



**이노베이션**  
“THE TIME OF ENLIGHTENMENT  
IN CHOSUN IN EARLY 20CENTURY”  
**프로젝트**



PLAYGROUNDS  
ISSEY MIYAKE MEN



**MARKET R.**

Issey Miyake, he founded the Miyake Design Studio, a high end producer of men's fashion. In the late 1980s, he began to experiment with new methods of pleating that would allow both flexibility of movement for the wearer.

HOMME  
PLISSE  
ISSEY MIYAKE

  
KYLE DE CROWN  
NOTTINGHAM  
“마켓 리서치”  
INNOVATION PROJECT

## MARKET R.

"Having shown every season in the French capital since 2003 and broken into the western market with high-end stockists such as Selfridges in London and Bon Marché in Paris, Wooyoungmi has established itself arguably as the flagship Korean men's brand in Europe."



  
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NOTTINGHAM  
“마켓 리서치”  
INNOVATION PROJECT



**MARKET R.**

Launched in 2013 by Luke Meier and Arnaud Faeh, OAMC brings together functionality and modern construction techniques to create forward-thinking premium menswear.

OAMC ®

*Restraint*



KYLE DE CROWN  
NOTTINGHAM

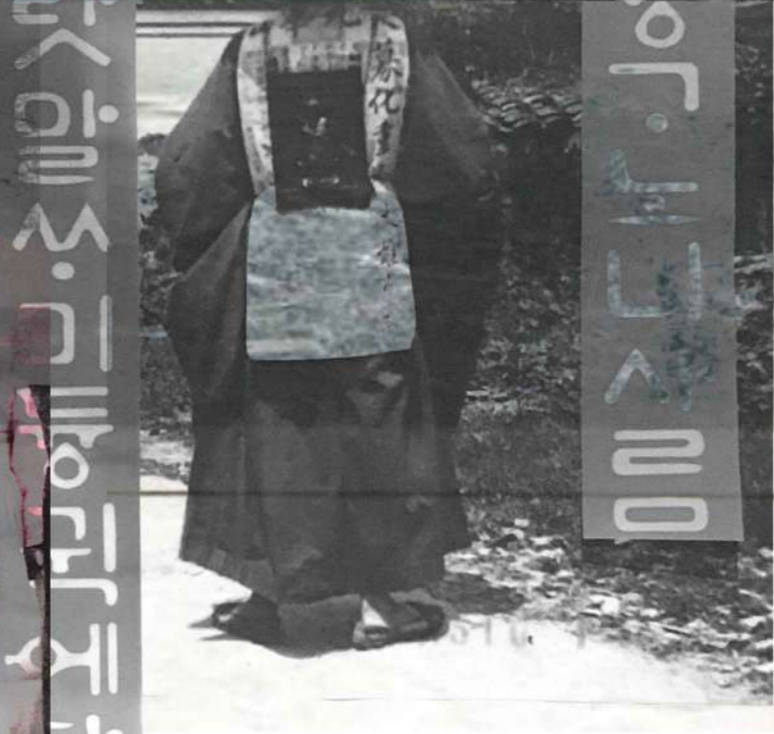
“마켓 리서치”

INNOVATION PROJECT



### CONCEPT

My concept is commemorate my grandma. It was set in the time of enlightenment in south korea in early 20th century, when my grandma and grandpa loved each other as young, and created a romantic atmosphere. Before Western culture entered Korea, i was inspired by the elegant silhouette of Korean traditional costumes, hanbok.



