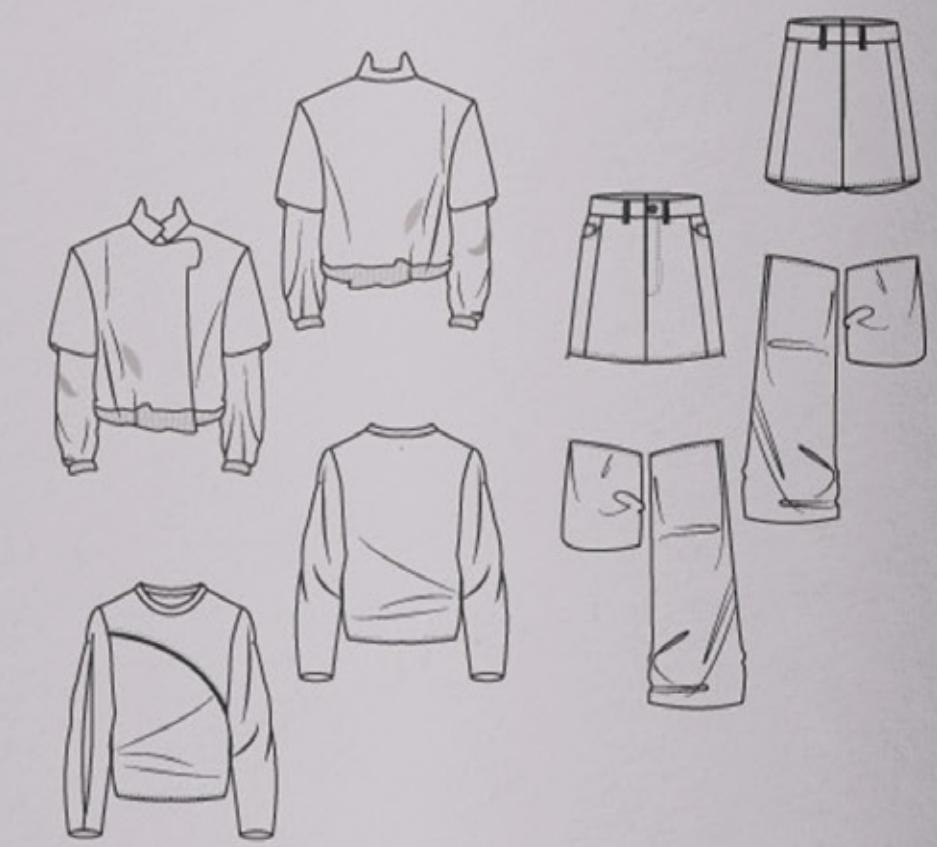
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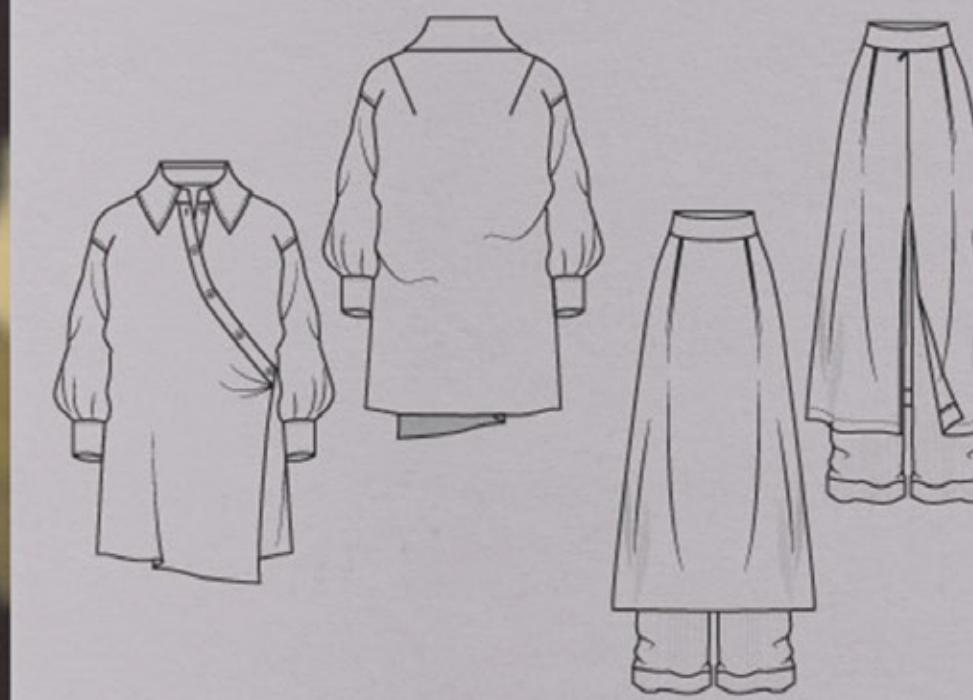
Design 4



Design 5



Design 6





# JaeKyung Lee



Jaekyung Lee makes visual contents based in Seoul.  
She treats various garments as objects,  
also did some graphic works.

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