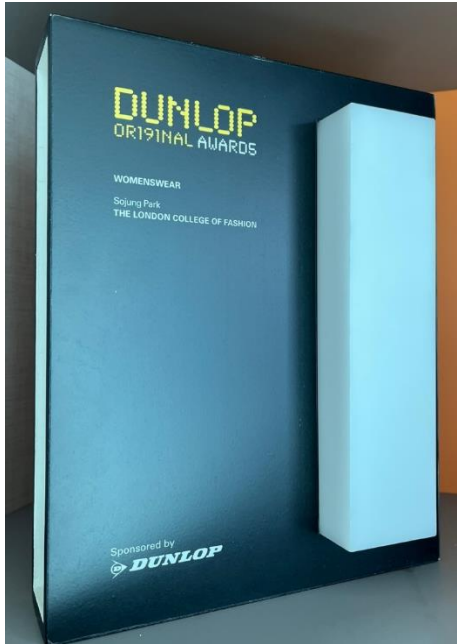


JULYCOLUMN

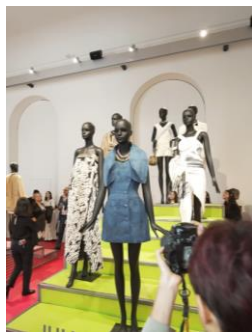
PRESS REVIEW



DUNLOP ORIGINAL AWARDS
UK FIRST PRIZE IN WOMENSWEAR



Palazzo Giureconsulti



RESONANCE: VOICES OF SEOUL

res-o-nance/ˈreɪzənəns/

noun

1. the quality in a sound of being deep, full, and reverberating.

Resonance: Voices of Seoul redefines the "Korean wave" as more than just a trend reaching shores overseas: the project represents waves of vibrancy, depth, and reverberations that evoke universal images, memories, and emotions. The exhibition, a special collaboration between Seoul Fashion Week and Milano Fashion Week®, showcases five Korean designers who are at the forefront of contemporary Korean fashion design today.

Though each designer expresses a unique frequency and voice, they are united by the themes of resilience, connection, and intangible heritage, all central to Korean culture.

Seoul's fast pace, dynamic culture, and innovative technology complement Milan's rich heritage, dedication to craftsmanship, and status as a European fashion capital. The designers featured were carefully selected by a jury for their ability to exemplify the core values of this collaboration.

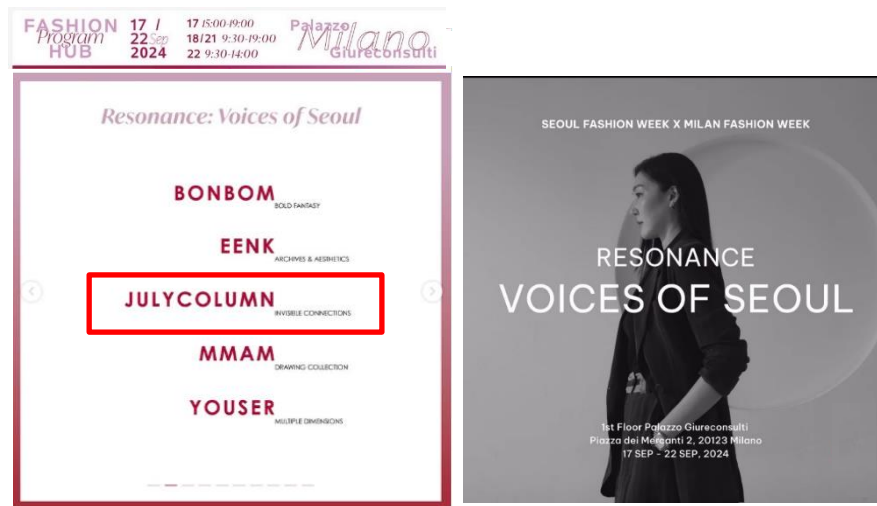
This exhibition was organized by the Seoul Metropolitan Government and CNMI.



Camera Nazionale della Moda Italiana

[Milano Moda Donna S/S 2025 - 17/23 September 2024 • MMD \(cameramoda.it\)](https://www.cameramoda.it/)

JULYCOLUMN



[milanfashionweek](#)

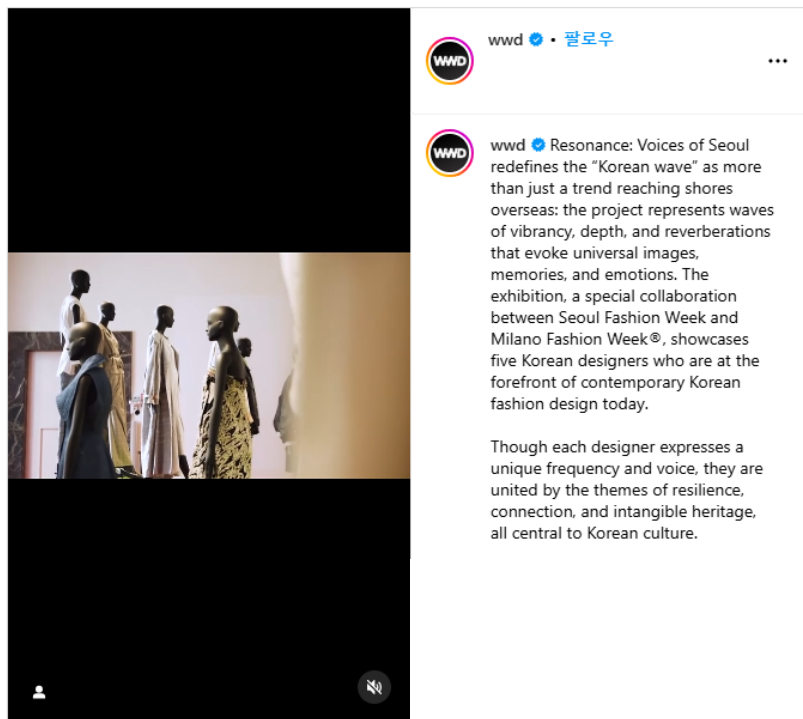
The #FashionHub returns at #MFW and will host all CNMI's projects and initiatives, discover now the program in the slides above!

The Fashion Hub is located at Palazzo Giureconsulti, 2 Piazza dei Mercanti and will be open to the public from September 17 at 3PM!



Camera Nazionale della Moda Italiana

MILANO FASHION WEEK®



JULYCOLUMN



유럽 패션의 본고장 밀라노를 점령한 5명의 한국 패션 디자이너



editor 김미희 | 2024년 09월 24일

줄라이칼럼(JULYCOLUMN)

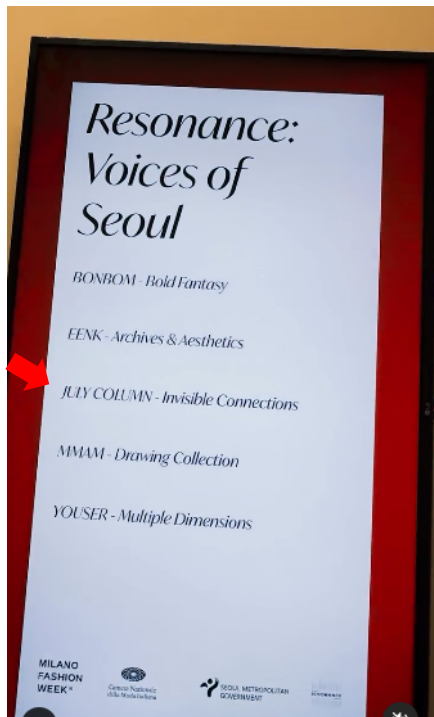


플러아칼럼의 이번 칼럼은 한국의 장인정신을 기리는 역사적인 디자인 요소와 현대적인 감각을 조화롭게 녹여냈습니다. 시미와 개성을 추구하는 듯한 스타일은 브랜드의 독창적인 디자인 정신이 엿보이죠.



marie claire

marieclairekorea



dazedkorea • 팔로우

...