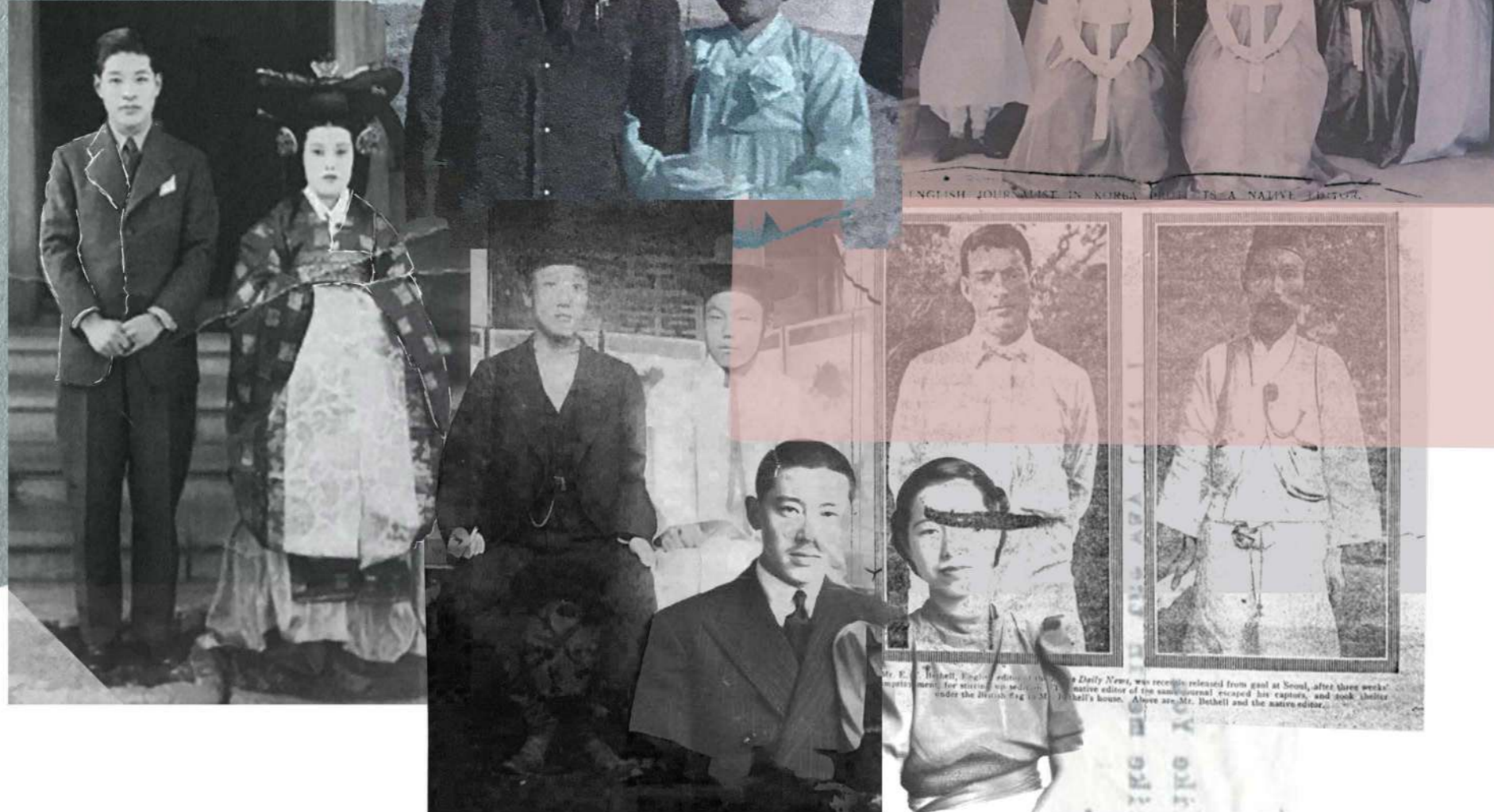
KYLE DE CROWN  
NOTTINGHAM

“컨셉 페이지”

INNOVATION PROJECT

## CONCEPT

As Western culture enters Korea, it is a time when Western culture and Korean culture have achieved beautiful coexistence. Mainly men wore Western tailored suits, while women wore hanbok in traditional Korean clothes. As such, the coexistence of modern and traditional has given me an attractive inspiration.



  
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NOTTINGHAM  
“컨셉 페이지”  
INNOVATION PROJECT



### COLOUR AND FABRIC

The colour and fabric of this project is the ultimate romantic atmosphere. Pastel green, mint and dusty pink are the main colours, with gray, deep gray and black colours matching the valence. The fabric used spring and summer fabrics such as Korean traditional silk fabrics (Myeongju), wool, linen and chiffon to match its colour.



