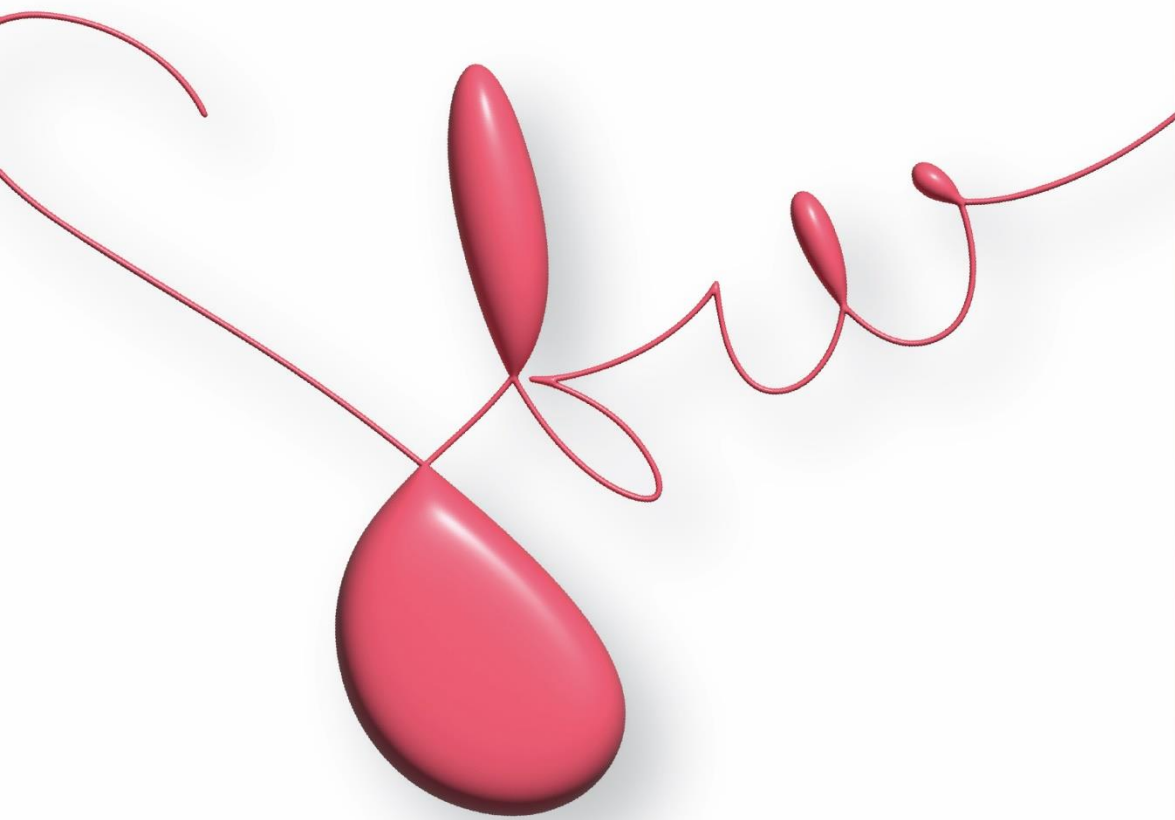


2023 FALL WINTER

SEOUL FASHION WEEK

PRESS KIT



Contact.

Event planner(Unione)

- +82-2-550-2606
- sfw.pressglobal@gmail.com

Public relations(Navicom)

- +82-2-514-2137
- navicom_@daum.net

Host(SMG)

- +82-2-2133-8789, 8780
- sfwinfo@seoul.go.kr

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2023 F/W Seoul Fashion Week **_ Overview and Programs**

Introduction to Seoul Fashion Week

Seoul Fashion Week (SFW) is a global fashion business event hosted and organized by the Seoul Metropolitan Government, held semiannually in March and September for SS/FW seasons. SFW is Korea's premier fashion event, participated by the nation's top designers. SFW aims to establish a position within the world's top 5 fashion weeks, through developing global strategies and international business relations. For over two decades, SFW has served as both a springboard and portal for Korean fashion brands seeking global opportunities, generating opportunities to meet with global fashion designers, brands, media, press, and buyers.

Major History and Achievement of Seoul Fashion Week

The year 2000 marked the inaugural Seoul Fashion Week presenting the Seoul Collection. In 2014, the Dongdaemun Design Plaza (DDP) opened its doors and became the fashion week's new home-venue. The Seoul Design Foundation hosted and organized the fashion event from then until 2020. In 2020, SFW was put on hold in the first half due to pandemic restrictions. The show returned in the second half with a digital runway that delivered in-step with the changing times. Made virtually accessible to a broader public audience, the challenges overcome in the F/W season became a powerful proof-of-concept.

Since 2021, SFW was hosted and organized by the Seoul Metropolitan Government (SMG) to enhance the policy effectiveness of fashion distribution and marketing promotion. In 2022, SFW entered a partnership with Tranoi, the official tradeshow concurrent to Paris Fashion Week (PFW), followed by a first-ever fashion show at the Parisian event.



SMG continues to seek greater engagement from young and emerging designers, keeping in step with fashion industry trends. Further stimulus for the industry and cultivation of business relations between Korean designer brands and overseas buyers is a major goal. As such, Seoul City is deeply invested in elevating SFW status by inviting international buyers with high purchasing power to Korea's largest fashion event and concurrent tradeshow.

Furthermore, through SFW as a business platform, Seoul City promotes broader collaboration, alliance, and cross-pollination of ideas between Korean and international fashion brands, in and out of the fashion industry.

SFW links up with diverse citizen-participatory programs and events and welcomes visitors to the fashion week with abundant fashion-participation opportunities. Fashion shows at SFW are live-broadcast online via the official SFW homepage as well as SFW's YouTube channel and DongaTV, achieving accessibility that can be shared and enjoyed by all around the world.

2023 F/W Seoul Fashion Week Event Overview

- **Hosted By:** The Seoul Metropolitan Government
- **Event Dates:** March 15 (Wed) - 19 (Sun)
- **Event Venue:**
Dongdaemun Design Plaza, Art Hall 1 · Hall 2 / Design Lab / Oullim Square
- **Event Format:** Fully on-site fashion shows, broadcast live online
- **Event Participants:** On-site fashion shows (31 shows), on-site/online tradeshow (67 booths)
- **Main Program**

Program		Location	Dates	Contents
Fashion Show	Seoul Collection	DDP Art Hall 1,2	3.15(WED) ~ 3.19(SUN)	Korean designer collection, established (23 brands)
	Generation Next			Korean designer fashion show, emerging (7 brands)
	Corporate Fashion Show			Korean apparel brand fashion show (1 brands)
Fashion Trade Show	Trade show	DDP Design Lab D-Forest 1F and 2F	3.15(WED) ~ 3.19(SUN)	Participated by a total 67 brands B2B2C 2 Special Halls, including Sangsaeng (mutual win) Hall
	Seminar for Building Brand Export Capability	DDP Design Lab Design Hall, 3F	3.17(FRI) 11:00~12:00	Instructional seminar on trade practices and US trademark application
	Corporate Meet-Up Day	DDP Design Lab Design Hall, 3F	3.17(FRI) 15:00~17:00	6 companies and designer brands Pitch collaboration ideas to investors
Citizen Participation Events		DDP Oullim Square	3.15(WED) ~ 3.19(SUN)	Korean Fashion Street, Photo Zone Live Studio, etc. Citizen's hands-on fun
Paris Tranoi Exhibition (Paris Fashion Week's official tradeshow)		Palais Brongniart in Paris	3.2(THU) ~ 3.5(SUN)	Seoul Fashion Week Pavilion (6 brands)



<2023 F/W Seoul Fashion Week Poster>

The 2023 F/W Seoul Fashion Week opens at the Dongdaemun Design Plaza (DDP) from March 15 (Wed) to 19 (Sun), 2023. Seoul Fashion Week is at the very heart of Korea's trendsetting fashion spotlighted by global interest.

The 2023 F/W Seoul Fashion Week (SFW) opens March 15 (Wed) at 1:00pm with the opening stage presented by ul:kin designer Lee Seong Dong. The 5-day semiannual event takes place across DDP Art Hall 1 and Art Hall 2, until March 19 (Sun). A total 31 runway shows will present this SFW, including 23 leading Korean designer brands, 7 emerging designer brands, and 1 by METROCITY as a corporate runway presentation.

2023 SFW fashion shows will be 100% on-site and livestreamed on SFW's official YouTube channel (https://www.youtube.com/@SFW_official) for public viewership.

The Oullim Square sunken below street level, will be the venue for *K Fashion Street*. Individual brand booths will offer engage visitors with experiences combining fashion and innovative technology, as well as a slew of programs such Live Studio and AR Photo Zone to commemorate the event.

Design Lab D-Forest will be the venue for Korea's largest fashion tradeshow, participated by 67 Korean designers. More than 130 international buyers from 23 countries are slated to visit.

2023 F/W SFW is set to offer a uniquely Seoul-ful experience from the heart of Korean fashion while resonating with the cosmopolitan scope of international fashion trends.



2023 F/W Seoul Fashion Week

#New Runway Design and Production to Amplify Immersion

2023 F/W SFW will feature all-new runways designed to enrich audience experience and immersion. The stadium runway in Art Hall 1 is set to enhance immersion with a circular structure that better focuses audience gaze to the models. The large LED-backwall in Art Hall 2 enables unprecedented clarity and production value that delivers visual brilliance and versatility. Showing brands and designers now have access to the expanded visual bandwidth and versatility of the new stage designs.

#Participating Brands Enjoy More Benefits

2023 F/W season is set to bolster support for outstanding designers as part of SFW capacity-building and advancement. Out of the 30 brands participated in the Seoul Collection (established designers) or Generation Next (emerging designers), 5 brands will be selected based on buyer preference. The selected brands will enjoy benefits such as free participation pass next season, choice of show schedule, and partial support for fashion show expenses.

The 2023 F/W SFW opening stage was performed by ul:kin designer Lee Seong Dong, who was awarded top score by the brand-selection panel. All Seoul Collection fashion shows, except the opening stage, will be arranged by lottery drawn by designers, addressing concerns of fairness and transparency.

#SFW Tradeshow as a Business Platform

2023 F/W SFW expanded its network of participating businesses, vastly more international over previous years which represented primarily by Asia-Pacific businesses. The latest SFW is slated for more than 130 buyers under 23 national flags. Major names on the buyer list include the UK's Browns Fashion, Paris' Printemps department store, as well as buyers from Italy, Canada, Hong Kong, Singapore, Japan, and many more. SFW works as a bilateral bridge for international engagement; not only attracting international buyers, but also supporting Korean designers seeking entry into the global fashion market. SFW pursues a net effect of elevating the status of Korean fashion globally while diversifying the placement and successes of Korean fashion businesses.

Starting last 2022 F/W, SFW signed an MOU with Tranoï, the official tradeshow concurrent to Paris Fashion Week (PFW). Through this MOU, a SFW pavilion opened at Paris' Tranoï trade show, aimed to support European sales engagement of Korean designer brands.

For the 2023 F/W Tranoï tradeshow (held at Palais Brongniart in Paris, March 3-5), six Korean womenswear designer brands from SFW participated and engaged with European and international buyers. Seoul City coordinated with Tranoï to set up a dedicated sales team focused on driving per-brand sales and contract signings at the tradeshow. Online order consultation was provided via entry support for Le New Black, a B2B fashion e-commerce platform.

For the next PFW Tranoï tradeshow in June, five more Korean designer brands--menswear this time--from SFW will participate. Of the five, three will jointly present a 2024 S/S SFW menswear fashion show at PFW, the first of its kind.



2023 F/W Seoul Fashion Week with citizens

#Fashion Shows Open to Non-Industry Individuals and Citizens

The 2023 F/W SFW held *Citizen Participation Events* for anyone interested in fashion to join, experience, and enjoy Seoul Fashion Week. The invitation was open to application from February 23 to March 6, and winners were selected at random among anyone who applied online at the official SFW homepage, and offered entry to the brand fashion shows at SFW.

As Korean cultural contents gain broader global audience and influence, Korean fashion has also been gaining attention and traction in the market. Seoul Fashion Week hopes to bring fashion as a cultural aspect of shared appreciation by the masses. Moving forward, we will continue to raise accessibility standards and engage broader citizenship to Seoul Fashion Week.

*K-Fashion Street* offers colorful experiences in DDP's Oullim Square

Concurrent to SFW, DDP's Oullim Square will be a venue where all are welcome to participate, experience, and enjoy fashion-related opportunities. An open Live Studio was set up in the venue for creators and influencers to create contents with ease at the venue. Individual brand booths were also set up to offer visitors with engaging fashion experiences. Additionally, an official Seoul Fashion Week Runway Photo Room was set up to provide visitors a chance to get on the runway and enjoy a commemorative photo-opportunity.

A total 5 brand booths were open (MUSINSA, Mercedes-Benz, METROCITY, CATCH FASHION, bicus). The quintessential street-fashion brand MUSINSA set up a booth with a 2023 S/S presentation graphic wall and 360-degree shorts showroom. Mercedes-Benz features the late Louis Vuitton menswear creative director Virgil Abloh's posthumous work 'Project MAYBACH', unveiled for the first time in Korea. Iconic fashion items and media art are also showcased. METROCITY will then run an experiential pop-up booth "Find us with METROCITY" under the theme of "The Five Elements," exhibitions of objects under the theme of water, air, fire, soil, and "us," and events to take certified photos of METROCITY products. CATCH FASHION shows an exhibition booth with a news stand concept ahead of the launch of a magazine that introduces global trends and emerging artists. bicus collaborates with popular art toy artist 2zakka, as well as a fashion metaverse experience for in-person visitors.

Korea's Largest Fashion Order Fair Trade Show

#Tradeshow to Match Korean Designer Brands to Major International Buyers, one-on-one

The 2023 F/W SFW opens concurrently with Korea's largest tradeshow. The tradeshow will feature 67 established designer brands (SC-Seoul Collection), emerging designers (GN-Generation Next), and stakeholders (TS-Trade Show) influential and significant to the Korean fashion landscape. The show floor and booths will provide Korean and international buyers, distributors, and investment companies the forum to engage directly.

The 2023 F/W SFW tradeshow returns as an in-person, on-site event following last season's first in-person opening in 3 years. 130 big-name fashion buyers are slated to visit from 23 countries. Worth noting this season is that about 50 buyers come from Europe, the Americas, and the Middle East, a clear expansion of scope toward the global market and a marked change from previous seasons' reliance on Asia-Pacific buyers.

The UK's Browns Fashion, Germany's Mytheresa, Paris' Printemps department store, and various big buyers from Europe and the Americas, as well major department stores and select shops have increased by a significant margin, and sales contracts are expected to boom. Considering the ongoing pandemic, which has limited buyers from the Greater China region, the tradeshow is also readying simultaneous online order consultations to mesh with on-site meetings.

About 300 Korean buyers, distributors, and investors will also participate directly on-site, and the industry looks forward to Korea's revitalized and booming fashion industry making a strong return in the post-pandemic era.

#Springboard for Korean Brands Seeking International Markets

The tradeshow consists of order consultation meetings where most of the business occurs, with collateral events including seminars and citizen participation public day programs, and more. March 17th, on the general-purpose stage of DDP Design Lab 3F, a seminar will open to discuss strengthening global business competency. The seminar is open to participating brands of the tradeshow and general visitors through pre-registration and on-site registration.

The seminar addresses capacity-building for Korean design brands seeking opportunities abroad and will feature practical guides delivered by licensed customs agents and lawyers on topics such as trademark registration overseas, trade contract drafting, as well as an open question-and-answer session.

In addition to seminars, consultation booths will be available at the Design Lab 2F meeting rooms, where individual discussions may be held concerning international trade and export logistics. During the SFW tradeshow dates (March 15-19), the consultation center will be open at all times, where consultation services will be provided by *The Consulting Group*, a firm specialized in customs, tariffs and trade, and *Swoop by Hanjin*, a firm specialized in logistic services for Korean fashion brands expanding overseas.

#Open Collaboration 'Meet UP'

First presented last season, the COMPANY X DESIGNER collaboration 'Meet-Up' returns this season. Designers participating in SFW will have a chance to develop new business opportunities through special collaborations with companies in different industries such as Blue Shark, Hwaseung Chemical, Soop by Hanjin, Aryeh Black, Dr. Chung's Food, and Daesun Distilling.

In the 2023 S/S season, fashion designer Seokwoon Yoon collaborated with Air Busan, repurposing discarded seat material for clothing material to great success. We look forward to matching more such successful collaborations across industries.

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2023 F/W Seoul Fashion Week

_ Show Schedule

_ Trade Show Brand List



2023 F/W Seoul Fashion Week Show Schedule

	WED 03.15	THU 03.16	FRI 03.17	SAT 03.18	SUN 03.19
11:30		CARUSO	IRYUK	DOUCAN	ORDINARY PEOPLE
12:00					
13:00	UL:KIN	ACCEPTANCE LETTER STUDIO	M.ROF	ANONYMOUTH	MAISON NICA
14:30	LIE	MISS GEE COLLECTION	HOLY NUMBER 7	NOT ENOF WORDS DEARLIFE	KWAK HYUN JOO COLLECTION
15:00					
16:00	CHARM'S	BLR BLVER	AJOBYAJO	#WHYSOCEREALZ!	LIE SANG BONG
17:30	BEYOND CLOSET	HANACHA STUDIO	PARTSPARTS	SLING STONE	BIG PARK
18:00					Finale Fashion Show (Kang Hong Suk Be yourself)
19:00	MMAM	TIBAEG	GREEDILOUS	JULICOLUMN	
20:00		SEOKWOON YOON	METROCITY	VEGAN TIGER	

 Seoul Collection Art Hall 1

 Seoul Collection Art Hall 2

 Generation Next Art Hall 2

 A Corporate Fashion Show

2023 F/W Seoul Fashion Week Trade Show Brand List

No	Classification	Brand	Item
1	SC	KWAKHYUNJOO COLLECTION	UNISEX
2	SC	GREEDILOUS	WOMENS
3	SC	NOT ENOF WORDS DEARLIFE	UNISEX
4	SC	DOUCAN	WOMENS
5	SC	LIE	WOMENS
6	SC	MMAM	WOMENS
7	SC	VEGAN TIGER	WOMENS
8	SC	BEYOND CLOSET	UNISEX
9	SC	SEOKWOON YOON	UNISEX
10	SC	sling stone	MENS
11	SC	ul:kin	UNISEX
12	SC	ordinary people	UNISEX
13	SC	IRYUK	MENS
14	SC	tibaeg	WOMENS
15	SC	PARTsPARTs	WOMENS
16	SC	HOLY NUMBER 7	UNISEX
17	GN	MAISON NICA	WOMENS
18	GN	BLR BLVER	UNISEX
19	GN	AJOBYAJO	MENS
20	GN	ANONYMOUTH	UNISEX
21	GN	ACCEPTANCE LETTER STUDIO	UNISEX
22	GN	M.RoF	WOMENS
23	GN	#whysocerealz!	MENS
24	TS	gaze de lin	WOMENS
25	TS	GRAPHISTE MAN.G	UNISEX



2023 F/W Seoul Fashion Week Trade Show Brand List

No	Classification	Brand	Item
26	TS	GRACE ELWOOD	WOMENS
27	TS	NODICOMA	MENS
28	TS	newwaveboys	UNISEX
29	TS	DAILY MIRROR	WOMENS
30	TS	the author:	WOMENS
31	TS	DIERNEAS	BAG
32	TS	Romantic Tiger	ETC
33	TS	RAWEL	JEWELRY
34	TS	RICK RHE	WOMENS
35	TS	Mela Bianca	JEWELRY
36	TS	monorow	BAG
37	TS	Moi studio	JEWELRY
38	TS	MOMMANWA	UNISEX
39	TS	VENTÉ	WOMENS
40	TS	Benetme	WOMENS
41	TS	Brillery	JEWELRY
42	TS	BESFXXK	WOMENS
43	TS	Chambriller1928	JEWELRY
44	TS	SAINT EGO	UNISEX
45	TS	02 ARMOIRE	WOMENS
46	TS	SHOEHI	SHOES
47	TS	STUDIO DAARI	WOMENS
48	TS	SETSETSET	WOMENS
49	TS	ARTS DE BASE	UNISEX
50	TS	ICE GARDEN A.508	WOMENS

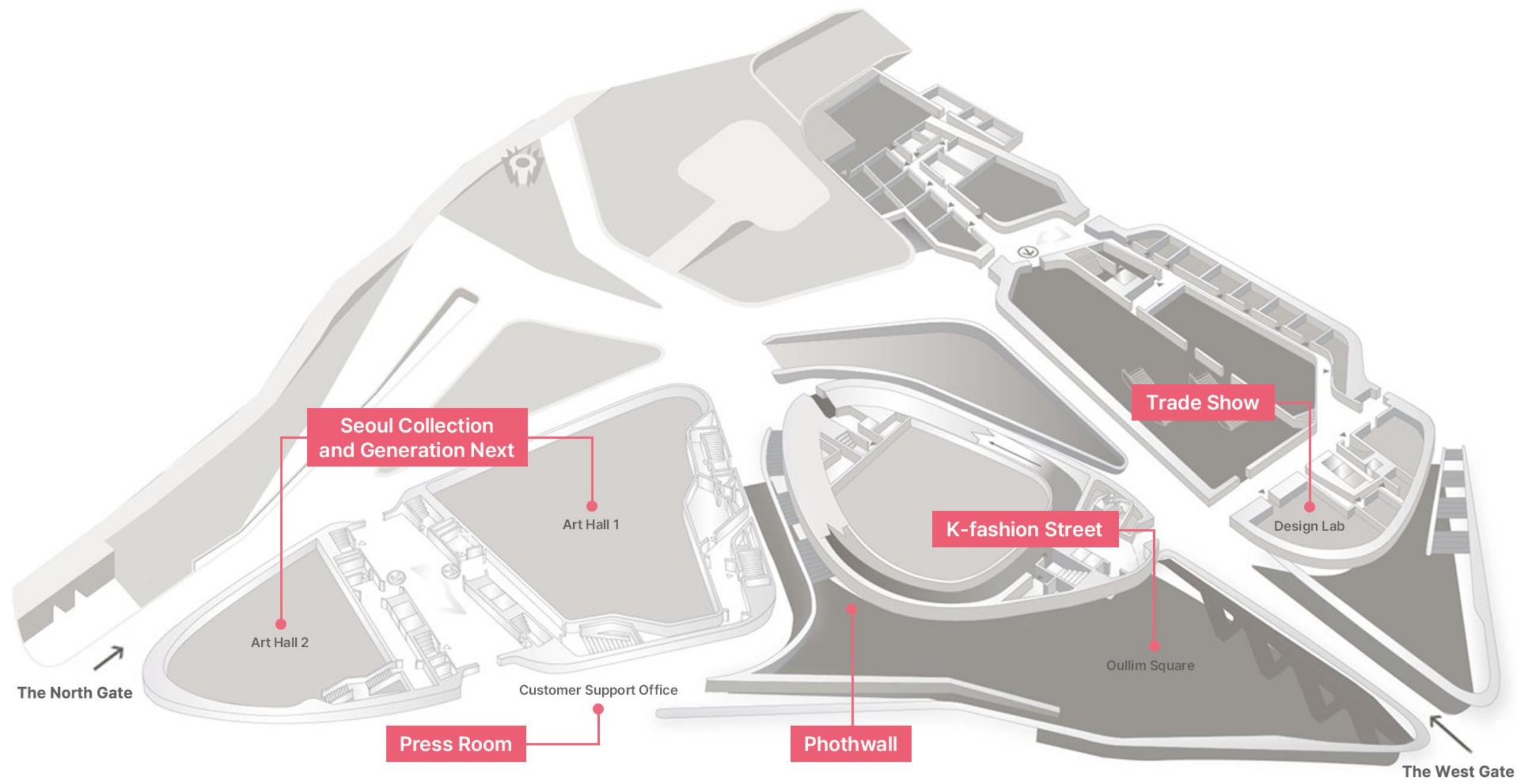
2023 F/W Seoul Fashion Week Trade Show Brand List

No	Classification	Brand	Item
51	TS	Atelier Darin	JEWELRY
52	TS	Oct31	WOMENS
53	TS	alki alka	BAG
54	TS	FINDELISE	JEWELRY
55	TS	OCCHI DI LUPO	JEWELRY
56	TS	eyh.arte	JEWELRY
57	TS	JCHOI	WOMENS
58	TS	JOHO	UNISEX
59	TS	JULIY&CALLA	WOMENS
60	TS	JIM N LYNN	SHOES
61	TS	Contemporary Accounts	UNISEX
62	TS	de peri mera	WOMENS
63	TS	FLENO SEOUL	WOMENS
64	TS	PLOW	JEWELRY
65	TS	Finoacinque	SHOES
66	TS	heradi	JEWELRY
67	TS	HYEYEONG KIM	WOMENS

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2023 F/W Seoul Fashion Week
_ Event Hall Map

2023 F/W Seoul Fashion Week Event Hall Map



2023 F/W Seoul Fashion Week K-fashion Street Map

