

# Concept Korea Spring/Summer 2015 Runway Show

NEW YORK, Sept. 9, 2014 /PRNewswire/ -- Concept Korea returns to Lincoln Center on September 9<sup>th</sup>, 2015 to show the Spring/Summer 2015 collections. This season mark's the **tenth anniversary of Concept Korea** showing during New York Fashion Week.



A proven talent platform, Concept Korea has chosen the best of Korean design to show this season. **Resurrection** by Juyoung Lee, **LEYII** by Seunghee Lee and **Beyond Closet** by Taeyong Ko-round out Concept Korea's most talented group yet, and is set to take the US market by storm.

Behind the group is an industry powerhouse of fashion's most influential voices, who hand picked each of the designers. They include: **FERN MALLIS**, *founder of New York Fashion Week*, **AVRIL GRAHAM**, *Executive Fashion & Beauty Editor of Harper's Bazaar*, **NICOLE FISCHERIS**, *Macy's Vice President and Fashion Director*, **STEPHANIE SOLOMON**, *Fashion Director of Lord & Taylor*, **SIMON COLLINS**, *Dean of Fashion at Parson The New School for Design* and **PHILLIP BLOCH**, *Stylist and fashion expert*.

Concept Korea is a collaborative project to promote Korean fashion designers and assist them in their attempts to break into the U.S. fashion market. Concept Korea is organized by the Ministry of Culture, Sports and Tourism of the Republic of Korea, the Daegu Metropolitan City, the Korea Creative Contents Agency, and the Korea Research Institute for Fashion Industry.

## **THE DESIGNERS:**

### **Resurrection**

Resurrection by Juyoung Lee is inspired by functional fashion and the transformative power of clothing. The brand is edgy, sexy and uses lace, zippers and translucent fabrics juxtaposed against masculine shapes to create a wearable, yet clever line. The VIP followers of the brand include Lady Gaga, Marilyn Manson and the Black Eyed Peas. [www.resurrectionbyjuyoung.com](http://www.resurrectionbyjuyoung.com)

Resurrection's Spring Summer 2015 collection is titled, "Casual and Masculine." The line fuses structured, masculine silhouettes with the free spirit of rock & roll culture and high-end fashion. Using high-tech fabric, the collection incorporates functional styles with minimal tailoring creating a synergy of artistic yet wearable clothes.

### **LEYII**

Seunghee Lee is a Korean, London based designer. Seunghee moved to London at an early age and graduated from London College of Fashion with BA First Class Honor Degree in womenswear. Following her BA Graduate show, she completed her MA in womenswear from Central Saint Martins School of Art and Design. After successful MA graduation, she took charge of several collections for Samsung Fashion Department then worked as the creative director at a bespoke tailoring house. She collaborated with photographer Giles Bensimon for Elle Korea Magazine April 2009.

LEYII's Spring Summer 2015 collection is titled, "Rhythmic Contrast." Inspired by Alexander Calder, LEYII uses straight lines, flat surfaces and primary hues to create natural curves and rhythm in her collection. Achieving this "balanced contrast" is accomplished through mixing various materials and colors in disorienting ways, creating 3 dimensional silhouettes.

### **Beyond Closet**

Beyond Closet, designed by Taeyong Ko is a menswear brand representing classic items reinterpreted for men in their twenties and thirties. The collection is a mix of practical, sophisticated and distinguished pieces. [www.beyondcloset.com](http://www.beyondcloset.com)

Beyond Closet's Spring Summer 2015 collection is entitled, "B.C. School Gang." The collection will feature graphic tattoo artistry that is blended into classic Beyond Closet silhouettes.

[www.conceptkorea.org](http://www.conceptkorea.org)

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