*Die ermordete Königin*



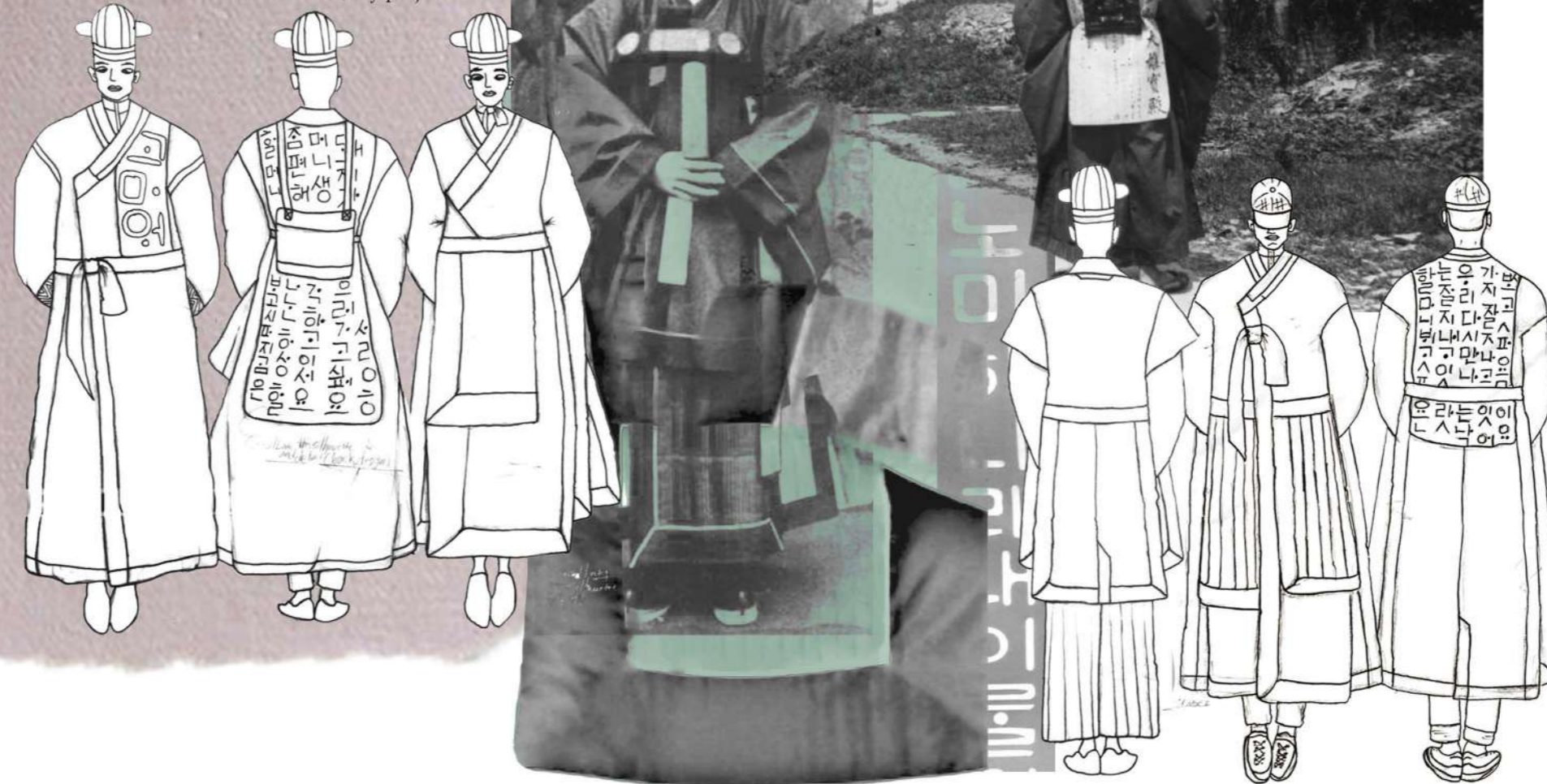
KYLE DE CROWN  
NOTTINGHAM

“색깔과 원단”

INNOVATION PROJECT

## DESIGN DEVELOP

Development of silhouette and detail according to my concept and visual image. Korean traditional costume recreates hanbok modernly, and in addition to the details inspired by Prince Yiwu's clothes, my project muse.



  
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NOTTINGHAM  
“디자인 발전”  
INNOVATION PROJECT