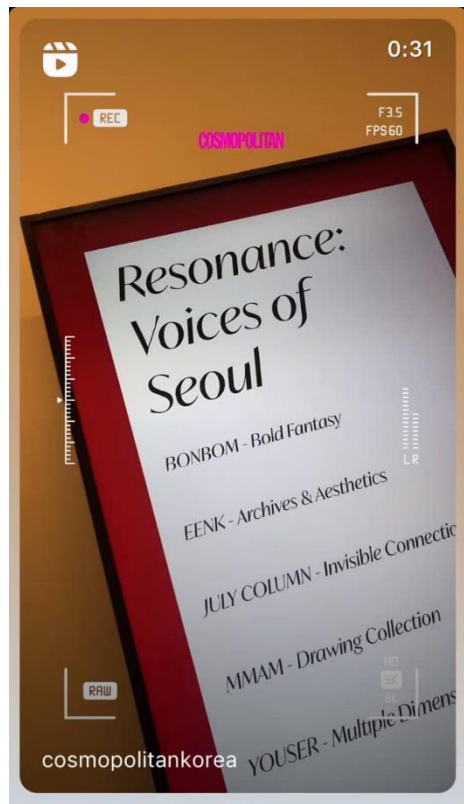


dazedkorea VOICE OF SEOUL

@seoulfashionweek_official
@milanfashionweek

지난 2월, 서울시와 이탈리아 국립패션 협회가 손을 잡으며, 서울 패션위크에서 선정한 한국 디자이너를 밀란 패션 위크에서 선보였다. 선정된 총 5명의 디자이너는 본봄(@_bonbom)의 조본봄, 잉크(@eenk_official)의 이혜미, 줄라이칼럼(@julycolumn_official)의 박소영, 므아므(@mmam_designer)의 박현, 유저(@youser_official)의 이무열. 2025년 봄/여름 밀란 패션위크 기간 동안, 밀란 중심부에 있는 패션 허브에서 자신들의 브랜드를 전시 형태로 선보였다. 이탈리아 국립패션협회가 직접 전세계의 떠오르는 패션 브랜드들과 글로벌 패션 관계자를 초대하여 다양한

JULYCOLUMN



COSMOPOLITAN

[COSMOPOLITAN INTERVIEW](#)

줄라이칼럼, ‘밀라노 패션위크’에서 주목...K-패션의 위상 드높여

By **홍수정 기자** · 2024년 9월 30일



서울패션위크를 대표해 밀라노 패션위크에 참가할 국내 브랜드 5개사 중에서 줄라이칼럼도 포함됐다. 줄라이칼럼은 함께 선정된 4개 브랜드와 함께 전시와 K-패션 컨퍼런스를 진행, 밀라노 주재문화원 궁전(Palazzo Giureconsulti)에서 'Resonance : Voices of Seoul(공명:서울의 울림)'을 주제로 각 브랜드만의 독창적인 콘셉트와 하나의 모습으로 조화를 이룬 K-패션을 공개했다.

그 중 줄라이칼럼은 한국의 장인정신을 기리는 역사적인 요소와 현대적인 디자인 감각을 조화롭게 반영했다. 시대와 계급을 초월하는 전시를 선보여 한강을 찾은 패션 관계자들에게 높은 관심을 받았다.



밀라노 패션위크에서 선보인 2025 SS 줄라이칼럼 코히어로 컬렉션

국가무형유산 누비장 전통교육사 유선희와 함께 작업한 이번 줄라이칼럼 2025 SS 컬렉션은 전통 명주 비 기법을 소재 모티브, 오목누비 기법은 폭색 모티브 손수 작업해 조선시대의 주름 기법을 기와 것으로 표현했다. 또한 기와를 상징하는 아우터, 패트 재봉소재와 데드스톡(Deadstock)을 활용한 줄라이칼럼의 핸드메이드 공법이 적용된 의상과 약세사리(가방) 컬렉션이 해외 패션 관계자들의 눈길을 끌었다.

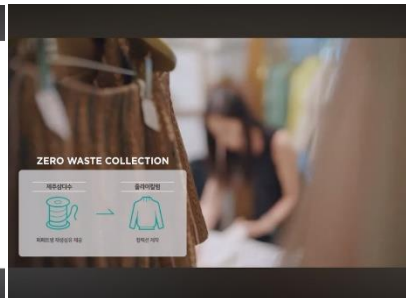


TENANT NEWS

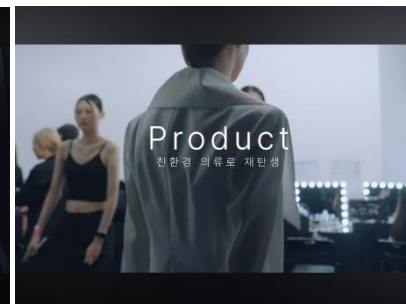
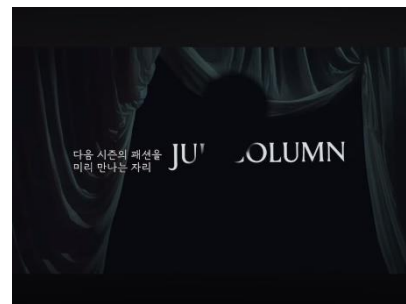
[TENANT NEWS](#)



JULYCOLUMN



NEXT PET.SHION ZERO WASTE FASHION COLLABORATION DOCUMENTARY FILM



CSR FILM FESTIVAL SOCIAL RESPONSIBILITY FIRST PRIZE
사회적 가치 부문 산업통상부장관상 수상



[2024 CSR 필름 페스티벌 어워드] 제주삼다수 (제주특별자치도개발공사) - 제주삼다수 - 자원순환프로젝트 "NEXT PET.SHION"





RESONANCE: VOICES OF SEOUL

reso-nance/ rezanans/

sostantivo

1. la qualità di un suono di essere profondo, pieno e riverberante.

Resonance: Voices of Seoul ridefinisce la 'Korean Wave' come qualcosa di più di una semplice tendenza che si sta estendendo globalmente: il progetto rappresenta vivacità, profondità e riverberi che evocano immagini, memorie ed emozioni universali. L'esposizione, frutto di una collaborazione speciale tra la Seoul Fashion Week e la Milano Fashion Week®, presenta cinque designer coreani che sono in prima linea nella moda coreana contemporanea.

Sebbene ogni designer esprima una voce unica, tutti sono uniti dai temi di resilienza, connessione e patrimonio intangibile, tutti centrali nella cultura coreana.

Il ritmo frenetico di Seoul, la sua cultura dinamica e la tecnologia innovativa si integrano con il ricco patrimonio di Milano, la sua dedizione all'artigianato e il suo status di capitale europea della moda. I designer in mostra sono stati selezionati con cura da una giuria per la loro capacità di esemplificare i valori fondamentali di questa collaborazione.

Questa esposizione è stata organizzata dal Governo Metropolitano di Seoul e da Camera Nazionale della Moda Italiana.

JULYCOLUMN

Tuesday, April 23

ALL DAY EVENT
Cowan & Tout Open House

ALL DAY EVENT (RUNS THROUGH WEDNESDAY APRIL 24th)
Tattooing the Walls: Paul + Presents Lonesome Pictopia, Live Demonstration

10:00 AM: Atlanta's New Inheritable House
Keynote Presentation
Featuring Melanie Turner, Stan Benecki, Mark Williams, and Niki Papadopoulos
Sponsored by Atlanta Homes & Lifestyles and Thibaut

NOON: Fashion Show - Lia Shin X Sooy Park
Showroom Presentation
Sponsored by C + H Interiors, Asian American Pacific Islander Design Alliance (AAPIDA)

1:00 PM: A Rediscovery of Home with Alexa Hampton
Keynote Presentation
Sponsored by VERANDA, Woodard, and Logan Gardens

3:00 PM: Bridge The Gap: Modern Meets Traditional
Keynote Presentation
Featuring Paloma Conkeras and Chad James
Sponsored by Modern Luxury Interiors Atlanta, Currey & Company, and UpCountry Home

5:00 PM: Expansion Party + Scandinavian Design Soiree
Sponsored by Hobochy Designs + Atelier, Fredericia, Karakter, and Kvadrat

DESIGN ADAC



DESIGN ADAC
FASHION SHOW - LIA SHIN X SOOY PARK

TUE APRIL 23, 12PM



JULYCOLUMN

ADAC



EVENT OBJECTIVE

Explore the runways of Seoul Fashion Week from Fall/Winter 2024, C + H INTERIORS has now brought its fashion show to Atlanta. Led by Lia Shin from C + H INTERIORS and Sooy Park of JulyColumn, this event pays homage to the intricate visual allure of Korea's historical and cultural tapestry. Transformed into unique offerings spanning fashion, interiors, and lifestyle, the showcase is elevated by our showroom adorned with a myriad of mesmerizing artworks curated from our in-house art gallery.



