

K CRUSH

AMERICA

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SPECIAL EDITION



Won Jeon

"I WANTED TO BE SURROUNDED BY
LIKE-MINDED PEOPLE THAT SHARE MY VALUES"



KCRUSH INTERVIEW

WITH FASHION DESIGNER WON JEON
OF PAINTERS

Won Jeon studied Fashion Design at Seoul Mode Fashion Institute (2012 - 2014) and Womenswear at London College of Fashion (2014-2018). He worked at two designer labels, ZeQuun in Seoul and Faustine Steinmetz in London before starting his own label PAINTERS.

Would you introduce yourself to our readers, please?

My name is WON JEON. After graduating from London College of Fashion in Womenswear in 2018, I came back to Korea to operate PAINTERS.

We are curious to know how you got into the fashion industry.

I grew up in Seoul, where I was home-schooled. It wasn't the typical pathway that people take there for education, but I was lucky enough to have parents that let me pursue an alternative pathway. This allowed me to be in control of what I wore every day, instead of wearing the

strict dress code demanded of students in school. That was probably when I realized how difficult it is to express individual identity through style in Seoul from a young age.

After deciding to pursue fashion, I became a college student in London. While at university, I thought a lot about how individual identity manifested in my work. I started to watch people closely, and I found that people who pursue art and design are always pursuing new ways of seeing, thinking and valuing individual identity. I realized that I wanted to be surrounded by like-minded people that share my values regarding this topic. I decided to start the brand PAINTERS in an effort to show different types of beauty in womenswear.

Tell us how you came up with the brand name PAINTERS.

I pondered on what to name my brand, and since I enjoy sketching and wanted to create an organization of artists in Seoul that consists of people with a new kind of movement, I chose to name the brand PAINTERS!





Tell us more about the concept or the key points of PAINTERS as a brand.

'PAINTERS' is focused on developing specific identities and aesthetics in womenswear through their collections to propose a different form of beauty.

PAINTERS is trying to create new shapes that do not get affected by others' tastes or trends. Not only following beautiful faces, garments or proportions like lots of ads, PAINTERS aims to make a new impact on those different people for them to be accepted within their own level of individual taste and identity. Therefore, PAINTERS is trying to propose people with different types of beauty and shapes to suggest different ideas of form.

Would you explain the collection for Seoul Fashion Week and how you were inspired?

The collection called 'Accepted' started within personal thoughts about positioning in the fashion industry. I went through a few small successes and failures in the last few seasons, and I personally felt that I could be accepted in the fashion industry deeply.

Therefore, I decided to show this strong idea in visuals, and I aimed to show experimental visuals and commercial art through this collection, so we could be accepted in this industry.

Which fashion model would you like to work with the most?

Devon Aoki.

Tell us about the most meaningful moment that you had as a fashion designer so far.

When my family saw my garments on TV accidentally.

Do you have any future goals or visions that you'd like to share with us?

When I am much older and I look back on my life, I hope that I'll have made diverse presentations with cool collections that aren't related to the ever-evolving trends. I hope that I will have included thought-provoking messages within each collection and that my work will have been showcased worldwide so that people from all over can appreciate the values I have instilled in PAINTERS. Most importantly, I hope I do not settle until I fulfill all my career goals.

<https://www.paintersfromseoul.art/>

-J.Chung





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