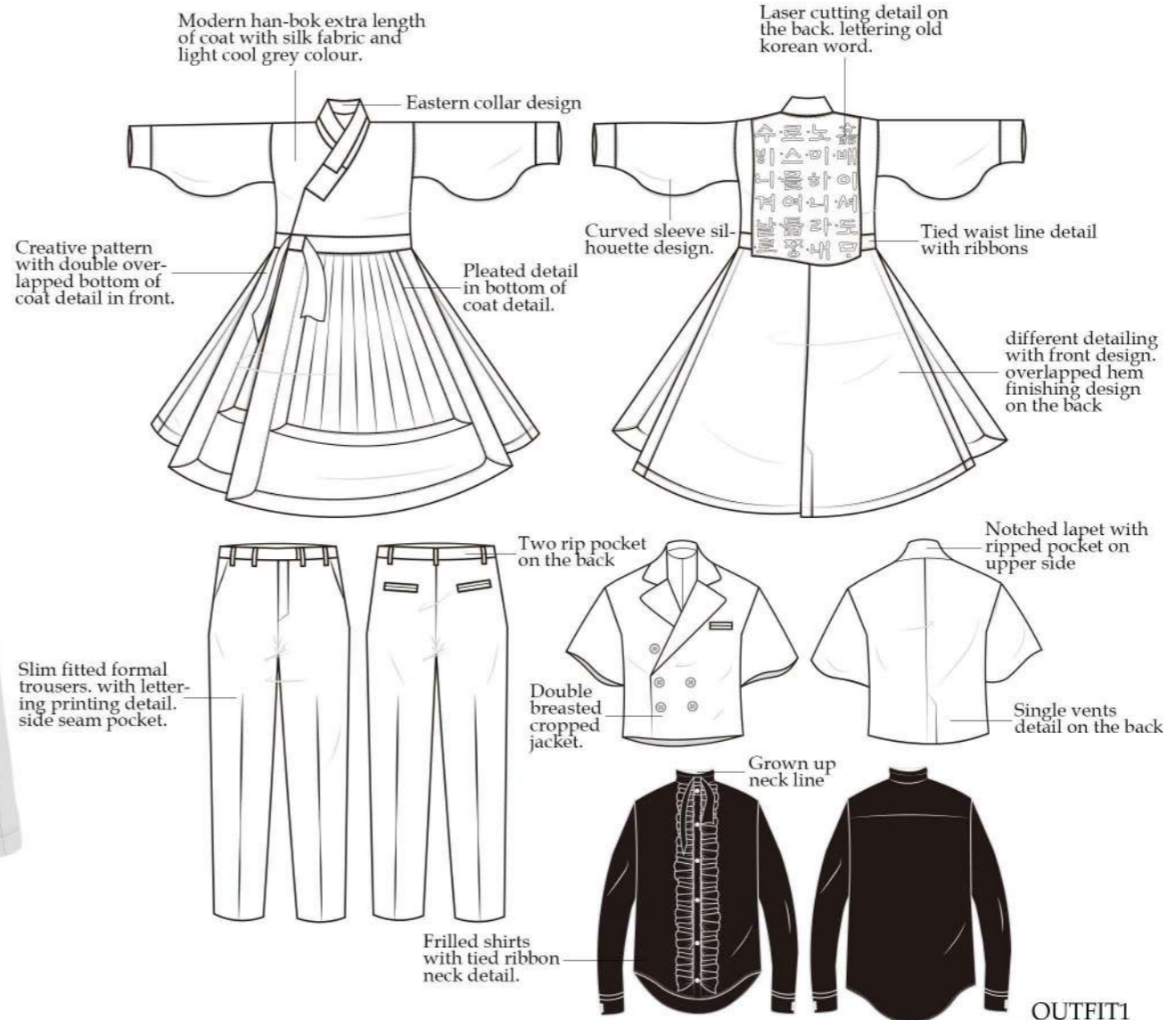
## DESIGN DEVELOP

The development process of the printing details of the previous (Old) Korean. It contains my personal story. It is a letter of longing and love that I send to my grandmother. A message to our mother and grandmother. Responsibility for my design.



