

87MM

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The up-and-coming label **87MM** was launched by two Korean top models, Kim Won Joong and Park Ji Woon. Both born in 1987, their paths have crossed many times on the runways of Seoul, Paris, Milan, and New York. The two rookies started out by making hats and shirts that reflected their own irreverent style. Their designs eventually grew into a complete ready-to-wear collection that was presented in Seoul during the S/S 2015 showcase, and soon started attracting the attention of numerous celebrities and media.

Kim and Park refuse to describe their style in any set terms: they are driven by their gut instinct. Their eclectic S/S 2017 collection comprised 25 outfits that mixed contrasting inspirations: a poet meets an angler; an undertaker mingles with a trucker; a pilot is matched with a hip-hop musician. Minimalist jackets were paired with bold, high-waisted trousers; and Hawaiian collars with tailored jackets.

As these witty young men mature, so, too, does their style, incorporating both ultra-trendy and classic elements. Inspired by the new-wave street culture, they obsess over luxury quality and minute details that are imperceptible to anyone but the wearer, such as special linings or strategically positioned inner pockets.

The theme of the next show is 'MHERMHER', a blend of the French word 'chercher' (to seek) and the letters 'MM' (from 87MM's brand name). It will have a particular focus on outerwear and tailoring, while keeping in line with the label's meticulous attention to detail and fabrics. 87MM's worldwide online retail will open in early to mid-2017.

www.87mm.co.kr