



SEOUL FASHION WEEK
2022 FALL WINTER

T R A N O ï
Paris Fashion Week® Trade Show Partner



Tranoi and Seoul Fashion Week sign an exclusive partnership to support Korean designers

At the initiative of Seoul Metropolitan Government (SMG), Tranoi is committed to support, alongside Seoul Fashion Week (SFW), 9 Korean designers selected jointly by SMG, SFW and Tranoi during its next edition from March 4 to 7 at the Palais Brongniart.

The Paris Fashion Week® trade show partner thus confirms its unique positioning as a show for international creative brands.

South Korea has become a trend-setting market:

After the worldwide success of Korean brands such as Wooyoungmi and JUUN.J, not to mention K-Pop artists, fashion is looking closely at Korea. The selected designers reflect the innovation and know-how of a new generation. EENK, WNDERKAMMER, BONBOM, BMUET(TE), BEYOND CLOSET, LIE, DOUCAN, SEOKWOON YOON and C-ZANN E will present their Fall/Winter 22-23 collections to buyers and fashion professionals who will be able to appreciate the demanding selection.

Great return of South Korea to Paris:

These 9 designers will be presented exclusively at Tranoi which, for this occasion, has created a dedicated space designed by the show's artistic director, photographer Ella Bats. 4 of them: EENK, LIE, WNDERKAMMER, DOUCAN will also benefit from a fashion show on Sunday, March 6, 2022 at 4.30pm, in the main hall of the Palais Brongniart.

Boris Provost, CEO of Tranoi: "Tranoi is proud to sign this exclusive partnership with Seoul Fashion Week. The Korean designers we will be welcoming at the next edition of Tranoi are part of a new generation of designers who have an ambitious vision of fashion. I thank SMG and SFW for their involvement, Korea is a great country for fashion, recognized for its influence, I am very happy to welcome these designers, and to value their work to all fashion professionals".

About Seoul Fashion Week: Hosted and organized by Seoul Metropolitan Government, Seoul Fashion Week is a bi-annual series of global fashion business events, held in March and October. Natasha Kim is the General manager of Seoul Fashion Week. Seoul Metropolitan government.

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