KYLE DE CROWN  
NOTTINGHAM

“디자인 발전”  
INNOVATION PROJECT



2. MENTIC

OUTFIT1

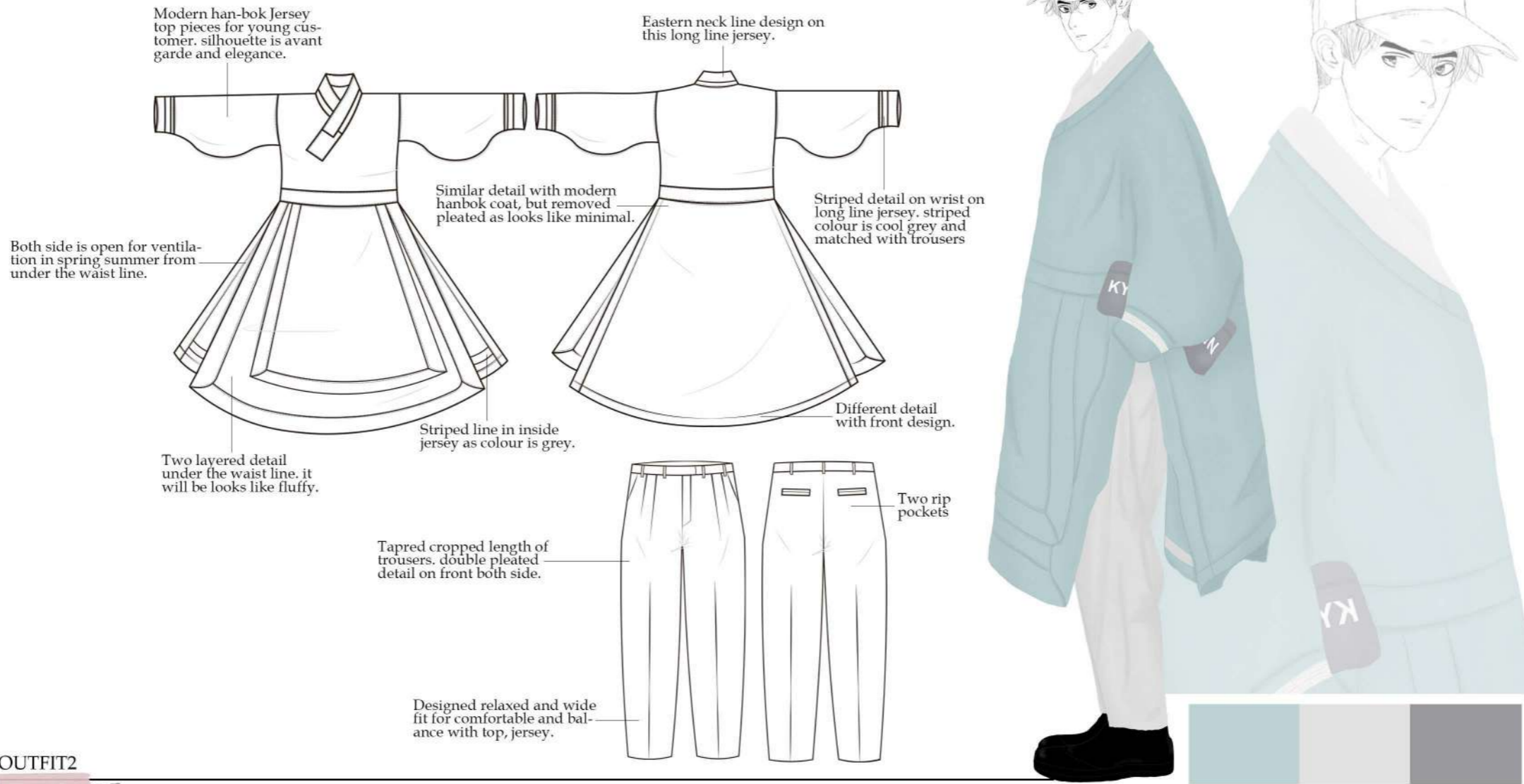
Light cool grey colour korean traditional silk fabric with dye technique for coat, pale tale mint colour wool fabirc for jacket, light wool fabirc with printing technique for trousers, black silk chiffon fabric for shirts.



KYLE DE CROWN  
NOTTINGHAM

“아웃핏 첫번째”

