

K CRUSH

AMERICA

SEOUL FASHION
WEEK 2022
SPECIAL EDITION



Lee Chung Chung

"BEING A FASHION DESIGNER IS REALLY A
PROFESSION THAT CREATES
CULTURE AND VALUE."



KCRUSH INTERVIEW

WITH DESIGNER LEE
CHUNG-CHUNG OF LIE

Would you please briefly introduce yourself to our readers?

I am Lee Chung-chung, a fashion designer who graduated from Central Saint Martin in the U.K. After majoring in menswear, I made my debut at London Fashion Week in 2010 and began

my career in fashion. Since launching LIE in 2013, the brand has held fashion shows not only in Korea, but also in New York, Paris, London, and other major fashion cities in the world.



Starting with Who's Next in Paris, we held exhibitions in Tranoï, Coterie New York, Premium Berlin in Germany, and various well-known exhibitions internationally, we're building our presence in the fashion industry as well as in the eyes of the public.

We would like to learn how you initially began working in the business as a fashion designer.

I was very much influenced by my father who is a fashion designer. Since I got to encounter a lot of

fashion-related growing up, I became more interested and later developed a liking for fashion, which got me dreaming about working in the business side of things in fashion.

That is why I got into Central Saint Martins in London for BA in Arts & Design, then I grew an interest in design while doing a graduation exhibition on a fashion branding project.

I transferred to major in Menswear in the same school, since I had in mind that I wanted to make clothes that I wanted to wear myself. That is how things got started. And since learning and studying, I became immersed in the charm of fashion design.

How did the brand name come about?

LIE is short for 'Life is an expression.' It is my hope that the customers will be able to express their own thoughts, energy, etc by wearing my clothing. Those who love and respect the beauty that they have are my muses.

Enlighten us on the concept or key points of LIE as a brand.

LIE is a modern female lifestyle brand that shows bold, yet structural designs. Through the combination of daring colors and delicate lines, we showcase sensual silhouettes to create dynamic and romantic collections.

The brand is critically acclaimed by Vogue UK, Vogue Italy, Nylon US, WWD, buyers, domestic and international press for its individualistic style and design that is special and unique.

LIE is loved by customers all over the world and is currently available in over 60 department stores and luxury boutiques in the States, Europe, Hong Kong, Japan, China, Singapore and so on.

Please explain more about the concept of your fashion show at Seoul Fashion Week and the inspiration behind it all.

LIE 2022 FW Collection initially began as a ski trip that you can leave by taking your pet plant. We imagined a special lifestyle where you enjoy an après-ski experience where you leave with your pet plant on a trip as you would with a family member.

For this trip, the scent that we created with Maison 21G presents a special experience that will make you imagine the forest in the Alps and it will complete your very own après-ski.

With the enhanced graphic, unique patterns, cuttings, silhouettes, and elegant tailoring mixed and matched from the skiwear archive, we expressed an attractive après-ski look exclusive to only LIE.

Please name a model that you'd like to work with in the future.

She is not a professional model, but I would like to work with Jennie of BLACKPINK. I ran into her in Paris by chance, and I expect that she would be such a charming muse for the brand.

And for a professional model, I'd want to work with Choi Sora. I am so proud of her accomplishments as a Korean model. I worked with her with the LIE SANG BONG brand before, but not with the LIE brand yet.

When do you usually feel the most content as a fashion designer?

Whenever I meet people who enjoy wearing my clothing, it's the most wonderful feeling for me. I also feel uplifted when I see people who have been inspired by my collection.

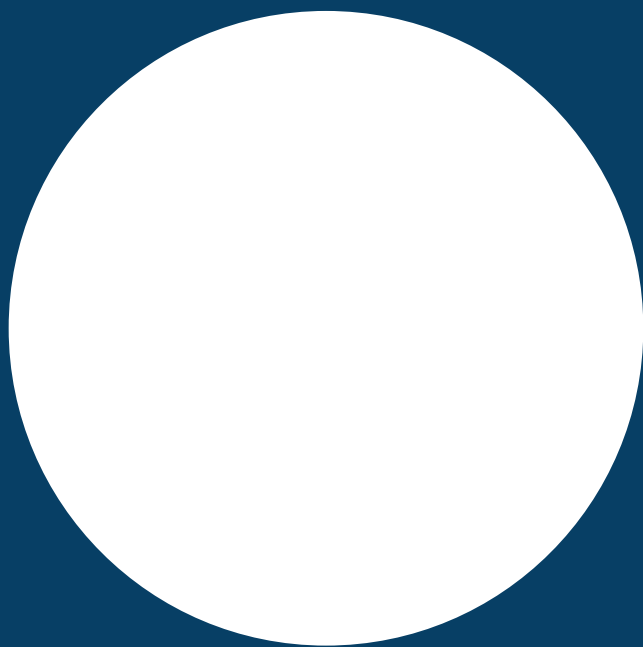


Let us know any advice you have for those pursuing a career in fashion design and what they need to do to achieve success.

Being a fashion designer is really a profession that creates culture and value. Even if you're going through difficulties right now, if you keep making the effort and continue loving fashion, there will come a day when you will be rewarded. Don't ever give up!

<https://liecollection.com>

-J.Chung.





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