

COPIE

cokie

wook il choi

www.cokie.kr



Since 2017

Brand messages

2017 - 2022

'COKIE' stands for idealistic, psychedelic cocaine addict
The word 'COKIE' means being addicted to your dreams, your goals,
And what you are doing, just like you are addicted to cocaine
Therefore, it is a brand that expresses the image of a young man
who constantly challenges himself

'COKIE' takes message delivery very seriously
Maybe it's the new culture of young people that changes all the time

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And what you are doing, just like you are addicted to cocaine
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The logo for the brand 'COKIE' is displayed in a stylized, white, blocky font. The letters are thick and have a slightly distressed or hand-painted appearance. The 'O' is particularly prominent, being larger and more rounded than the other letters. The overall style is modern and edgy, consistent with the brand's theme of challenge and addiction.

Brand history 2017 - 2022



2017



- Beginning of Street fashion brand 'COKIE'
- 2017 FW Collection 'FUNNY HELL'
- Techwear line production
- Launched an offline select shop in Hongdae, Seoul

2018

- Launched 'Musinsa' select shop of Seoul
- And launched in eleven select shops in Korea
- K-pop idol, musician, hip hop rappers sponsorship



- 2018 SS Collection 'Change the reality'
- 2018 SS2 Lookbook
- COKIE Woman – 'Reality and myself'



- 2018 FW Collection 'Hanel haru'



- Cobi studio Collection 'こうた'

COKIE

Brand history 2017 - 2022



2019



- Brnad Trademark registration

- 2019 SS Collection '異夢'

- 2019 SS Lookbook video 'Emotion'

- 2019 FW Artist Runway '나를'

2020



- Launched Artist Magazine 'GGG'

- 2020 SS Paris Collection '旭日 - Morning sun will definitely rise'

- 2020 SS Collection 'Then what should I do'

2021



- GNS COLLECTION 2021 F/W Generation next

- 2021 SF Collection 'Change and moment'

- 2021 FW Collection 'Halogen'

2022

- COKIE Atelier City of Seoul

COKIE

2023 SS COLLECTION

COKIE 2023 SS Tokyo Collection



MAGAZINE



MAKING

COKIE

2023 FW COLLECTION

COKIE 2023 FW Collection 'MUI'



FASHION FILM



MAGAZINE



MAKING

COKIE

2023 FW COLLECTION

COKIE 2023 FW Collection JO'



MAKING

COKIE

2023 COKIE

Brand messages

Your World is a fantasy

‘cokie’ started with street fashion

We have drawn images that became part of fashion

We expressed conceptual situations counting futuristic
and fantasy aspects through fashion, forming a ‘cokie’ world view

Beyond the costumes, numerous messages are being conveyed

Through a single piece of work

The goal of ‘cokie’ is to create an another world and an another me within

This is because everyone has the potential to do so

COKIE

COKE

Since 2017