INNOVATION PROJECT



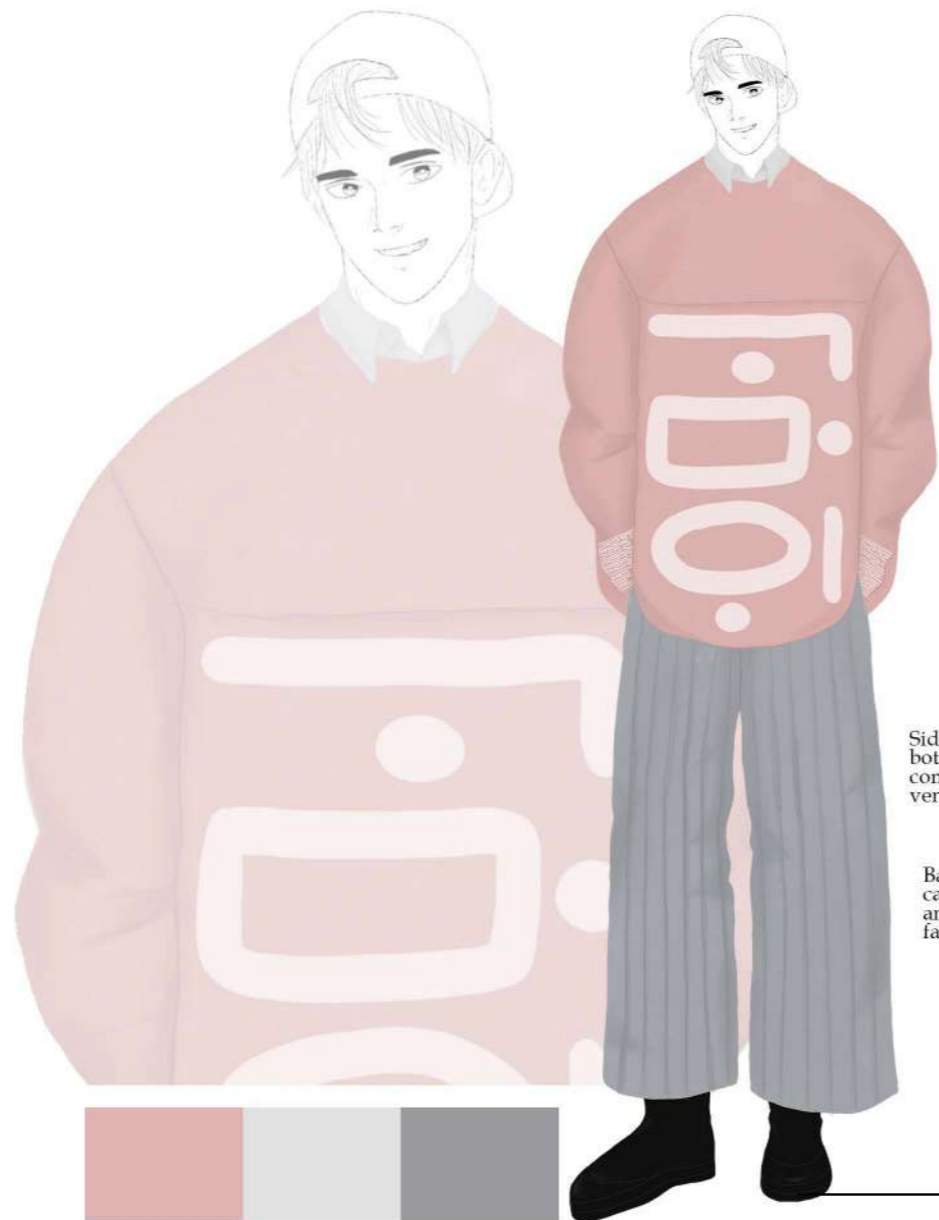
OUTFIT2



Pale tale mint colour wool, silk mixed fabric for jersey(top). light weight wool fabric grey cool colour for trousers. light cool grey colour striped line detail.

엘 ELEGANCE

KYLE DE CROWN  
 NOTTINGHAM  
 “아웃핏 두번째”  
 INNOVATION PROJECT



Extreme oversized jersey top, integrity line in the middle and dusty pink colour, big print on jersey.

Ripped finishing neck and cuffs on jersey.



Side open on bottom side, for comfortable and ventilation.

Twin needle finishing ham line.

Wide pleated trousers for men, knife pleated type and deep grey colours, using stretched fabric.



Double rip pocket on the back.

Big challenge to make pleated on trousers.

Basic cool grey casual shirts and use chiffon fabric.

Patched pocket.

Double york detail on the back.



OUTFIT3

Dusty pink colour stretched fabric for extreme oversized jersey, deep grey pleated stretched fabric for wide pleated trousers, cool grey linen fabric for formal casual shirts.