Date: April 23, 2024

Time: 12:00 - 1:00

ADAC

[Design ADAC | ADAC \(adacatlanta.com\)](https://www.adacatlanta.com)

VIDEO

COLLECTION VIDEO: JULYCOLUMN A/W 21

PUBLISHED ON 26 MARCH 2021



SHOWstudio
THE HOME OF FASHION FILM



SHOP

ikon-1 NFTs

PROJECTS

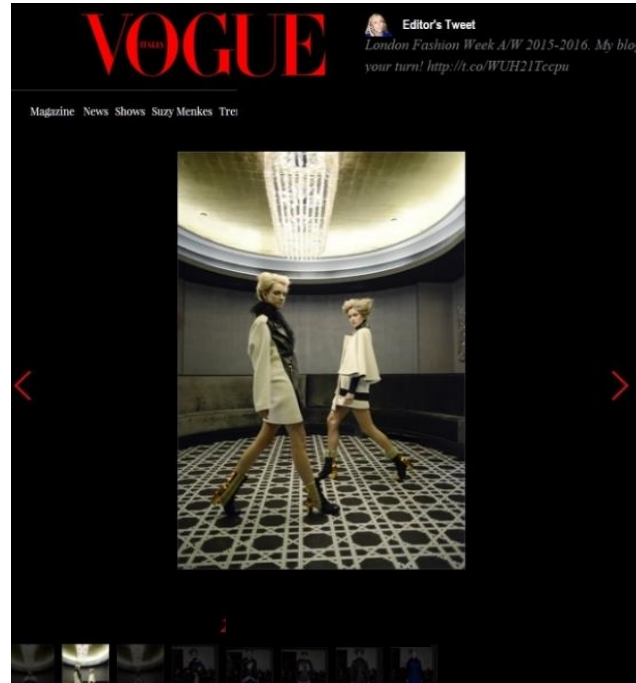
COLLECTIONS



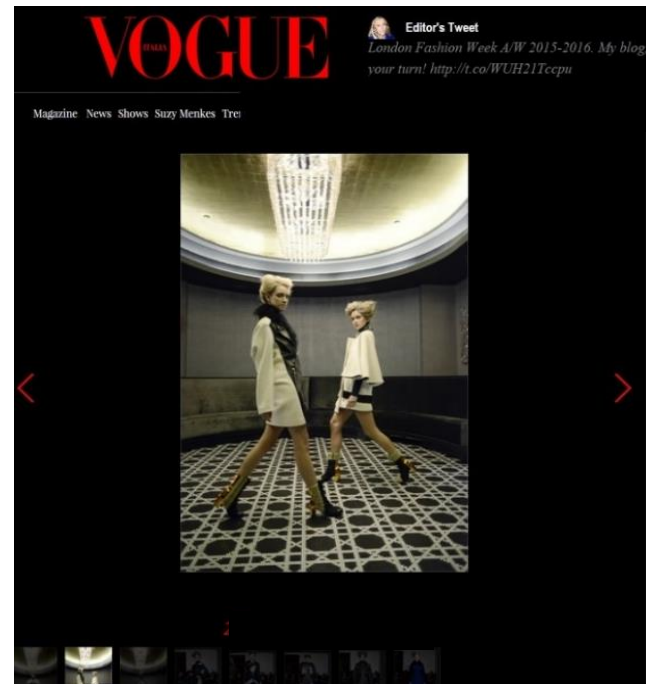
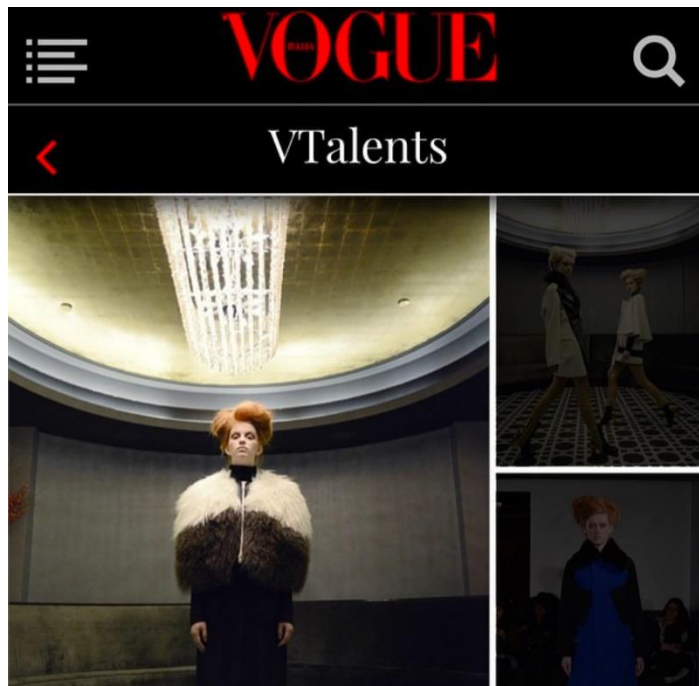
JULYCOLUMN

BRAND

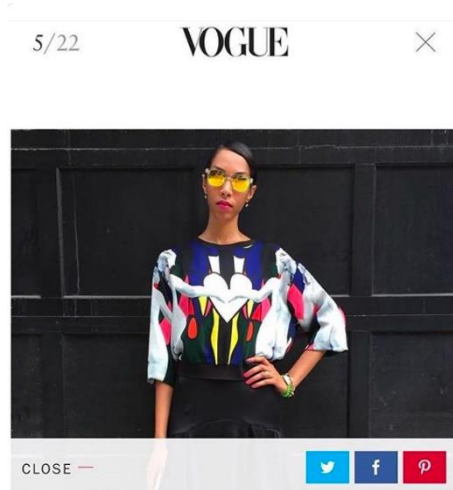
JULYCOLUMN is a womenswear label by Sooy Park. Describing themselves as a 'creative hub' JULYCOLUMN plays host to a variety of collections including a fashion-capsule collection, amongst furniture, art, design and unique one-off books, all hand selected by its founder Sooy Park. With the arrival of an in-house bespoke tailoring service, the JULYCOLUMN atelier also offers their customers the chance to find the perfect fit, by creating bespoke pieces at the hands of their in-house tailors.



ART COLLABORATION COLLECTION

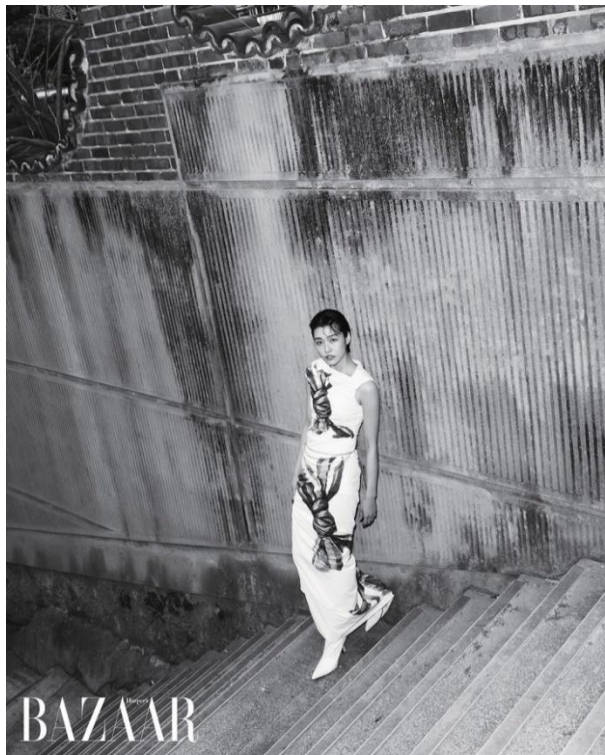


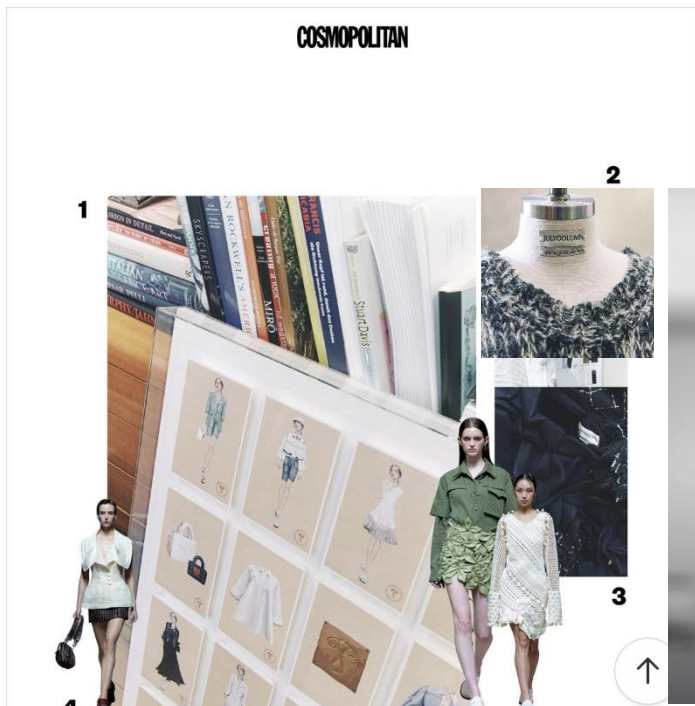
ART COLLABORATION COLLECTION



ART COLLABORATION COLLECTION

JULYCOLUMN







INVITATION

vendredi 22 mars 2024 à 16h

@Salon Impérial, The Westin Paris - Vendôme
(3 Rue de Castiglione, 75001 Paris)

La mission du Centre de la Culture, des Sports et du Tourisme et l'Agence Creative du Content Creation ont en plan de présenter MODE, événement phare de la Mode, au monde virtuel lors du salon ZEPETO Runway 2.0 à Paris. Immerger vous dans l'harmonie sublime des créateurs virtuels et met, méditer au point les créations inspirées de 10 designers de mode contemporains.

한국 문화체육관광부와 한국콘텐츠진흥원이 주관, 네이버제트와 후원하는 <MODE at PARIS(모드 엡 파리)> 2024 S/S 런웨이가 프랑스 파리의 호텔에서 개최되었다.

