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THREADS AHEAD

AHEAD



CULTURAL STORYTELLING

Hanbok serves as a powerful medium to convey stories, emotions, and cultural narratives across performances and media. Through dynamic expressions on stage, in music videos, films, dramas, and animation, it brings traditional aesthetics into contemporary contexts while maintaining a deep connection to cultural roots. By integrating Hanbok into storytelling, artists can communicate identity, heritage, and creativity in ways that resonate with modern audiences.

makes who

K-Pop Artists, Performers, Directors,
Writers, Animators, Film and Drama Creators

model:



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CULTURAL BRANDING

Hanbok serves as a versatile tool for reinterpreting traditional aesthetics in contemporary fashion and branding to create visually striking and innovative identities. Designers, stylists, and visual directors blend traditional forms and patterns with modern trends, showing how heritage can inspire creative expression in commercial and cultural contexts. This approach allows Hanbok to function both as a symbol of cultural pride and a dynamic element in fashion campaigns, branding, and everyday style.

makes who

Fashion Designers, Brand Strategists,
Visual Directors, Stylists, Marketing Professionals

model: L



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CULTURAL INTEGRATION

Hanbok serves as a medium for personal exploration, blending cultural roots with contemporary self-expression. By experimenting with styling, colours, and combinations with modern fashion, anyone can engage with Hanbok to express individuality while honoring tradition. This integration fosters a sense of completeness in identity, showing how cultural heritage can coexist with modern creativity and personal narrative.

 makes who

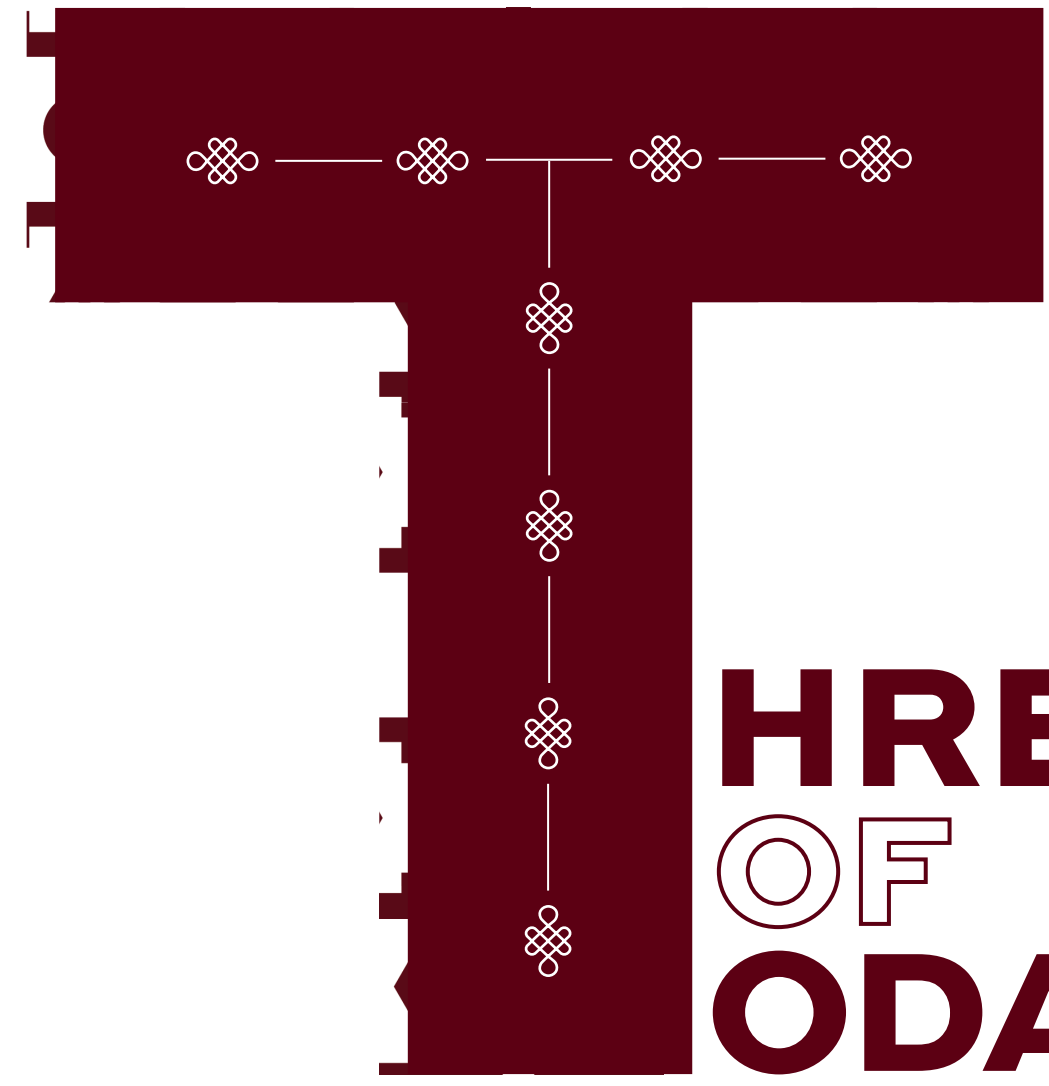
Open to anyone seeking to explore and express their Identity through Culture

model: 



W H I T E C R O P T O P
 W A S H E D D E N I M W I D E P A N T S
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 B N O R I G A E



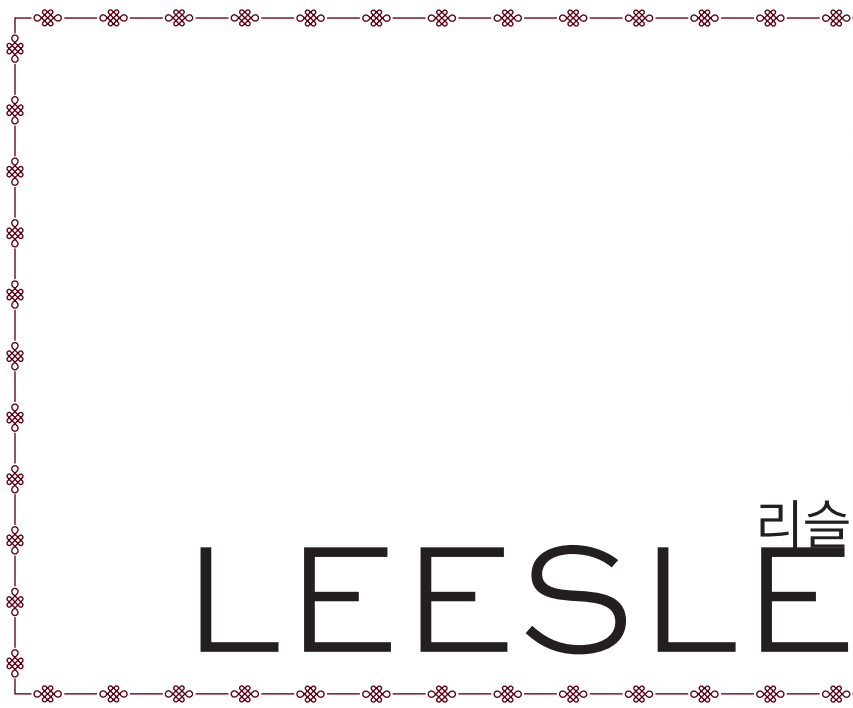


THREADS OF ODAY

Introducing contemporary brands that
reinterpret the Hanbok for modern life

by Korean Buddies





FOUNDER	
HWANG YI-SEUL/황이슬	
OCCUPATION	
MODERN HANBOK FASHION BRAND	
BORN IN	LIVES IN
SOUTH KOREA	JEONBUK • U.S. • JAPAN
HASHTAGS	
#LEESLE #MODERNHANBOK #KFASHION #HANBOKDAILY	

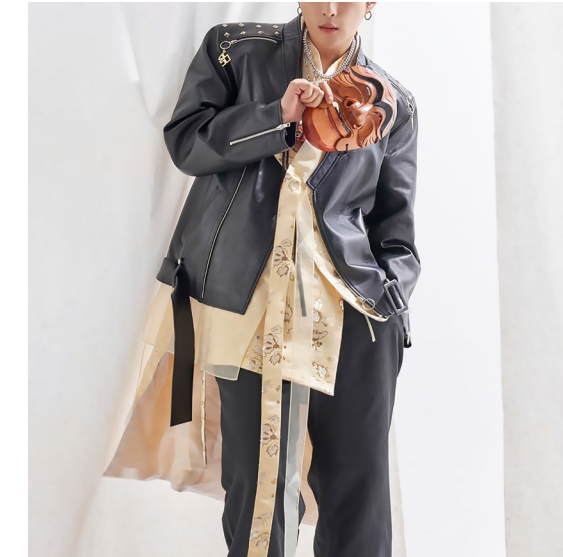


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**LEESLE IS
 A FASHION BRAND
 BLENDING COLLAR,
 WRAP AND TIE DETAILS WITH
 KOREAN DESIGN
 PRINCIPLES TO
 CREATE STANDOUT
 EVERYDAY STYLE.**
 ”

“

리슬은
 옷깃과 여단
 매듭의 세
 한국 고
 조화롭
 일상에서도 빛나는 옷차림을
 빛어내는
 의복 상표입니다.

”



KARD x LEESLE Collection/LEESLE/2020



Quilted Draped Pleats Hanbok Dress/LEESLE



Bokhee Maxi Wrap Skirt/LEESLE

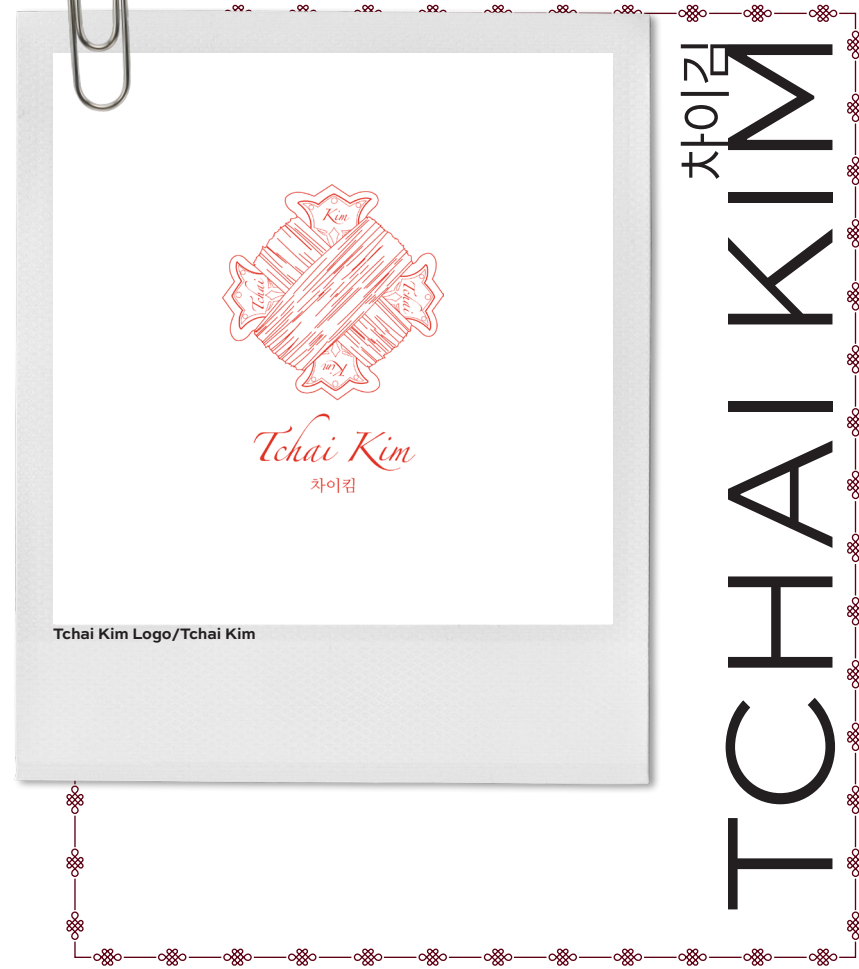


LEESLE X HANNA Mix Cropped Top (Jeogori)/LEESLE

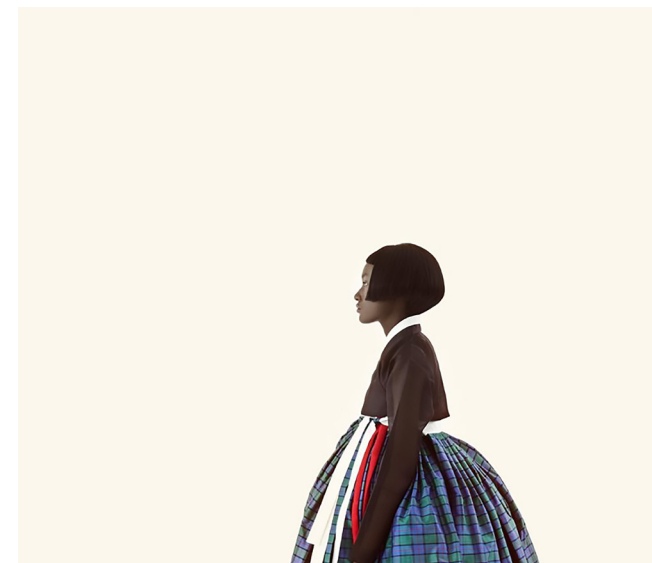
LEESLE is revolutionizing the modern Hanbok, combining traditional Korean design with bold, contemporary elements. Based in Jeonbuk (전북), LEESLE has gained international recognition for dressing K-pop icons like BTS's Jimin, Chungha, and SHINee's Taemin. As the first Hanbok brand to showcase at Milan Fashion Week, LEESLE has become a global leader in modernizing the Hanbok.

LEESLE's modern Hanbok collection blends the timeless beauty of Korean heritage with vibrant, fashion-forward styles. Whether you're attending a wedding, party, honeymoon, or family gathering, LEESLE offers the perfect balance of tradition and trend. With its innovative approach to hanbok fashion, LEESLE is leading the way in making modern Hanbok a staple in everyday fashion.