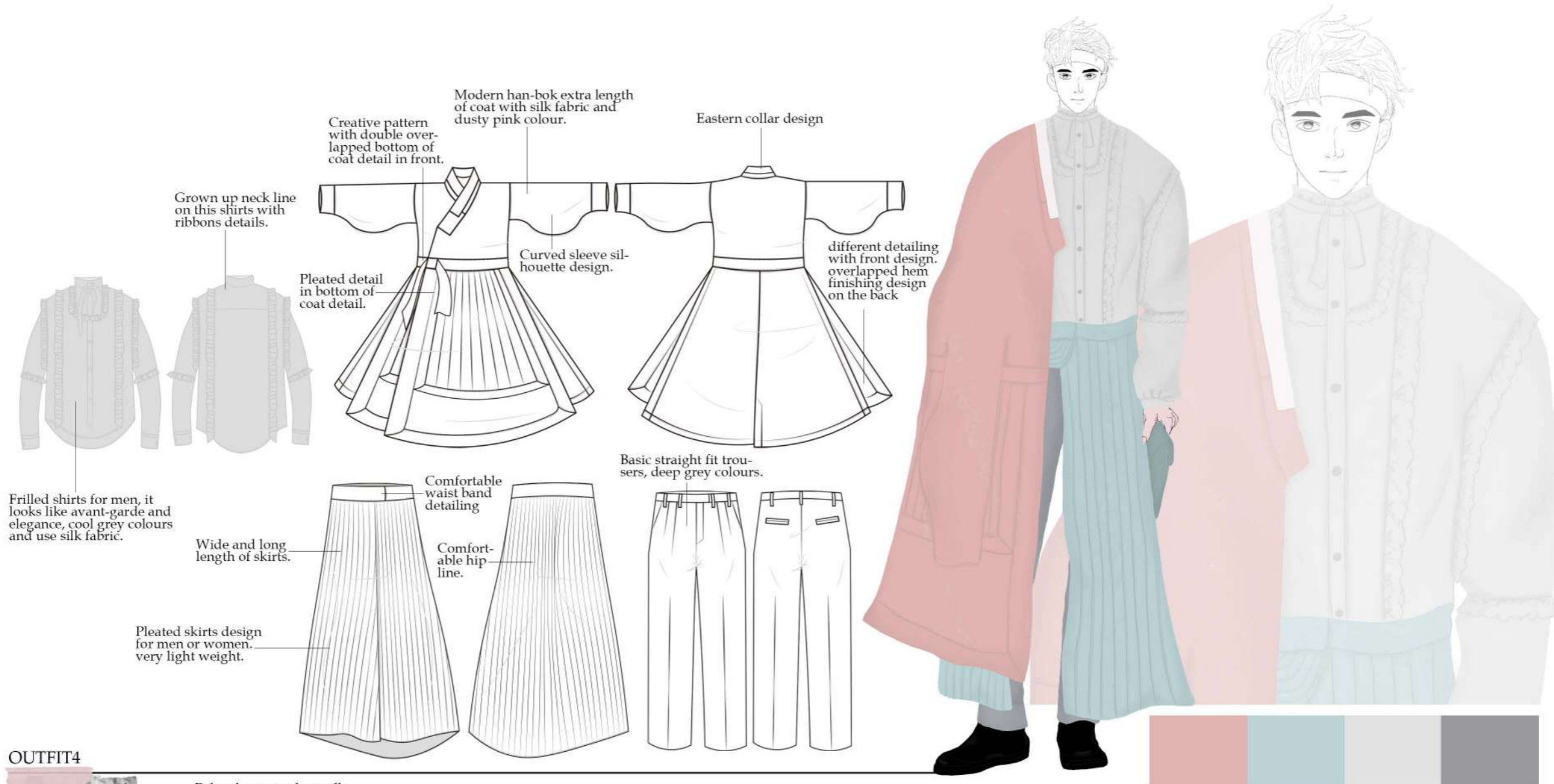
ERENDY



KYLE DE CROWN  
NOTTINGHAM

“아웃핏 세번째”

INNOVATION PROJECT



OUTFIT4



Pale tale mint colour silk fabric for unisex skirts, dusty pink silk(myeong ju)fabric for modern han-bok coat, deep grey light wool fabric for trousers, light linen cool grey silk fabric for frilled shirts.

Frilled shirts for men, it looks like avant-garde and elegance, cool grey colours and use silk fabric.

Grown up neck line on this shirts with ribbons details.

Pleated detail in bottom of coat detail.

Creative pattern with double overlapped bottom of coat detail in front.

Modern han-bok extra length of coat with silk fabric and dusty pink colour.

Eastern collar design

Curved sleeve silhouette design.

different detailing with front design. overlapped hem finishing design on the back

Wide and long length of skirts.

Pleated skirts design for men or women. very light weight.

Comfortable waist band detailing

Comfortable hip line.

Basic straight fit trousers, deep grey colours.

# 아방GARDE

KYLE DE CROWN  
 NOTTINGHAM  
 “아웃핏 네번째”  
 INNOVATION PROJECT



Coach jacket with single collar and deep grey colours. Pleated detail and ribbons trims on this jacket.

One pattern on the back of upper side and pleated line on the back of lower side jacket.

Pleated detail and same with hanbok coat finishing



Basic black casual shirts and use chiffon fabric.



Double breasted jacket with notched collar design and big patched pocket. fitted silhouette for modern.



Single vents on the back

Three kissing buttons.

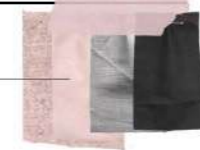
Two rip pocket on the back



Slim fitted formal trousers as can be rolled up with side seam pocket detail.

OUTFIT5

Dusty pink light wool fabric or linen fabric for double breasted jacket and trousers as suit pieces set up, Deep grey cotton fabric for coach jacket and black silky fabric for basic casual shirts.



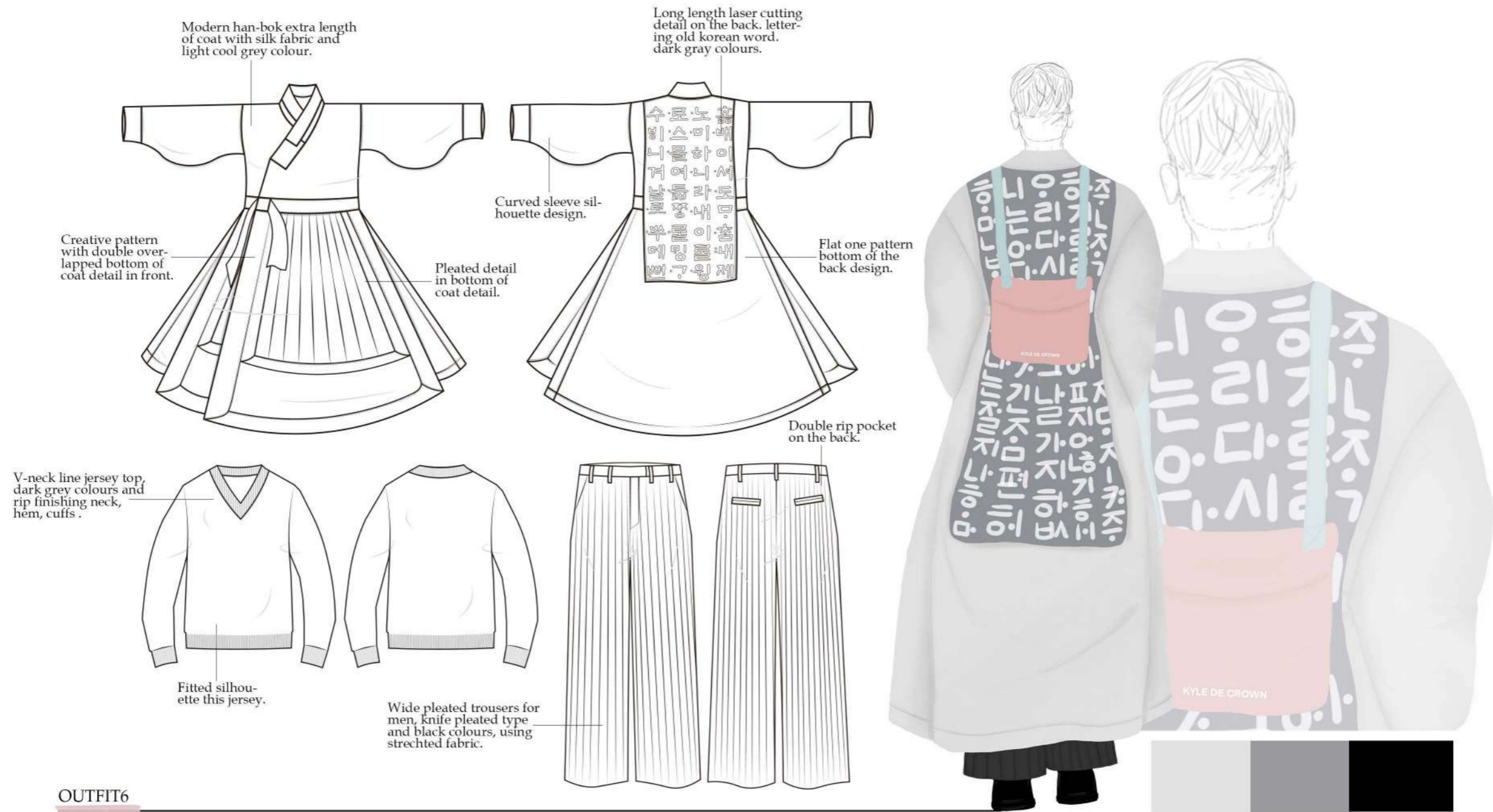
SPORTY



KYLE DE CROWN  
NOTTINGHAM

“아웃핏 오버재”

INNOVATION PROJECT



OUTFIT6



Cool grey colour of silk(myoung ju)fabric for hanbok coat and same silky fabric with dark grey colour for back lazer cutting detail on coat, black stretched fabric for pleated trousers and dark grey jersey fabric for jersey.

# 어센TICITY

  
**KYLE DE CROWN**  
 NOTTINGHAM  
**“아웃핏 육번째”**  
 INNOVATION PROJECT





  
**KYLE DE CROWN**  
NOTTINGHAM  
“파이널 컬렉션”  
INNOVATION PROJECT



# FINAL PHOTOSHOOT



  
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NOTTINGHAM  
“파이널 포토샷”  
INNOVATION PROJECT



  
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NOTTINGHAM  
“파이널 포토샷”  
INNOVATION PROJECT

# STORY OF GRANDMA





# TIME AND MEMORIES



  
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NOTTINGHAM  
“파이널 포토샷”  
INNOVATION PROJECT