

# K<sup>♥</sup>CRUSH

AMERICA

SEOUL FASHION  
WEEK 2023  
SPECIAL EDITION

HOLY  
NUMBER

7







# KCRUSH INTERVIEW

WITH HOLY NUMBER 7

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**H**olly Number 7 aims for hope and positivity rather than negativity. It focuses on delivering positive messages while also emphasizing that they can be hip and cool at the same time. The brand was launched in 2016 by couple designers Choi Kyung-ho and Song Hyun-hee.



**Please introduce the 'Holy Number 7' brand to KCrush readers who are enthusiastic about Korean culture. We want to know the meaning of the brand name and the story of the brand's birth as well.**

HOLY NUMBER 7 contains the meaning of the sacred number 7, which is often referenced in Christianity. The brand was launched in 2017 by designer Choi Kyung-ho, who specializes in men's clothing, and designer Song Hyun-hee, who specializes in women's clothing. As we, the two designers, accumulated more experience in the fashion industry, we made the decision to create a

brand that was both positive and stylish, with the goal of launching our own brand one day. This led to the birth of HOLY NUMBER 7.

**What is the fashion philosophy of 'Holy Number 7' and what is its flagship lineup?**

HOLY NUMBER 7 places a priority on creating messages with a positive impact based on biblical teachings each season. We also value the fundamental essence of fashion, which is that "clothes are worn by people." In an era where provocative and decadent culture has become a fashion code, HOLY NUMBER 7 strives to create fashion that conveys positivity and hope through its unique approach, with designs that are witty yet substantive and act as a language for the wearer.

Our main lineup features outerwear, t-shirts, and hats.

**How is it received from overseas markets? Which markets are particularly interested in your brand?**

After participating in the 2019 S/S Guangzhou Fashion Week, which was the brand's first overseas fashion show, HOLY NUMBER 7 was able to establish a foundation for global growth by receiving two prestigious awards, the "Global Original Design Brand Designer Award" and the "Global Fashion InterCity Alliance Designer Award," within just one year of launching the brand. Based on this success, we have been participating in domestic and international fashion shows every season, showcasing our collections to buyers and gaining popularity among consumers and buyers. As a result, sales have been increasing by 2 times every year as interest from overseas consumers and buyers grows. To meet the increasing demand from overseas markets, we have been operating our brand mall at a global e-





commerce platform since 2021, and more than 60% of our annual sales come from overseas markets. We are currently planning to actively expand into the Paris and New York markets.

**You received the Presidential Award at the K-Fashion Audition. The status and influence of Korean culture is amazing. Where is the status of Korean fashion? What kind of role do you want to play in it?**

When we first launched the brand in 2017 and contacted a New York showroom to sell our collection, we were rejected. Later, K-contents' success has had a positive impact on K-fashion, to the extent that they approached us 1-2 years later to work together. We want HOLY NUMBER 7 to be a representative K-fashion brand that delivers the hip and trendy mood of K-fashion, while mixing in globally relatable issues to effectively communicate messages to the public.

**Could you explain the main target audience of the brand?**

The main target audience for the brand are the "MZ generation" who are interested in eco-friendly fashion along with value consumption such as environmental protection and animal welfare.

**Please tell us the theme of 'Holy Number 7' collection at this Seoul Fashion Week 2023.**

The theme of Holy Number 7's 23FW collection is "Dallant" based on the scripture from Ephesians 4:7 and Matthew 25:21, which conveys the message of living a life that cultivates one's talents and bears fruit rather than burying them. This season, through a reinterpretation of 'things that are being thrown away', Holy Number 7 expressed zero waste with wit, and breathed Holy Number 7's own wit into worn-out school uniforms that have reached the

end of their lifespan. In the 23FW collection, Holy Number 7 expressed various emotions from school days through its preppy look. As designers are the ones who breathe new life into discarded things with talent, I believe our mission is not just to focus on beauty, but also to bring beauty to things that are thrown away, as God has given us the talent to do so. Thinking that we may not have the power to change the world, but we can transform one talent into five, we would like to develop our collection around sustainable fashion.

**What do you see as the global fashion trend for 2023? If you were to choose a theme color for this year, what would it be?**

I think that the global fashion trend for 2023 will continue the Y2K fashion trend that was popular in 2022, with denim items that can be worn daily on real wear and utility looks being the trend. This year's theme color is low-saturation color variations such as neon green that are vibrant but not too intense, which are the main trend colors.

**How would you define the fashion of the MZ generation these days in one phrase? What style are they looking for?**

We want to define it as 'diverse and enjoyable'. In the past, one or two styles of fashion trends created by fashion brands were disseminated through the media and one-sidedly transmitted to the public. However, the MZ generation can access a lot of information through the internet as a medium, so they do not get obsessed with one or two fashion styles, but try various things and digest and pursue their own unique looks according to their personality.

**What kind of cultural content do you get inspiration from?**

We prioritize messages that can have a positive impact through socially relevant news and



biblical teachings. Once we have this overarching framework, we conduct design thorough market research to determine how to visually express the message in a contemporary and trendy way.

**Many K-pop stars have worn 'Holy Number 7' outfits. Could you tell us who you think can best express the style of your brand among K-pop musicians?**

The K-pop musician that we have been recently keeping an eye on is "New Jeans." They harmoniously and appropriately match colors that represent the liveliness and playfulness of teenagers and clothes from various brands, creating a natural and nostalgic retro concept that aligns with the identity of the group. We think that the way they style themselves matches the identity of Holy Number 7 the most.

**You are actively involved in environmental issues. Among the many global problems, which issue do you think is the most urgent and would you like to contribute?**

In this day and age, companies can easily produce a lot of products if only they have enough money, and as consumers, we live in a time of abundance, where people too easily dispose of things when they feel their perceived value has been diminished, without thinking about the consequences. Now, we need to increase awareness of environmental pollution and practice methods to reduce carbon emissions and waste for the planet and future generations, such as upcycling and recycling campaigns, rather than making new things and more trash. Holy Number 7 is aware of the issue of environmental pollution caused by textile waste, where the fashion industry generates 21 billion tons of waste and emits 17 billion tons of carbon annually. As a fashion designer at the forefront of the changing fashion market, we are thinking about what we can do to contribute to resource circulation, and have launched campaigns such as 'ENJOY YOUR MEAL' and

'Upcycling Project' to raise awareness of discarded materials and fabrics. We create food models using discarded materials or fabrics and transform them into fashion, using more environmentally friendly and upcycled materials each season to promote sustainable fashion in a fundamental way.

**Please say something for our readers who support K-Culture around the world.**

We would like to say thank you to all our readers around the world who support K-Culture and K-Pop. Thanks to the power of these hip and unique contents, Korea has become a leading country in the global entertainment industry. And now, the K-Fashion industry is following in their footsteps, as a rising star with a lot of potential for growth. While K-Fashion may not yet have the same level of influence as K-Culture and K-Pop, there are many Korean brands with a lot of potential and room to grow. So, I hope you all keep an eye on the developments and advancements in K-Fashion, and show your interest and love for this exciting industry.

----Jiyoung Lee



# HOLY NUMBER

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