글로벌 메타버스 플랫폼 제페토(ZEPETO)에서 3월 4일 공개한 <MODE at ZEPETO 2024 S/S> 시즌의 협력선들을 현실 세계로 구현한 이번 패션쇼는 그 현장의 특별함으로 모두의 이목을 사로잡았다. 제페토 휴먼 아바타와 실제 모델이 같은 복을 착용한 채 나란히 런웨이를 걷는 모습을 연출하며 가상과 현실 세계가 합쳐진 신개념 혼합 현실 크로스오버 패션쇼가 펼쳐진 것.

가상과 현실의 만남, K-패션 런웨이<모드 엡 파리>

지난 3월 22일, 문화체육관광부가 주최하고 한국콘텐츠진흥원이 주관, 네이버제트와 후원하는 <MODE at PARIS(모드 엡 파리)> 2024 S/S 런웨이가 프랑스 파리의 호텔에서 개최되었다.

글로벌 메타버스 플랫폼 제페토(ZEPETO)에서 3월 4일 공개한 <MODE at ZEPETO 2024 S/S> 시즌의 협력선들을 현실 세계로 구현한 이번 패션쇼는 그 현장의 특별함으로 모두의 이목을 사로잡았다. 제페토 휴먼 아바타와 실제 모델이 같은 복을 착용한 채 나란히 런웨이를 걷는 모습을 연출하며 가상과 현실 세계가 합쳐진 신개념 혼합 현실 크로스오버 패션쇼가 펼쳐진 것.



ELLE

FASHION

2025 S/S 서울패션위크에서 마주한 지속 가능 패션

우리가 환경을 위해 내딛어야 할 한 걸음.



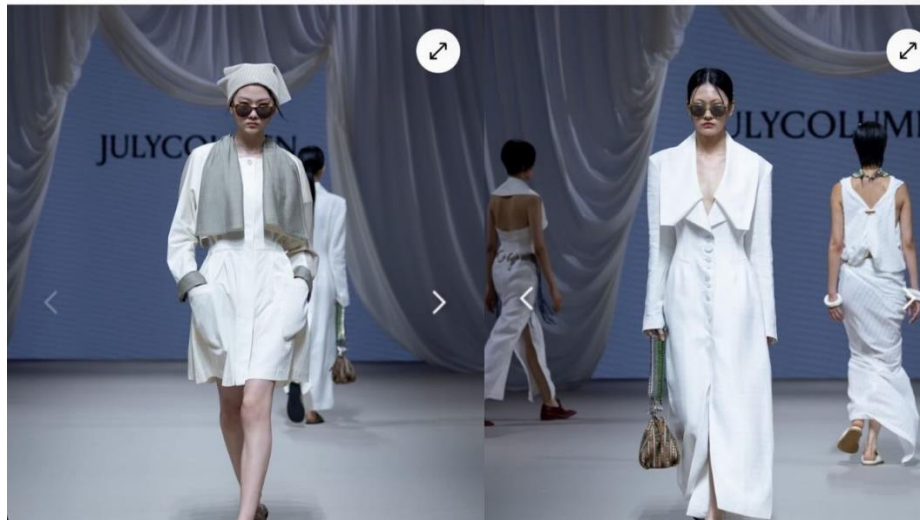
by 노해나

@julycolumn_official
@ellekorea
@seoulfashionweek_offic
ial @samdasoostory

‘친환경’은 앞으로 우리가 살아가야 할, 그리고 다음 세대를 위해 모든 산업에서 꾸준히 논의되어야 할 중요 요소가 되었다. 환경을 위해 무언가를 한다는 것은 쉬워 보이면서도, 막상 실질적인 주체가 되어 행동하려고 하면 너무나 거대한 일처럼 느껴진다. 결코 쉽지 않은 그 일이 다행히도 전 세계 곳곳에서 개인과 단체를 통해 이루어지고 있다. 물론 국내에서도 마찬가지.

| ‘줄라이칼럼’의 제로 웨이스트 컬렉션과
‘제주삼다수’의 자원 순환 프로젝트

| ‘줄라이칼럼’의 제로 웨이스트 컬렉션과
‘제주삼다수’의 자원 순환 프로젝트



ELLE

Designers show off innovative techniques, materials with the environment in mind

2024년 02월 02일 금요일 010면 cultur



Tours around flagship stores is one of the new programs that it is offering this year.

A model walks the runway during Ja-sloway's opening.

map is available in English both online and offline at tourist information centers, the DDP and SFactory.

朝鮮日報

THE BOUTIQUE

2025 S/S 서울 패션 위크 하이라이트

김의향 THE BOUTIQUE 기자

업데이트 2024.09.19. 11:31 ▾

가

지난 9월 3일부터 7일까지 펼쳐졌던 2025 S/S 서울 패션 위크. 지난 2월, DDP를 벗어나 성수까지 진출했던 서울 패션 위크는 DDP와 성수 에스팩토리를 넘어 청담, 한남동 일대까지 영역을 확장했다. 동시에 프레젠테이션 형식의 쇼부터 총 18개의 쇼룸을 운영하며 새로운 변화를 보여주었다. 주목할 만한 디자이너들의 패션쇼 하이라이트를 만나본다.

줄라이컬럼(Julycolumn)

디자이너 박소영의 줄라이컬럼 2025 S/S 크래프트 컬렉션은 '선비'에서 영감을 받았다. 전통 남성복의 정교한 전통 패턴 커팅 기법이 현대 여성복의 섬세한 꾸밈리적인 실루엣이 됐다. 국가무형유산 누비장 전승교육사 유선희의 평누비 기법이 소재 모시에, 오목누비 기법이 쪽색 모시에 손수 작업 되어, 전통 남성 한복의 깃을 우아한 칼라로 완성시켰다. 전통 평누비와 오목누비는 하루 10시간 정도 작업해서 각각 10여일 정도 소요되어 총 20일 이상 작업한 아트 크래프트다. 또한 국가무형유산 '옥장' 보유자로 인정받은 옥공예 장인 김영희의 조선시대 궁중 장신구 문양 작품을 응용한 비딩 공예도 적용됐다. 이번 서울 패션 위크이 테마인 '지속가능성'은 제주 삼다수와의 협업을 통해 표현됐다. 플라스틱 병을 재활용한 투명 직물을 활용한 설치 미술로 잘 알려진 서도호 작가의 작품에서 영감을 받아 레이어링과 원단에 활용됐다. 현대 패션을 한국 전통, 아트와 크래프트, 지속가능성과 아름답게 조화시키고 레이어링시킨, 꾸밈로 못지않은 수준 높고 우아한 컬렉션이었다.



2025 S/S 줄라이컬럼(Julycolumn).



2025 S/S 줄라이컬럼(Julycolumn).

朝鮮日報

朝鮮日報

THE BOUTIQUE

2024 FW 서울 패션위크, 쇼는 계속되어야 한다

김의향 THE BOUTIQUE 기자

입력 2024.02.16 09:29

가림

2024 가을, 겨울 서울 패션위크. 지난 2월 1일 시작으로 5일간 이어진 2024 가을, 겨울 서울 패션위크는 메인 쇼장인 DDP(동대문디자인플라자)를 벗어나 DDP몰과 성수 에스팩토리에까지 영역을 확장했다. K-뷰티와 K-아트를 이어 K-패션의 세계화란 꿈을 향해, 도전을 멈추지 않는 한국 디자이너들을 만나본다.

박소영의 줄라이칼럼

2월 1일 2024 가을, 겨울 서울 패션위크의 오프닝을 연 줄라이칼럼(Julycolumn). 영국 센트럴 세인트 마틴 출신 자매 디렉터가 시작한 하우스 줄라이칼럼은 아트&크래프트 무브먼트 정신을 바탕으로 그녀들의 추억과 이야기가 담긴 패밀리 헤리티지를 재해석한 디자인을 보여주고 있다. 이번 컬렉션에서 디자이너 박윤수의 딸로서 옛 가족 앨범 속에서 발견한 아버지의 셔츠, 어머니의 정장과 아우터 등에서 영감 받은 스타일을 선보였다. '호모 아키비스트; 미래를 직조하다(Homo Archivist; The Weaver of Tomorrow)'란 테마 아래, 추억의 노스탤지어를 현대적인 스타일의 흐름을 따라 실타래처럼 엮었다. 특히 줄라이칼럼의 매력이라 할 수 있는, 섬세한 테일러링의 재킷, 아우터들과 함께 연출된 손뜨개 니트 아이템들이 돋보였다.



2024 FW 서울 패션위크의 오프닝을 연 디자이너 박소영의 줄라이칼럼(Julycolumn). 서울 패션위크 제공



줄라이칼럼은 위빙(waving)을 통해 세련적 흐름에 따른 헤리티지를 잇고 약아서 새로운 시대의 스타일 제시하고자 했다. 서울 패션위크 제공.

朝鮮日報

2024 FW 서울 패션위크, 쇼는 계속되어야 한다 - 조선일보 더부티크 (chosun.com)

FEATURE | 2023.05.25

음악으로 만난 고상지와 박준면

반도네온 연주자 고상지와 배우 박준면의 인연은 다소 독특하다. 음악으로 돌연 시작되어, 음악으로 이육고 무르익은 두 사람. 그녀들의 변주와 같은 만남은 올해 서울재즈페스티벌에서 펼쳐질 참이다.



왼쪽 박준면이 입은 블랙 원피스는 올리비아 칼럼 스트랩 샌들은 막스마라 제품.

오른쪽 고상지가 입은 블랙 튜브를 드레스는 전연주, 롱 슬리브 롱은 워글러, 메탈 장식 샌들은 마이클 코어스 제품.



JULYCOLUMN



JULYCOLUMN



JULYCOLUMN





Gender-fluid, Korean aesthetic, eco-friendly Seoul Fashion Week

By Paul Kim

Seoul Fashion Week has made a name for itself as a place where designers can showcase their work in a more sustainable way. The event is known for its eco-friendly approach, with many designers using recycled materials and sustainable fabrics.

The highlight of the first day of the event was the runway show by designer Lee Seung-hoon. His collection, titled "The 19th Century," was inspired by the fashion of the late 19th century. The show featured a mix of traditional Korean and Western styles, with a focus on sustainability.

Gender-fluid clothing was also a key theme of the event. Many designers presented collections that blurred the lines between men's and women's fashion. This approach was well-received by the audience, who appreciated the inclusive and forward-thinking nature of the show.

In addition to the runway shows, the event featured a variety of other activities. There were workshops, seminars, and panel discussions. These events provided a platform for designers to share their ideas and experiences, as well as for the audience to learn more about the fashion industry.

Overall, the Seoul Fashion Week was a success. It showcased a wide range of talent and creativity, while also promoting sustainability and gender-fluid fashion. The event was a testament to the growing importance of these issues in the fashion industry.

Seoul Fashion Week is a platform for designers to showcase their work in a more sustainable way. The event is known for its eco-friendly approach, with many designers using recycled materials and sustainable fabrics.

The event is known for its eco-friendly approach, with many designers using recycled materials and sustainable fabrics. The event is known for its eco-friendly approach, with many designers using recycled materials and sustainable fabrics.

The event is known for its eco-friendly approach, with many designers using recycled materials and sustainable fabrics. The event is known for its eco-friendly approach, with many designers using recycled materials and sustainable fabrics.

The event is known for its eco-friendly approach, with many designers using recycled materials and sustainable fabrics. The event is known for its eco-friendly approach, with many designers using recycled materials and sustainable fabrics.

The event is known for its eco-friendly approach, with many designers using recycled materials and sustainable fabrics. The event is known for its eco-friendly approach, with many designers using recycled materials and sustainable fabrics.



● Lee Seung-hoon's 2022 spring collection at Seoul Fashion Week. ● Lee Seung-hoon's 2022 spring collection at Seoul Fashion Week. ● Lee Seung-hoon's 2022 spring collection at Seoul Fashion Week. ● Lee Seung-hoon's 2022 spring collection at Seoul Fashion Week.



● Lee Seung-hoon's 2022 spring collection at Seoul Fashion Week. ● Lee Seung-hoon's 2022 spring collection at Seoul Fashion Week. ● Lee Seung-hoon's 2022 spring collection at Seoul Fashion Week. ● Lee Seung-hoon's 2022 spring collection at Seoul Fashion Week.

● Lee Seung-hoon's 2022 spring collection at Seoul Fashion Week. ● Lee Seung-hoon's 2022 spring collection at Seoul Fashion Week. ● Lee Seung-hoon's 2022 spring collection at Seoul Fashion Week. ● Lee Seung-hoon's 2022 spring collection at Seoul Fashion Week.

● Lee Seung-hoon's 2022 spring collection at Seoul Fashion Week. ● Lee Seung-hoon's 2022 spring collection at Seoul Fashion Week. ● Lee Seung-hoon's 2022 spring collection at Seoul Fashion Week. ● Lee Seung-hoon's 2022 spring collection at Seoul Fashion Week.



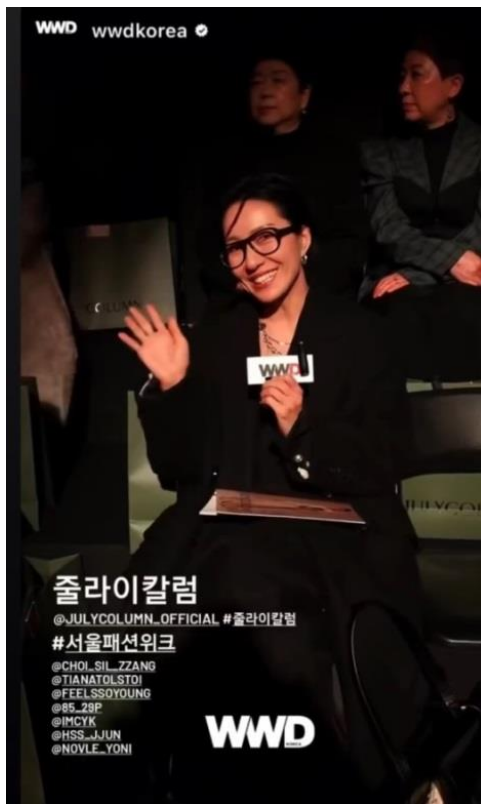
Korean traditional aesthetics informed several collections presented at Seoul Fashion Week. Rookie designer brand July Column presented a collection reinterpreting traditions and craftsmanship for contemporary tastes. The collection was inspired by paintings by Kim Jun-geun, an enigmatic 19th century artist. Designer Park Sooy's knitted hats were inspired by Korean traditional hats made with horsehair, called "gat."

"The colors were inspired by the hues of traditional paintings — especially those from Kim's paintings. We wanted to pay deep respect to the craftsmanship with hand-knitted hats, bags and jackets on which we collaborated with artisans," designer Park Sooy told The Korea Herald after the show.

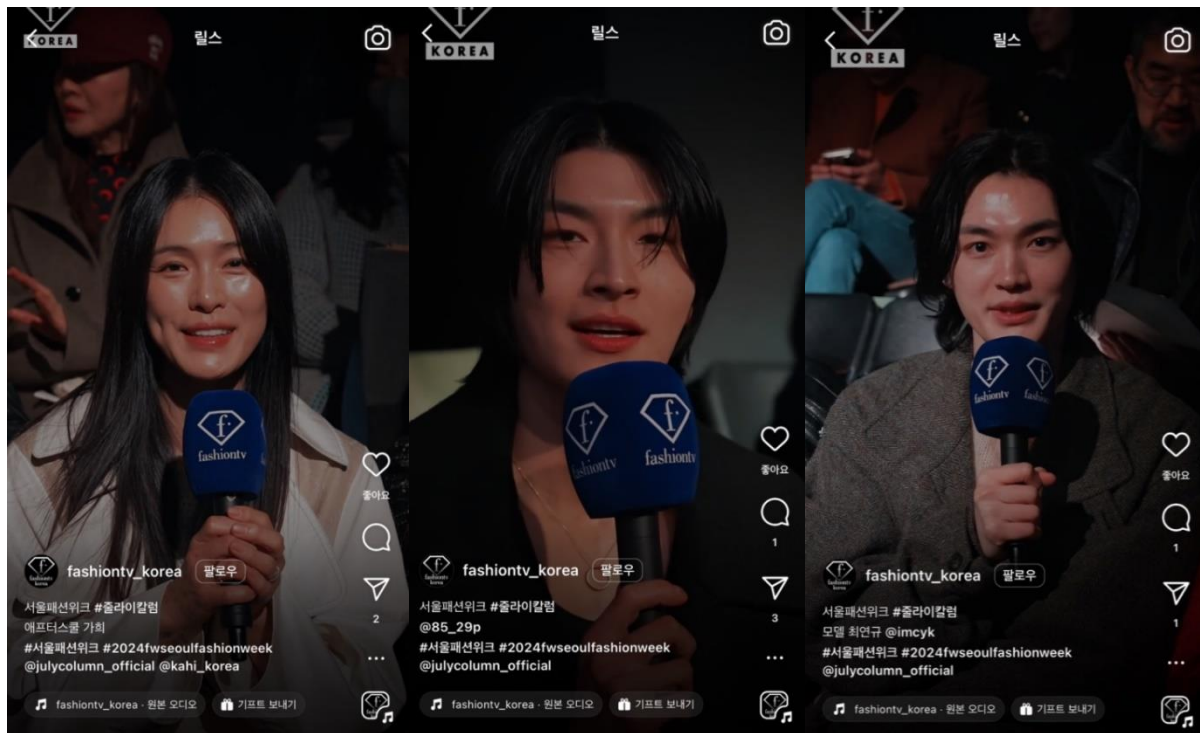
2023 S/S 서울패션위크 '클라이칼럼' -데드스탁 활용한 환경친화적 옷



JULYCOLUMN



JULYCOLUMN



≡ MENU

L'OFFICIEL

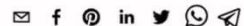
FRANCE

INDUSTRY TRENDS

The Selects : le showroom de la mode coréenne à découvrir en marge de la Fashion Week

Les créatifs venus d'Extrême-Orient ont du talent. La preuve par dix.