FOUNDER	
YOUNGJIN KIM/김영진	
OCCUPATION	
HANBOK CONTEMPORARY READY-TO-WEAR	
BORN IN	LIVES IN
SOUTH KOREA	SEOUL • U.S. • EUROPE
HASHTAGS	
#TCHAIKIM #HANBOKREINTERPRETED #CONTEMPORARYHANBOK #KOREANDESIGN	



Tchai Kim is a leading brand for modern Hanbok dresses, blending traditional Korean elegance with contemporary fashion. Created by renowned designer Young-jin Kim, famous for her role as costume director on Mister Sunshine, Tchai Kim's designs are a stunning fusion of old and new. Loved by global icons like BTS and Tilda Swinton, these fashionable Hanbok dresses are more than just a nod to tradition - they're a bold statement in modern couture. From the delicate, princess-inspired Hanbok to the modern twist on the traditional cheolik (철릭) dress, each piece captures the unique charm of contemporary Hanbok fashion. Whether you're looking for a stylish Hanbok for a special occasion or an everyday twist on Korean heritage, Tchai Kim's modern Hanbok dresses offer unparalleled beauty and style.



HlineChecklik One Piece/Tchai Kim

Button and Loop Bubble Dress/Tchai Kim

Gathered Accent Sleeveless Dress/Tchai Kim



선과 정서를 담아내며, 전통 형식에 머무르지 않고
 “차이김의 옷은 한국 전통 의복의
 보편성을 넘어, 현대적 감각을 선보인다.”



“TCHAI KIM'S CLOTHES EMBODY THE LINES AND EMOTIONS OF KOREAN TRADITIONAL CLOTHES, BUT GO BEYOND THE BOUNDARIES OF TRADITIONAL DESIGN TO CREATE COMFORTABLE AND PRACTICAL CLOTHES.”

Danha is at the forefront of modern Hanbok dresses, blending traditional Korean aesthetics with sustainable fashion for the contemporary world. Founded in 2018, the brand reimagines classic Hanbok elements, such as the cheollik (철릭) and dopo (도포), into stylish, modern dresses that are perfect for today's fashion. Danha caught global attention when BLACKPINK wore its modern Hanboks in the music video for "How You Like That," proving that tradition and trend can seamlessly come together. Danha's designs maintain the beauty and craftsmanship of traditional Hanbok, while offering the comfort and practicality required for modern lifestyles.

What truly sets Danha apart is its dedication to sustainability. By using recycled fabrics, organic materials, and eco-friendly production practices, Danha ensures that up to 50% of each collection is made from sustainable resources, offering fashion that's not just beautiful, but responsible too. This commitment reflects the brand's philosophy of honoring tradition while caring for the planet, making every piece both culturally meaningful and environmentally conscious.



Dazed Korea X Danha/Niki Bruc

다하
DANHA

FOUNDER	
DANHA KIM/김단하	
OCCUPATION	
SUSTAINABLE HANBOK BRAND	
BORN IN	LIVES IN
SOUTH KOREA	SEOUL • GLOBAL
HASHTAGS	
#DANHA #SUSTAINABLEHANBOK #ECOFASHION #SLOWFASHION	

“

단하는 한복의 고유한 특성을
보존하면서 환경을
보호하는 의류 상표로,

유기농과 재활용 소재를 사용해
친환경 한복을 제작하고,
오래 입을 수 있는 옷차림의 가치를
추구합니다.

”

“

**DANHA IS A BRAND THAT PROTECTS
THE ENVIRONMENT WHILE
PRESERVING THE CHARACTERISTICS
OF THE HANBOK;**



**IT CREATES ECO-FRIENDLY HANBOK
USING ORGANIC AND RECYCLED
MATERIALS AND PURSUES SLOW FASHION.**

”



Blue Chrysanthemum Magoja Jacket/Danha



Deesyum Wrap Skirt/Danha



Pink Floral Jacket/Danha

REMAINING PREFACE

DIALOGUE

Understanding how tradition adapts through change and modern perspectives on the Hanbok

GUESTS

Q1.

HOW DO YOU THINK THE ROLE OF THE HANBOK IN KOREAN SOCIETY HAS CHANGED ACROSS GENERATIONS?

- TAEYOUN KIM** When I was younger, Hanbok felt like a special garment still connected to everyday life, especially through family events. Today, it seems more like an event-based outfit worn to create unique experiences. Many young people also appear to view it from a more distant perspective, almost like outsiders.
- EUNWOO CHUNG** I think while Hanbok was seen in our parents' generation primarily as a symbol of cultural heritage that required careful handling, it has now naturally integrated into daily life through diverse reinterpretations.
- ELENA KIM** I think its role has become a bit smaller, going from everyday wear to clothing for special occasions. