

www.youser.co.kr  
e-mail / youser.business@gmail.com  
Phone / (+)82-2-540-7554  
Instagram / @youser\_official

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**Updated at**  
13<sup>th</sup> / APRIL / 2021

# **01.**

## **PRESS CLIPPINGS**



Chic Report

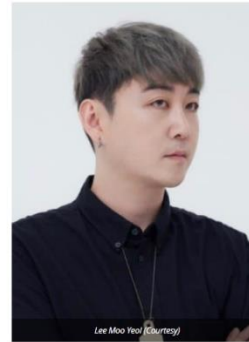
## MEET THE DESIGNERS OF THE SELECTS SHOWROOM: WEARABLE & SLEEK STYLES FROM EENK AND YOUSER

written by Freya Drohan | February 17, 2021



The Selects Showroom represents a pool of nine talented Korean designers, bringing their creations to a global audience during New York Fashion Week. The Daily caught up with the next generation talent to talk about their latest offerings and the inspirations behind the awe-inspiring garments. First up: Lee Moo Yeol of Youser and Lee Hyeme of EENK.

Youser



### Tell us about your brand.

Lee Moo Yeol: Through the combination and dissolution of clothes, we want to create a new area by bringing new life into the work, while at the same time removing the distinction between imagination and reality.

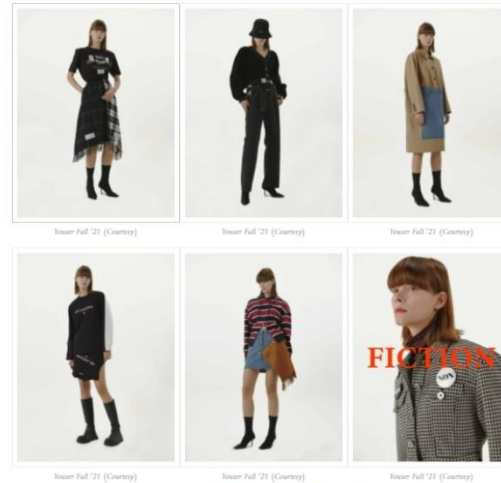
### What's the theme of your upcoming collection?

The theme is 'Nonfiction'. We made the collection by imagining the present and the future from the perspective of the past. It combines vintage and classical materials and colors with futuristic elements to complete a modern, avant-garde look. Clothes were combined three-dimensional or flat, making impossible things possible by imagination.

### What's the inspiration behind it?

The collection was inspired by soft novels and animations produced before the '90s. At that time, the artists' imagination for future looks fresh from the current perspective. We wanted to create a new work on an equivocal boundary, not the past or the real future.

See details from the collection below and check out Youser online [here](#) and on Instagram [here](#).



Subscribe to our newsletter and follow us on [Facebook](#) and [Instagram](#) to stay up to date on all the latest fashion news and juicy industry gossip.

## SEOUL AT HEART: MUST-KNOWN TALENTS OF SEOUL FASHION WEEK

Move over K-Pop! Now, it's time to speak out about the real talents of Seoul fashion scene.

October 29, 2019

PHOTOGRAPHY: BEOMSEOK WON  
TEXT: SELEN MCCOOL

In recent times, it's barely hard to ignore the massive power of Asia. The region which significantly shows progress in the fashion industry has captured everyone's attention in such a short time. The unique sense of design of this market makes Europe slightly boring. South Korea, one of the main players of the East Asian market, with its experienced and emerging designers, is exponentially getting attention on the global scene. If you think that K-Pop is the only phenomenon here, consider your thoughts again.

During Seoul Fashion Week, the outside of Dongdaemun Design Plaza, which is designed by Jia Hwa Hwang, is like an offbeat fashion carnival. One of the most important fashion events in the city is bringing all Seoulites and their unusual street styles on the radar. Hosted by Seoul Metropolitan Government and organized by Seoul Design Foundation, the week is representing all outstanding and talented Korean designers on the global fashion scene.

Afterward Seoul Fashion Week, we brought the designers together who presented their prominent and striking collections during the week. Let me warn you, this is just the tip of the iceberg. In Seoul fashion scene, many treasures hide their ingenuity, are about to come out of their shelves.



Regarding the emerging power of the Asian market, are you feeling like you're the part of this highly dynamic attention? What are your situations and predictions of this market?

I don't think YOUSER is getting any unrivaled attention. But the brand is indeed growing with many rising and unrivaled designer brands in Asia. In the past, it was a rare thing for Asian designer brands to receive global attention, but with the development of the Korean wave, designer brands are thriving progress. I think YOUSER is quite helping this trend, and we are eagerly looking for reasons and opportunities to lead the way.

When you think of the nature of fashion, persistence seems unclear. Even so, what stays forever in fashion?

Increasing the quality of products, making better designs and more environmentally conscious products, and delivering the story thoroughly to consumers will increase the competitiveness among the brands and eventually make this valuable. The clothes are consumables and wear out over time. However, if the brand's value remains, consumers will continue to buy the brand's clothes. When the brand lost its value, it will disappear eventually.

What do you think about your "final" moment as a fashion designer in life?

The fashion industry is splendid. It is not easy to try not to let everybody down. I might work for a few more decades as a fashion designer in the future, but I want to live a stable life with the least number of people.



What does "YOUSER" mean?

YOUSER is a compound word of "you" and "user." "You" means designer and "user" stands for the customer. Our brand values the relationship between both of them. The result of this communication is creating the brand's DNA.

What leads you to become a fashion designer?

I felt a strong attraction to describe a story through clothes. I like the images. The way they are melted into clothes designs and expressed through fashion shows are interesting and fresh. I decided to become a fashion designer in my mid-20s.

How can you define your last collection?

It is a collection that combines the past and the future. In the past, cowboy costumes were combined with futuristic materials, prints, and colors. American history and designer imagination combined to create the overall mood for the collection. I used the title "Future Fakes," which is coming from the fact that the designer's imagination is kind of fake.

Where do you find your creativity in Korea?

I always try to look at it from a different perspective. Rather than looking for something special, I'm inspired by items or people that are usual to see in daily life. Korea has developed so fast that it become very generous in accepting new things. Everything coexists everywhere in Korea. These factors permeate every part of Korea, and they all inspire my creativity. I think what I'm looking for is more important than where I am. Creativity is everywhere.

Should fashion be left alone or be multidisciplinary?

Clothes in fashion don't necessarily need to move forward into the future days. Skills cannot always satisfy a person. If it merged with other disciplines, that would be likely to lose pure uniqueness of fashion. Fashion is great for focusing on more sentimental humanism and history. However, it is a great thing to see that the fashion industry merges with other fields. It would be nice to provide more convenient functions for consumers because smartphones have become fully available to everyone, and they want to find all the information through them.

RUNWAY

## The 5 Designers to Know From Seoul Fashion Week Spring 2020

BY LIAM HESS  
October 24, 2019



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Photo: Courtesy of Seoul Fashion Week

### Youser

While Lee Mooyeol's collections for his label Youser have sometimes been a little incoherent, this collection felt like something of a breakthrough for the designer, who earlier this year began showing his menswear in Milan. Under ultraviolet light, Lee presented a series of futuristic, hybridized looks including lycra tops with neon accents that nodded at the work of Marine Serre, hoodies printed with certificates of authenticity that echoed the ready-made spirit of DIY New York labels from Miguel Adrover to Vaquera, and cowboy hats with long fringes that recalled the signature mask of this year's breakout country star Orville Peck.

At points, Lee's eclecticism still ended up feeling a little busy, but there were plenty of moments—such as a two-piece bodysuit in a bandana print, joined at the waist by carabiners—where his magpie eye hit the mark. These are clothes that you can see going straight off the runway and onto the backs of the style-obsessed Seoulites who parade the ramps and staircases of the DDP throughout the week, hoping to get snapped in their latest cutting-edge look. And for a Korean designer, what better seal of approval could there be?



Three fashion runway looks by Yousef. The first look (left) features a male model in a grey suit and shorts with a yellow bag. The second look (middle) features a female model in a white fringed coat and jeans. The third look (right) features a male model in a black t-shirt and white pants.

[View Collection](#)[View Collection](#)[View Collection](#)

NOWFASHION

1/10

## 9 GREAT LOOKS FROM SEOUL FASHION WEEK

*By Jessica Bumpus*



NOWFASHION  
9 Great looks from SFW

**youser**



For menswear label Youser, inspiration for the collection came from the Native American warrior group, Windigokan, from the Ojibwa tribe living in the plains. The Windigokan people ignored standard principles and performed random acts of behaviour as if they were influenced by nature's energy. With a normal outer exterior and a kind of holy madness, the collection used a combination of unique colours and patterns, silhouettes and styling to create an original collection. Designer Mooyeol Lee commented on his collection: "These designs were inspired by thinking the opposite way to what we are accustomed to as being formal and giving a unique feel to the collection."

"I am honoured to win this prize and it represents a great opportunity to expand our brand to the worldwide market," explains Mooyeol Lee.

"Youser was very different in terms of the hybrid nature of what he did," said Mishra. "He had a beautifully tailored jacket, but then inside was a reflective bomber jacket. This combination of multiple techniques and styles, and his willingness to explore not just his strength, which is outerwear, but incredible new techniques, like knits and jacquards, makes him a clear and unique brand."



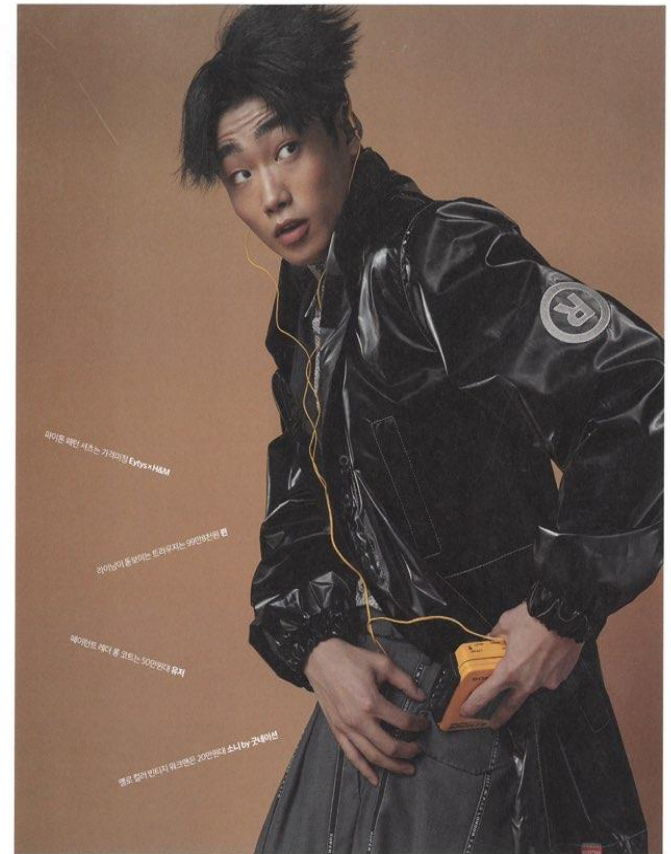
**youser**



## International Woolmark Prize 2019 Final

[Slideshow](#) [Gallery](#)





NYLON  
RAIN COAT\_Black

**youser**





ELLE Magazine / August, 2018

## Youser

*The designer:* A graduate of Seoul's Samsung Art and Design Institute (and newly up for a Woolmark Prize), Mooyeol Lee cut his teeth at a menswear brand before launching his own label.

*If you like to keep your streetwear sophisticated, you'll love the well-tailored, slouchy cargos and plaid scarf skirt (styled with swim).*



MODA OPERANDI New york Editor's selection / Online

**youser**



# VOGUE



Talents / News / Seoul Fashion Week Spring Summer 2019 Best of



OCTOBER 23, 2018 4:30 AM

by **GEORGIA CANTARINI** | FOLLOW GEORGIA

Hera Seoul Fashion Week, took place from October 15 to 20, thanks to the Seoul Design Foundation and the support of the Seoul Metropolitan Government. The Fashion Week has always been divided between the Seoul Collection, dedicated to established Korean brands, and Generation Next, the platform dedicated entirely to the new generation of designers. This edition has been characterized by a strong streetwear vibe, with the presence of important collaborations with sportswear giants such as D-Antidote for Fila, Münn x Dr.Martens, Ordinary People with adidas and Charm's with Kappa. But there's more. On the catwalk, almost all collections introduced a sartorial theme, often deconstructed and a-gender, with a military vibe and slogans that called for peace. Here is a selection of what we liked.

## Youser

Sporty and fun. The Youser style is inspired by the athlete's world whose references appear in each look. The pinstriped suit for her is worn with tennis socks, while a gym top appears in place of the shirt. The technical windproof fabric is used on an evening dress with metallic leather inserts, while the white version is styled as maxi shirt for the day, and the chenille gym suit adorned with sporty waist drawstring turns into a disco-outfit for clubbing.

**youser**

## EAST & WEST

OCTOBER 22, 2018 - RUNWAY

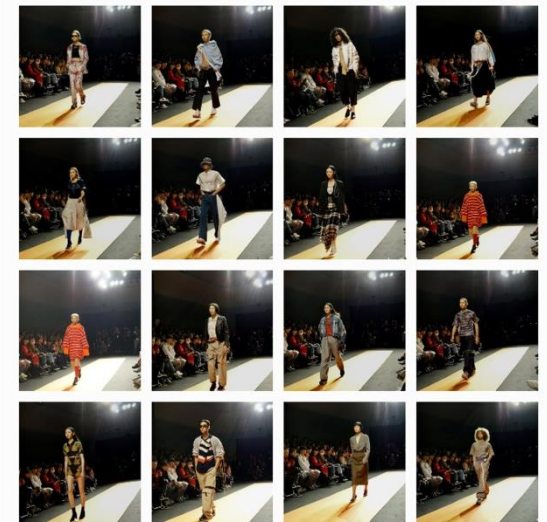
### YOUSER SPRING / SUMMER 2019

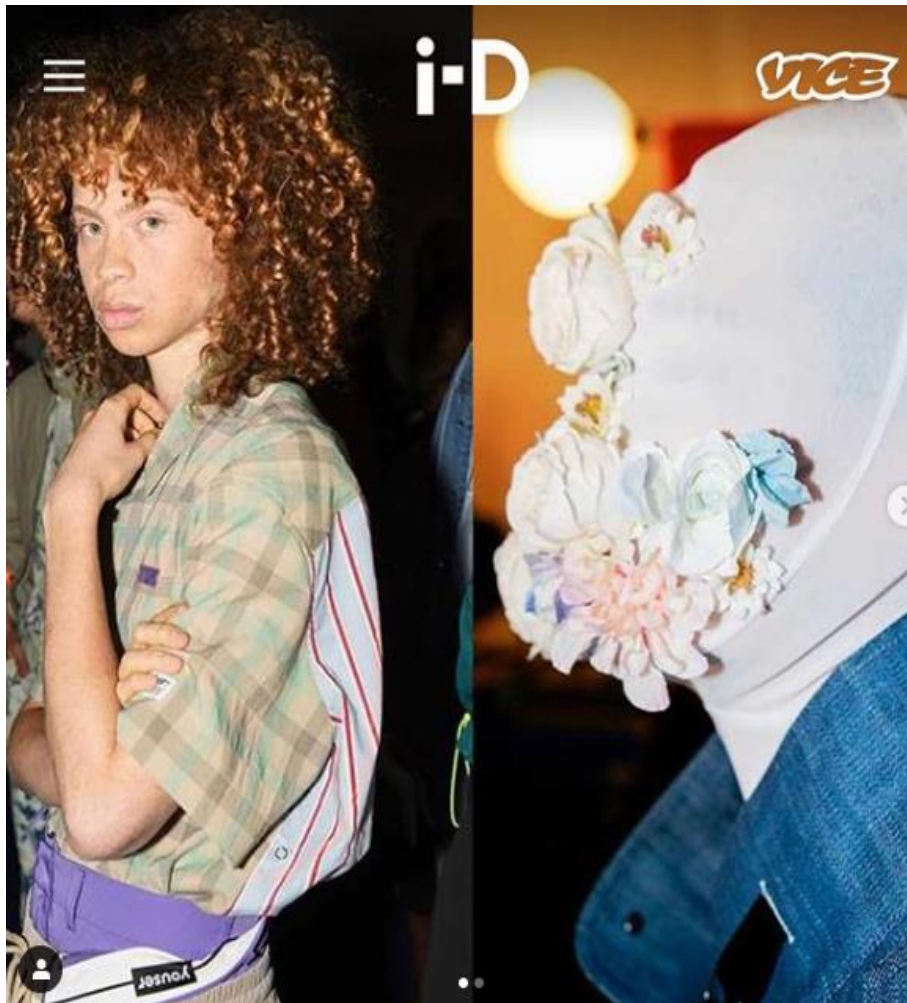


Korean label Youser left a lasting impression this spring/summer season at Seoul Fashion Week, held at Dongdaemun plaza in Seoul. Having won the International Woolmark Prize semi-finals in Hong Kong the brand kicked off their year with a strong start. The brand's latest spring/summer collection proves why Youser was chosen among the hundreds of applicants to represent Asia at the International Woolmark Prize global finals at the beginning of next year.

The collection was commercially strong and made even stronger statements with pieces such as a sequent suit, jackets with capes and a rocking outfit that used the brand's name as its main print. The brand was also one of the very few to use a diverse range of models from a variety of different ethnic backgrounds. This subtly showed that Youser is ready to go global and is unafraid of fully embracing the Korean fashion industry's newly found international attention without changing its brand identity, an issue I feel affected the collections of many other brands this season.

The year of success for Youser is far from over, as the brand continues to make its mark on the world stage with each new collection. I have a strong feeling that we will be seeing Youser's killer spring/summer collection stocked in stores around the world next year.





Youser backstage photography courtesy of Hera Seoul Fashion Week

i-D Magazine Interview / Online

**youser**



**DRUG WITHOUT SIDE EFFECT** 유현철 비록 마약이라는 단어가 틀  
려있지만 정말로 마약도 상한다. "부작용 없는 마약"이라는 글자보다 훨씬  
흔한 약을 복용할 때는 약의 부작용을 "부작용" 말고 "달라지"고, "만들게" 하  
술한다. 다른 모든 것 만들지 않게나 자라게 하려면 좋은 것을 우선 후회하  
게 만든다. 그러니까 DWS는 그치지 않았을 것이다. 첫째 원인은 소 제재로  
도 일일성당이다. "스 키트"라는 오직 두에 의해 자라는 데에서 스  
지 일일성당 없지 않 성향하는 친구에 대한 내용이다." 유현철은 26세에 해법  
과 병행하여 혼자서 변신 사업을 시작했다. 그리고 1년 반 정도 자라는데, 처음에  
제발트 브랜드의 정제성을 마음껏 팔다가가 점점 어려움직을 느꼈다. "그런 한데,  
자신의 삶이요, 첫 현상도 스 키트만 스 키트 상해서 좋은 것을 가진 것만 하는



VOGUE.COM | VOGUE KOREA FEBRUARY 2018

서울의 미래나일 세대, 서울 가리의 패션,  
서울의 내일을 보여주는 젊은 디자이너 군단,  
그리고 그들의 젠더리스 룩.

PHOTOGRAPHER **SUNHYE SHIN**  
FASHION EDITOR **BORAH SONG**



**youuser**



## 10 Emerging Korean Brands You Need to Know About

By Max Gröbe in Style · 6 days ago · 44 Shares · 0 Comments

44  
Shares



Tatimedia / Julien Tell

1 / 16



youser

2/2



**In a nutshell:** Founded in 2012, youser is a super-modern take on men's fashion, with a focus on deconstruction and technical elements.

**Key pieces:** youser has dropped some banging accessories recently, including brightly colored carabiners and tartan wallet belts.

FIND OUT MORE

HIGHSNOBIETY

10 Emerging Korean brands you need to know about : YOUSER (ONLINE)

**youser**





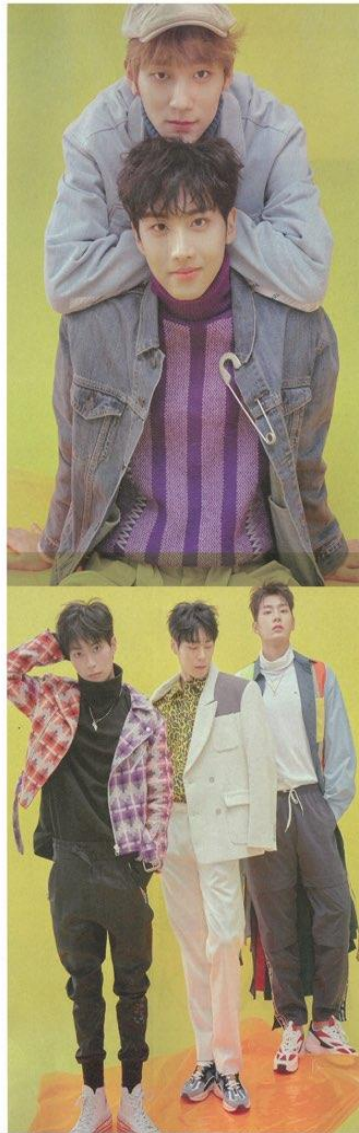
Fuckingyoung  
By Kangdm

**youser**



Cake Magazine  
By Kangdm

**youser**



이 사진은 2018년 2월호에 실린 'At Style Magazine'의 패션 사진입니다. 사진 속 모델들은 당시 유행했던 패션 트렌드를 보여주고 있습니다.

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At Style Magazine \_Feb  
Denim Jacket (Top)



Vogue\_Mar  
Green See-through Top

**youser**





Sicky Magazine\_Jan  
Shirt and Pants

**youser**

( WITH ARTISTS )



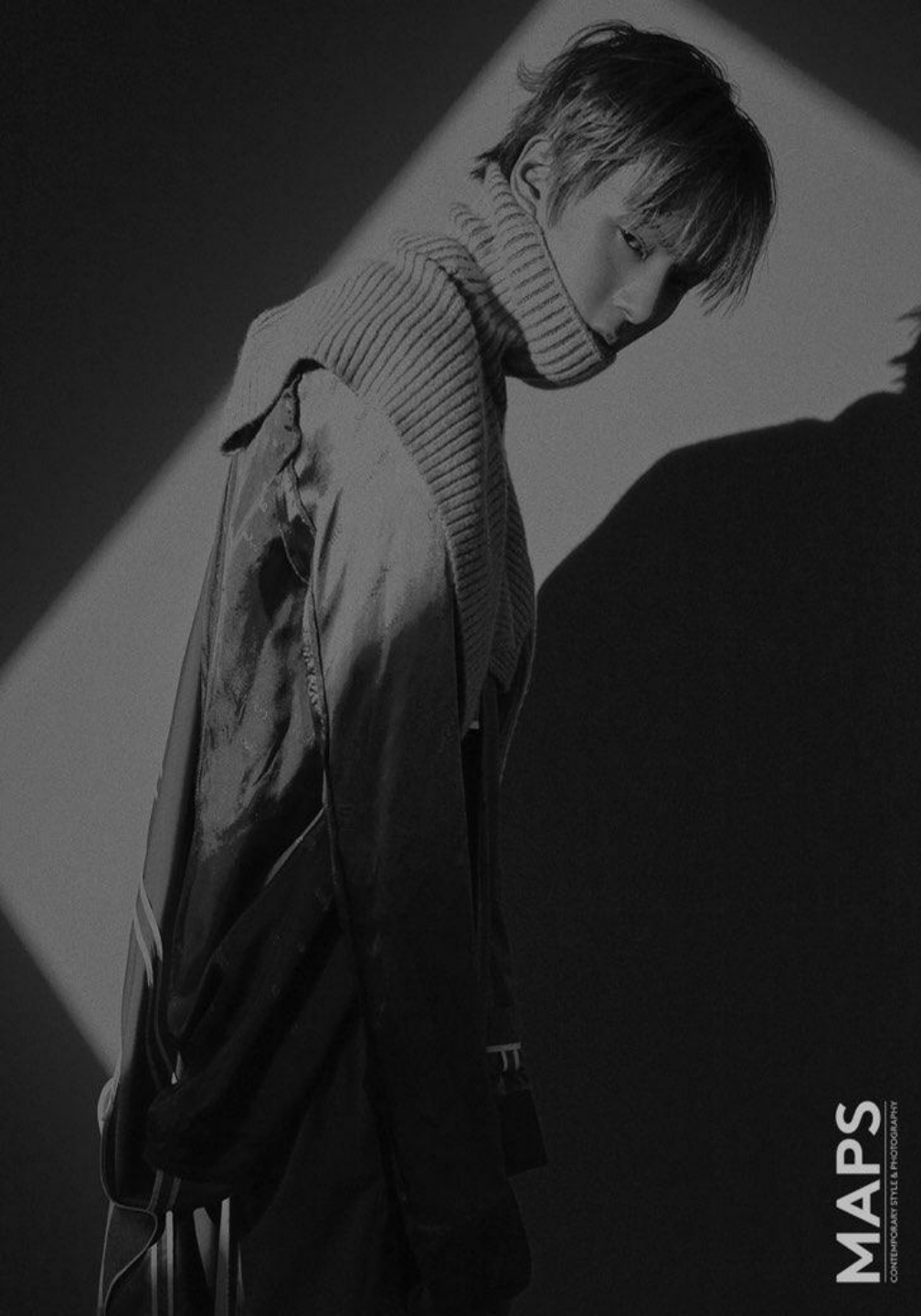
BTS\_ANGFANG MAN  
GRAY LONG-SLEEVE JERSEY (LEFT) / REFLECTIVE (3M) PANTS (RIGHT)

Phenomeco Album Cover.

**youser**







MAPS  
CONTEMPORARY STYLE & PHOTOGRAPHY

MAPS MAGAZINE

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Andresmurkudis

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2019.01.18 (수요일)

Album Jacket (Flower)  
Haon



**YOUSER** **이후** 지금의 패션은 모두가 한 방향을 바라볼 때 그곳에 도달하기 위해 어떤 길을 선택하느냐의 문제처럼 보인다. 이후엔의 방향은 확실히 눈에 띈다. "패션이라는 주제를 둘러싸고 직업에 대해 생각해보고, 사람들이 생각하는 직업의 직업에는 그들만의, 곧, 기능적인 스토리 혹은 요소가 필요하다." 나 일론 슐이 옷 만들 지그재그로 가도지그가나 스토리가 불꽃과 주름을 만들어내는 관점이 의상은 일견 복잡하거나 전위적으로 보인다. 실제로 같은 세 티셔츠와 와이 트 셔츠는 끈을 끼워서 한 벌처럼 이룬 것이다. 그는 벨기어-리베의 옷이 말했다. "그렇게 보이지만 실제로는 단순한 반팔 티셔츠와 와이셔츠. 와이셔츠 셔츠일 뿐이 예요. 티셔츠, 셔츠, 자켓, 블라 블라 등 각각의 아이템 자체는 단순하죠." 가장 어려운 것은 끈을 끼울 수 있는 작은 네모 테그가 조르로 붙어 있어서 함께 매어하는 스텝으로 디자인하며 만들 수 있다. "이들이 원래 티셔츠예요. 베이시한 아이템을 하나의 부자재로 다르게 만들 수 있는 개념이죠. 스텝을 조금만 커스터마이징 입을 수도 있고요." 유자라는 이름은 디자이너를 가리키는 말인 You과 그 디자인

너의 옷을 입는 사용자, User의 형상이다. 디자이너와 입는 사람의 관계를 중요시 한다는 의미. 유기적인 디자인은 브랜드의 정체성을 더욱 공고히 한다.

**DRUG WITHOUT SIDE EFFECT** **유현정** 비록 마약이라는 단어가 들 어갈만큼 어둠은 꽤 상상한다. "무작을 없는 마약이란 이름은 사고 나서 잘못 후 회하지 않을 뜻을 만들었다는 의지의 표현이에요." 보통 쉽게 달가나, 만들새가 허 술하거나, 다른 뜻과 잘 어울리지 않거나 자-자하게 유행을 타는 뜻을 사면 후회하 게 마련이다. 그러나 Drug은 그렇지 않은 뜻이다. 첫 번째 번역이 쇼의 제목과 도 일관된다. "강 카즈 버드 시라는 단어 안에 어떤 의미가 도출해서 자기 자신을 잃지 않고 잘 성장하는 친구들에 대한 내담입니다." 유현정은 26세에 학업 과 병행하며 홍차세 패션 사업을 시작했다. 그리고 첫 번 런칭 차를 올 때, 처음에 찾았던 브랜드의 정체성을 마음껏 펼쳐가기 점점 어려움을 느꼈다. "한 번 한게, 제각이 싫어요. 첫 번째이 쇼인 만큼 내가 생각했을 것들을 가장 많이 몰아내는



VOGUE.COM | YOUNG KIM | FASHION | OCT 2018

이후엔의 옷은 확실히 눈에 띈다.

Magazine VOGUE



# fashion

## SHAPE OF seoul

서울의 미래-원 세대, 서울 가리의 패션, 서울의 내일을 보여주는 젊은 디자인 군단 그리고 그들의 캔버스 북

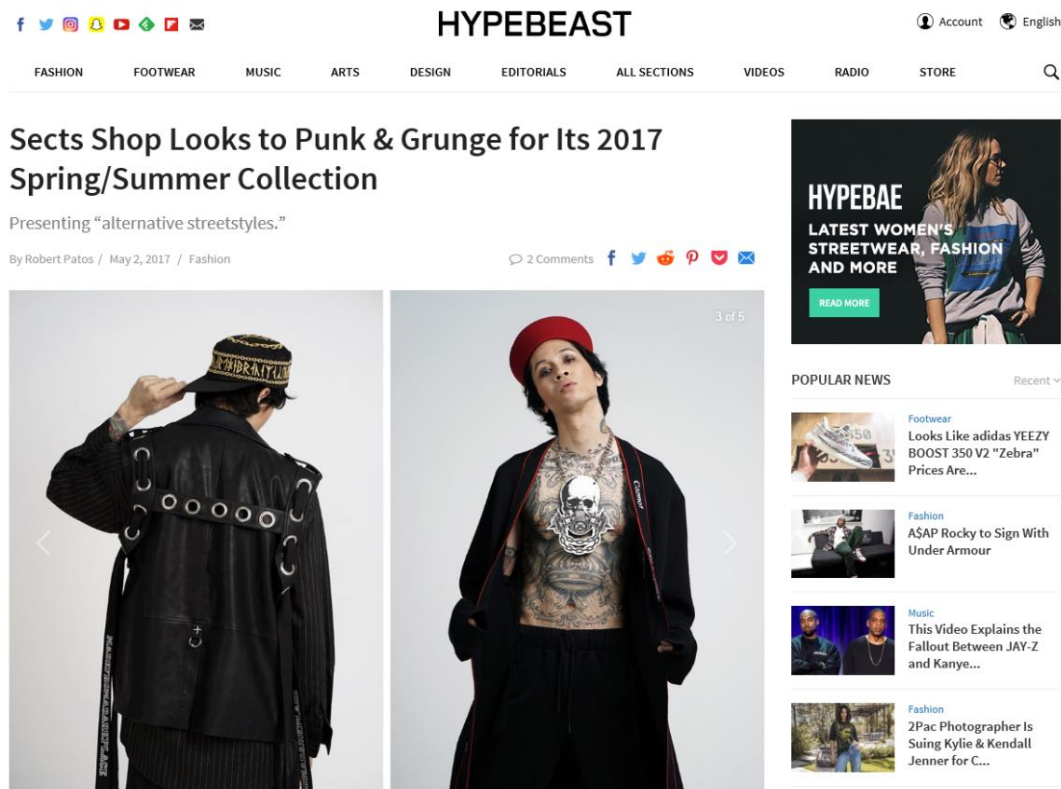
PHOTOGRAPHER SUNHIE SHIN  
FASHION EDITOR BORAH SUNG



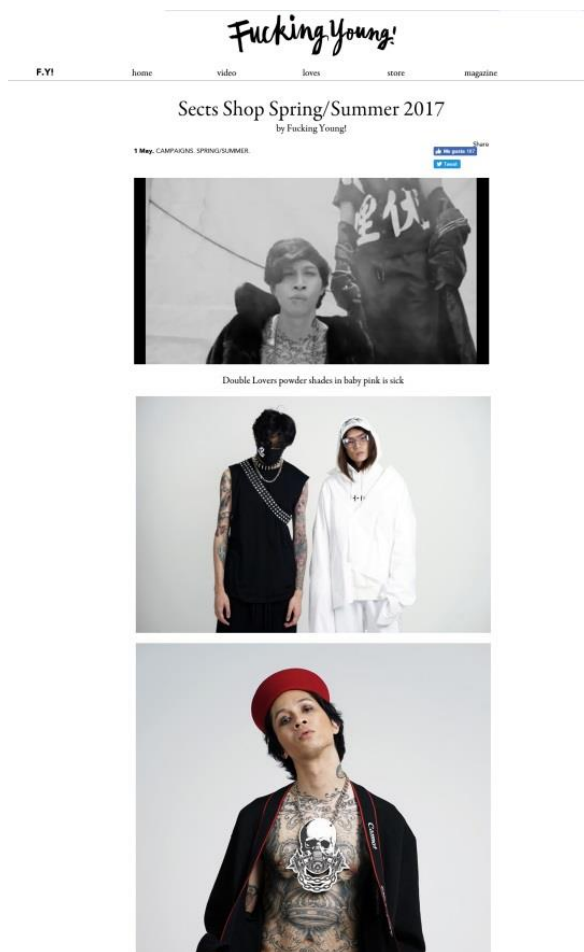




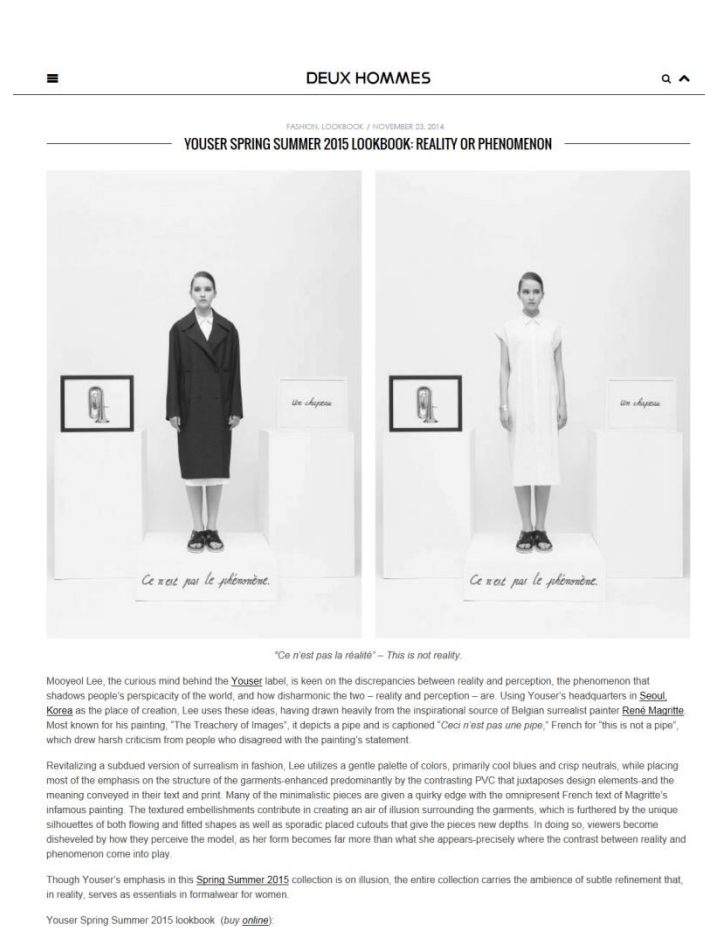
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Oversea - HYPEBEAST



Oversea - FUCKING YOUNG



DEUX HOMMES MAGAZINE

# ***Thanks***

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**Updated at**  
7<sup>th</sup> / OCT / 2020