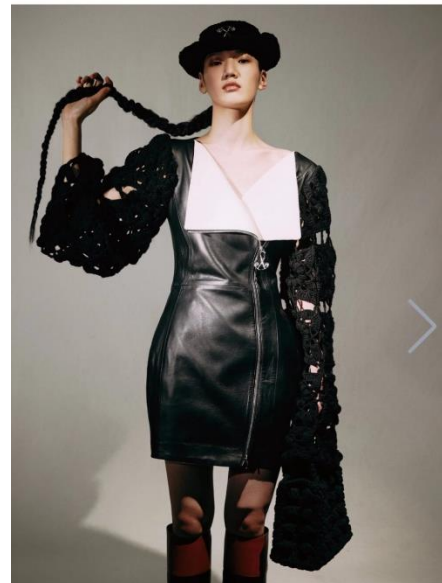
05.03.2023 by Pauline Borgogno



≡ MENU

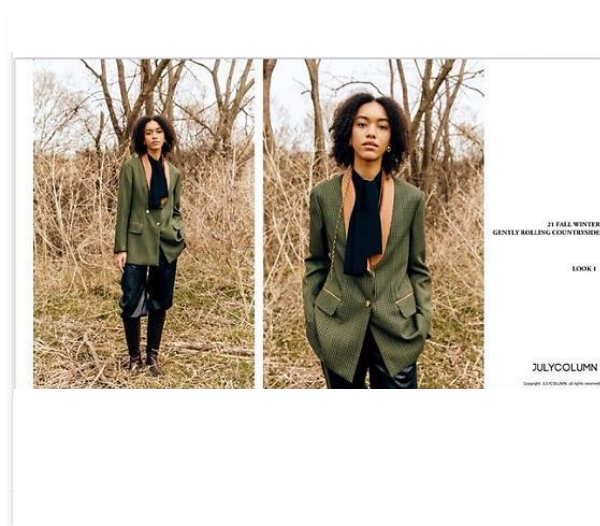
L'OFFICIEL

FRANCE



JULYCOLUMN

JULYCOLUMN



Un Omaggio alla al dinamismo delle comunità coreane (con un hub creativo e atelier basato a Cheongdam), i capi prêt-à-porter di JULYCOLUMN si appellano alle radici etiche tailor made, definendo i codici di una donna moderna, che ama l'eleganza. Si innesta una semplicità lussuosa, che guarda alla sostenibilità con un approccio made-to-order, con l'arrivo di un servizio di sartoria su misura e bespoke attraverso il quale l'atelier di Cheongdam offre ora ai clienti la possibilità di trovare la vestibilità perfetta, realizzata a mano dai maestri del bespoke.







1/5

@WKOREA

JULYCOLUMN

@JULYCOLUMN.OFFICIAL



JULYCOLUMN

GENERATION NEXT

신진 디자이너에게 컬렉션을 선보일 기회를 제공하는 '제너레이션 넥스트'는 1년 이상 5년 미만의 커리어를 가진 독립 브랜드의 디자이너를 대상으로 진행된다. 이번 시즌에는 자기 목소리를 내려 애쓰는 몇몇 디자이너가 눈에 띄었다. 먼저 **줄라이칼럼**의 박소영 디자이너는 쉽게 만들고 소비하고 버려지는 것들에 대한 메시지를 건넨다. 아틀리에의 마스터 재단사, 재봉사와 호흡을 맞추는 그는 고급 맞춤복을 지향하며 패스트 패션에 맞선다. 핸드 프린팅과 핸드 니팅 기법을 활용한 아이템에서 그가 추구하는 장인정신이 선명하게 보인다. '



MINA JUNG

JULY COLUMN

MMAM

JULYCOLUMN



harpersbazaarkorea #B_SFW #NewGeneration
놀라운 재능과 신선한 아이디어로 뚝뚝 뭉친 2022 S/S #서울패
션위크 의 #제너레이션넥스트 를 소개합니다.

BAZAAR

JULYCOLUMN



Courtesy of Seoul Fashion Week

Sisters Sooy and Jay Park launched Julycolumn in 2017 and just made their Seoul Fashion Week debut for Fall 2021. (Though the duo are no strangers to the industry, as their father has been working designer for decades.) Their first-ever collection looks to how women dress as they escape from the city and explore nature, with an earth-tone-inspired color palette and cozy materials, like cashmere and soft vegan leather.

NYLON

@NYLONMAG

JULYCOLUMN



Courtesy of Seoul Fashion Week

Sisters Sooy and Jay Park launched Julycolumn in 2017 and just made their Seoul Fashion Week debut for Fall 2021. (Though the duo are no strangers to the industry, as their

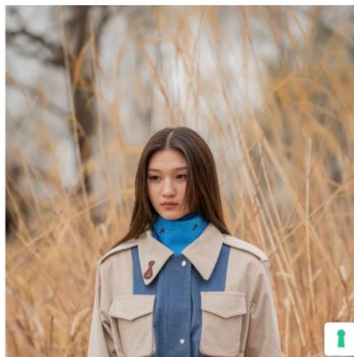
≡ MENU

L'OFFICIEL

JULYCOLUMN

La prima collezione di **Julycolumn** per la Seoul fashion week ritrae donne che fuggono dalla città per cercare conforto nella natura selvaggia e formidabile. La **collezione Autunno-Inverno 2021** è ispirata alle passeggiate nei boschi della signora Julycolumn che si gode il weekend nella campagna britannica. I toni della terra vengono combinati con materiali di qualità come il cashmere, la pelle vegana, fibre naturali e sintetiche.

@LOFFICIELITALIA



JULYCOLUMN

La prima collezione di Julycolumn per la Seoul fashion week ritrae donne che fuggono dalla città per cercare conforto nella natura selvaggia e formidabile. La collezione Autunno-Inverno 2021 è ispirata alle passeggiate nei boschi della signora Julycolumn che si gode il weekend nella campagna britannica. I toni della terra vengono combinati con materiali di qualità come il cashmere, la pelle vegana, fibre naturali e sintetiche.



Beautiful Details: July Column SS25 at Seoul Fashion Week



Seoul Fashion Week: July Column SS25

Photo credit: Jinyoung Kim / VRAI Magazine

Discover the July Column SS25 — Spring/Summer 2025 — collection unveiled at Seoul Fashion Week, September 4, 2024 in Seoul, South Korea.

Details of note in the women's collection include:

- elaborate cording and fringe
- crocheted dresses, sleeves and coordinating bag accessories with a "handmade" touch
- use of textural and tactile fabrics for subtle dimensionality
- exaggerated sleeves

Seoul Fashion Week: July Column SS25





by Danny de la Cruz

Photo credit: Courtesy of Rynshu

The British countryside and an escape from the hustle of the city serve as inspiration for the JulyColumn FW21 women's collection presented at Seoul Fashion Week.

Seasonal earth tones in brown, camel, rust, green, and cream create a refined color palette with accents of blue, along with plaid, checks, geometric floral circles, and

stripe prints. Fabrics range from cashmere, vegan leather, and other natural and synthetic fibers to create modern and fresh interpretations of classic hunting jackets, coat dresses, capes and evening dresses. Knitwear, belts, head pieces and knee-high boots are additional touches to round out the luxe collection.

See more of the collection in the fashion film unveiled on March 26 as part of the official calendar.









패션 콘텐츠

'줄라이칼럼' 7월, 칼럼 같은 다양한 장르의 컬렉션을 만들다 [디자인너뷰 Vol.20]

코코 2024. 8. 28. 18:21

디자인너뷰 Vol.20

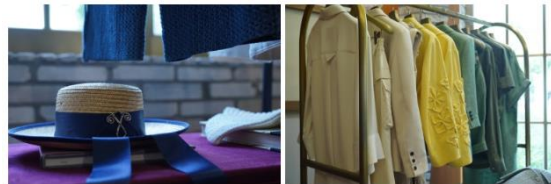
KOCCA
Fashion
KOREA CREATIVE CONTENT AGENCY

7월,
칼럼 같은 스토리로
다양한 장르의
컬렉션을
만들어갑니다.

JULYCOLUMN

줄라이칼럼(JULYCOLUMN) 디자이너

박소영입니다.



Q. 줄라이칼럼(JULYCOLUMN)을 런칭하게 된 계기는 무엇인가요?

박소영 디자이너 저희 자매는 영국에서 유년기를 보내고 Central Saint Martins 와 London College of Fashion을 졸업한 후, East London의 아트스튜디오로 처음 브랜드를 운영하였습니다. 이후, 글로벌 패션 하우스에서의 오랜 경험과 노하우로 현재 서울을 기반으로 하여 줄라이칼럼(JULYCOLUMN)을 런칭하게 되었습니다.



Q. 줄라이칼럼(JULYCOLUMN)이라는 이름은 어떤 의미를 담고 있을까요?

박소영 디자이너 줄라이칼럼(JULYCOLUMN)은 박소영, 박소정 자매의 생일인 7월 합령과 같은 다양한 장르의 컬렉션을 만들어가고자 하는 의미를 담고 있습니다. 줄라이칼럼(JULYCOLUMN)의 목표는 장인 정신과 디자인, 개발 모든 면에서 오래 지속되는 제품을 만드는 것입니다. 시대와 계절을 초월한 작품을 디자인하고 세대를 걸쳐 대물림되는 끊임없는 베스트셀러를 만들어 가기 위해 노력하고 있습니다.





THE IMPRESSION

WHERE FASHION GETS CREATIVE

[SUBSCRIBE](#) [SIGN IN](#)

[RUNWAY](#)

[FW CALENDAR](#)

[STREET STYLE](#)

[NEWS](#)

[INSIGHTS](#)

[CAMPAIGNS](#)

[TRENDS](#)

[TOP 10](#)

[THE IMPRESSION 250](#)



Photo | Laurenceaux Spotlight for The Impression



JULYCOLUMN
SPRING 2025 FASHION SHOW



JULYCOLUMN
FALL 2024 FASHION SHOW



JULYCOLUMN
SPRING 2025 FASHION SHOW

Julycolumn
SPRING 2025 FASHION SHOW

JTDapper Fashion Week



SEOUL

Julycolumn Spring/Summer 2025 at Seoul Fashion Week

Hosted by JTDAPPERFASHIONWEEK on SEPTEMBER 9, 2024

HOME SITE MAP ABOUT CONTACT

2

Julycolumn Spring/Summer 2025 / SS25 at Seoul Fashion Week entitled INVISIBLE CONNECTION.

Julycolumn Spring/Summer 2025 Ready-to-Wear collection, Julycolumn continues to skillfully integrate Korean history into fashion. This collection explores the interconnectedness of historic and modern Korea. Using inspiration from "Seonbi," a term referring to a scholar who embodies the Confucian ideology and the traditional menswear worn by these scholars, which use skillful traditional pattern cutting methods. Weaving craftsmanship has been applied specifically inspired by the use of Jade, which since ancient times has symbolized nobility. Crafts and clothing are apart of Korean history, this collection further delves into the significance of tradition in modern lives, both literally and metaphorically.

Putting importance in saving and protecting the environment, Julycolumn works together for the Spring/Summer 2025 / SS25 collection with Jeju Sandaeon Water, a widely used bottled water company sold at most convenience and grocery stores across Korea. These plastic bottles have been recycled into fabric and consciously used throughout the collection. Seo-Do-Ho a modern South Korean artist and sculptor who explores the concept of 'spatial movement and displacement' commonly using translucent fabric in installation exhibitions; has additionally inspired the collection in layering and fabric applications.

This powerful representation of modern and historic encourages the audience to playfully explore this interconnectedness, inviting viewers to question and reflect the effects of how these influences shape modern narratives. Each piece in Julycolumn Spring/Summer 2025 collection reflects the multi dimensional and artisanal nature of the Julycolumn brand where fashion, arts & crafts and Korean tradition converge to create significant, beautiful collections.

The creative directors of Julycolumn are the two sisters SOOY and JAY, who spent their adolescent lives studying in London, respectively earning their degrees in Central Saint Martins and London College of Fashion. Now based in Seoul, Korea, Julycolumn maintains its aesthetics, which originated from an art studio in East London, inspired by the spirits of 'Arts & Crafts Movements' of the 19th century Britain.

The designs here effort less femininity, celebrating the construction of the garments through the knowledge of Korean traditional disciplines and techniques. Julycolumn's boutiques made-to-order production model is made to achieve an exclusive and personal experience for the clientele, through long term communication and deep understanding of the modern women's lifestyle. All of the pieces at Julycolumn are designed, patterned, cut, hand-made, hand-finished, pressed and packaged in own in-house factory, most of the collection is made of deadstock fabric, choose to keep very little stock, to minimize waste.

www.julycolumn.com



JULYCOLUMN



Julycolumn, known for its innovative approach to fashion, is set to dazzle the fashion world with its Spring/Summer 2024 collection, « 06014 Seoul Life. » This collection is a celebration of Seoul's dynamic essence, offering staple pieces that harmonize practicality, comfort, and elegant femininity.

« 06014 Seoul Life » takes inspiration from the vibrant and culturally rich Seoul, blending traditional motifs with contemporary style. The collection features refined pale linen colors, in-house custom artwork, and handcrafted knitwear, capturing the everyday beauty of Seoul. This collection introduces an expanded range of colors for Julycolumn's iconic drape dress, reflecting the brand's journey over the years. Each dress is meticulously detailed, from leather panel tags to handmade flower accents. Sustainability is a key focus, with eco-conscious fabric choices.

@julycolumn_official

By Crash redaction

In the ever-evolving world of fashion, staying ahead of the curve is a challenge taken up by a select few. Enter Together X Plan 8, a dynamic mission that seeks to introduce talented rising stars in the fashion industry and facilitate their expansion into international territories and markets. This initiative is set to reshape the global fashion landscape, with a particular focus on celebrating the vibrant and innovative Korean fashion scene. At the heart of this mission is The Selects, a fashion initiative hosted by the Korea Content Agency (KOCCA). This initiative embraces the dynamic pulse of a prominent fashion capital while responding to global desires with a youthful Korean flair and novel perspectives. The Selects aims to harness the existing influence of K-culture on a global scale, captivating attention for Korean fashion that embodies fresh design and individuality.

Representing the epitome of promise within the evolving Korean fashion industry, The Selects' selection for Spring/Summer 2024 (SS 24) features an impressive lineup of designers. Among the standout names are Cahiers, En Or, Bmuet(ite), Doucan, D-antidote, Julycolumn, Seokwoon Yoon, Maison Nica, Vegan Tiger, and Mmam. Each of these designers brings a unique vision and aesthetic to the global fashion stage, promising to redefine style and creativity.

In addition to this stellar lineup, Together X Plan 8 will also be welcoming three exceptional designers to its ranks: Carlota Barrera, R.Love.Ver, and Chihuahua Dragon. These designers are poised to make their mark on the international fashion scene, bringing their distinctive visions to a global audience.

From October 2nd to October 6th

Palais Vivienne

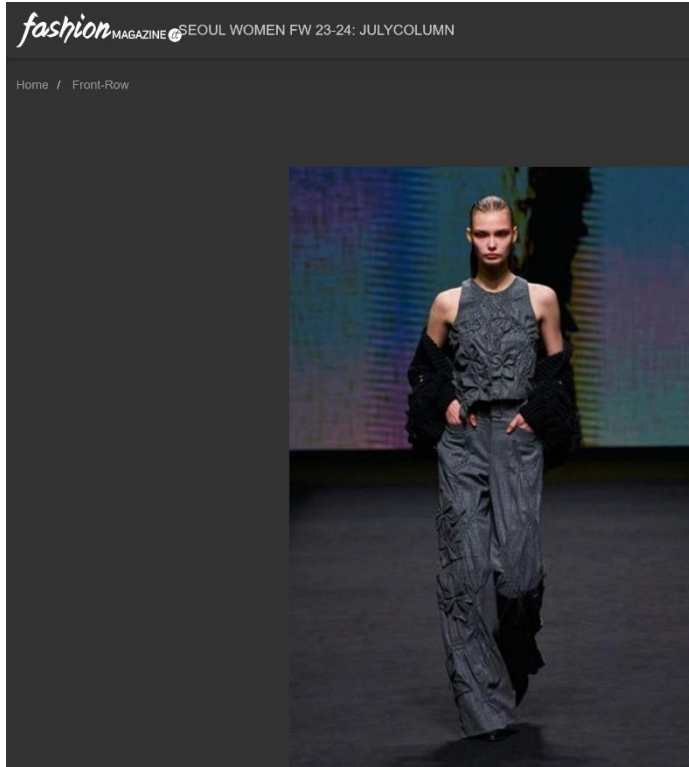
36, rue Vivienne

75002 Paris

@theselects

Exploring the World of Fashion: Meet the Visionary Designers of Together X Plan 8

JULYCOLUMN



JULYCOLUMN

Sundress Magazine

© 2023 Sundress Magazine



Héritage culturel

Lancée par les sœurs Sooy et Jay, Julycolumn propose des vêtements inspirés de la mode londonienne et des techniques traditionnelles coréennes. Consciente et exclusive, la marque ne produit qu'en petite quantité et défie la Fast Fashion.



Sundress Magazine

© 2023 Sundress Magazine



Le Preppy moderne

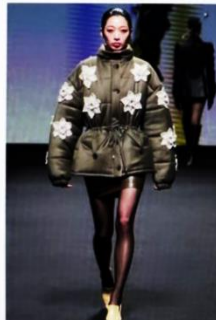
Pour sa collection Automne-Hiver 2023, Julycolumn continue de puiser son inspiration dans la mode britannique. On y retrouve des silhouettes féminines et des robes structurées, le tout dans un style preppy.

ENVI

MUSIC ACTION CULTURE FASHION BEAUTY FORMATION ESPAÑOL

JULYCOLUMN

Led by sisters Jay and Sooy Park, **JULYCOLUMN** is a brand that aims to dress modern and multifaceted women. Although high-end womenswear is generally linked to exclusivity, the brand's goal is to create approachable and accessible made-to-order pieces. Aesthetically, JULYCOLUMN mixes the creative directors' love for the British Arts & Crafts movement with traditional Korean disciplines and techniques. The idea of "EFFORTLESS FEMINITY" guided the brand's most recent presentation, which focused on creating contemporary classics. Designs took inspiration from traditional Korean art as well as the silhouettes of the hanbok. In fact, garments were made with Sambe fabric and textiles dyed with the ink-wash painting technique.



JULYCOLUMN



ART COLLABORATION COLLECTION

DEUX HOMMES

JULYCOLUMN

INTERNATIONAL CELEBRITIES



JULYCOLUMN ARTWORK COLLABORATION

LATE NIGHT with SETH MEYERS BROODS

JULYCOLUMN

INTERNATIONAL CELEBRITIES



JULYCOLUMN ARTWORK COLLABORATION

NBC TODAY BEBE REXHA

INTERNATIONAL CELEBRITIES



JULYCOLUMN ARTWORK COLLABORATION

INTERNATIONAL CELEBRITIES

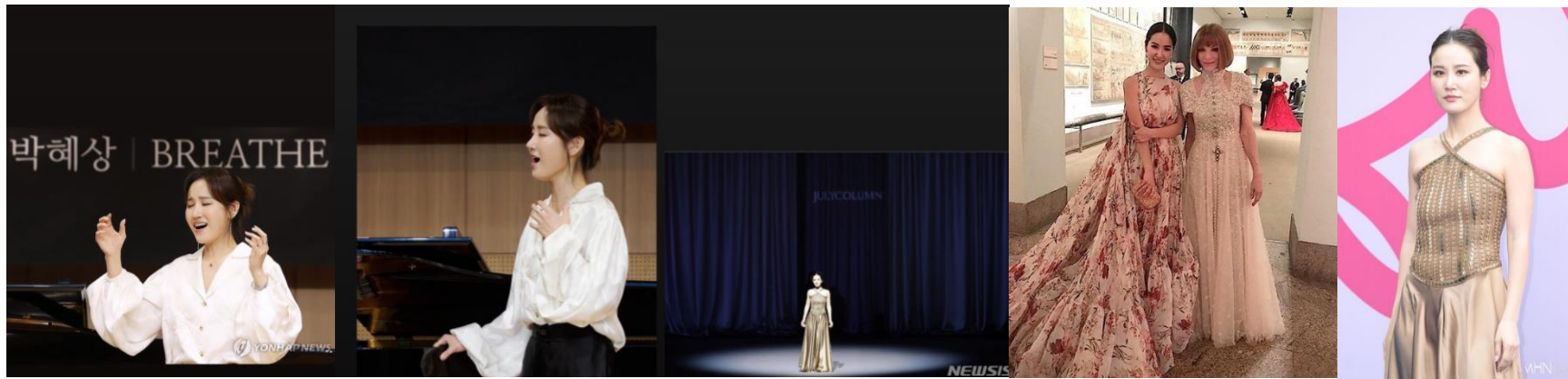
[포토]2022 여성리더스포럼 참석한
플뢰르 펠르랭 대표

수정 2022.10.19 14:10
입력 2022.10.19 14:10



Former French Minister of Culture FLEUR PELLIRIN with JULYCOLUMN

INTERNATIONAL CELEBRITIES



Soprano Hera Hyesang Park

Hera Hyesang Park, renowned for her singing prowess, extends her artistry beyond the stage. With a cosmopolitan mindset, she challenges societal prejudices through music, viewing performance as a means of self-discovery and sincere connection. Her lyric coloratura voice, rich in tone colors, embodies her fearless performance style, consistently daring and dynamic.

JULYCOLUMN

INTERNATIONAL CELEBRITIES



K-POP ARTIST SEVENTEEN with JULYCOLUMN

JULYCOLUMN

INTERNATIONAL CELEBRITIES



K-POP ARTIST BLACKPINK LISA with JULYCOLUMN

JULYCOLUMN

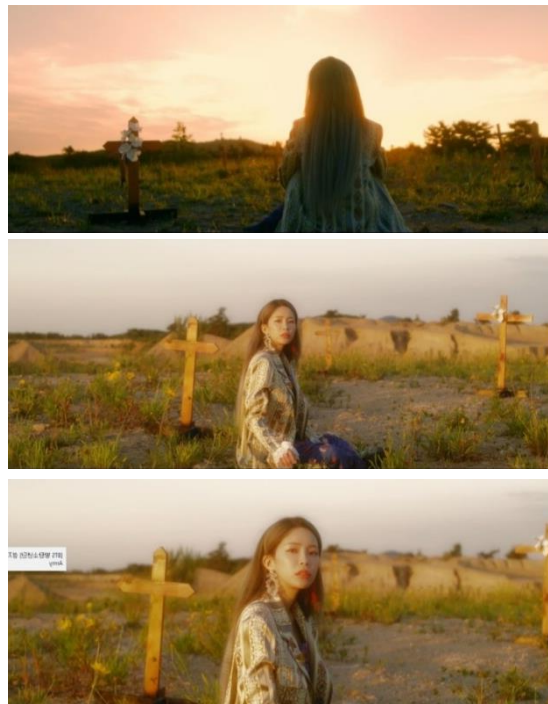
INTERNATIONAL CELEBRITIES



K-POP ARTIST NEWJEANS with JULYCOLUMN

JULYCOLUMN

INTERNATIONAL CELEBRITIES



K-POP ARTIST HAIZE with JULYCOLUMN

INTERNATIONAL CELEBRITIES



K-DRAMA ACTRESS SIN HYE PARK with JULYCOLUMN

JULYCOLUMN

INTERNATIONAL CELEBRITIES



K-POP ARTIST SOO JUNG with JULYCOLUMN

JULYCOLUMN

INTERNATIONAL CELEBRITIES



SUPERMODEL HAN HYE JIN with JULYCOLUMN

INTERNATIONAL CELEBRITIES



JULYCOLUMN

INTERNATIONAL CELEBRITIES



K-DRAMA ACTRESS SO YEON KIM with JULYCOLUMN

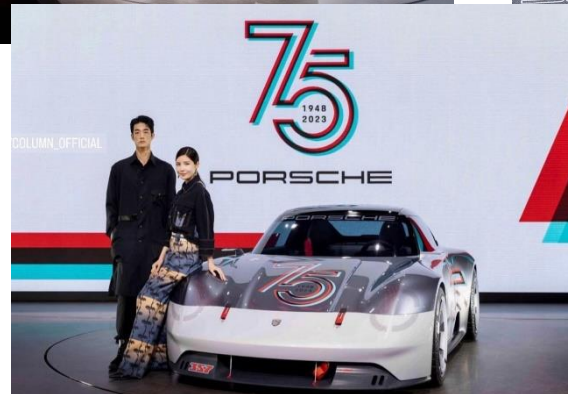
JULYCOLUMN

INTERNATIONAL CELEBRITIES



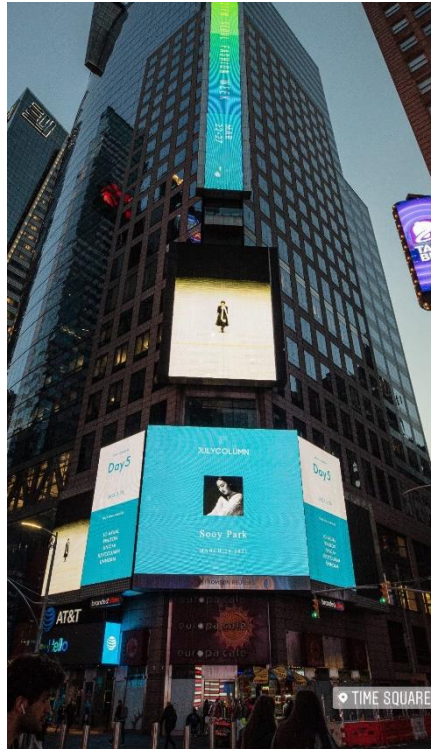
K-DRAMA ACTRESS YOUNG EUN LEE with JULYCOLUMN

JULYCOLUMN



Porche Korea Seoul mobility show exclusive trunk event

JULYCOLUMN



JULYCOLUMN featured in TIME SQUARE NYC

JULYCOLUMN



Date: April 23, 2024

Time: 12:00 - 1:00

Exclusive Fashion Trunk show at ADAC design center

JULYCOLUMN



JULYCOLUMN x Lily Huber Showroom at Rue de Rivoli PARIS

JULYCOLUMN



<The Select> Press Day event at Rue Vivienne Paris

JULYCOLUMN



2022 Exclusive Christmas pop-up event with THE HYUNDAI

JULYCOLUMN



2023 Exclusive pop-up event with ^{THE} HYUNDAI

JULYCOLUMN

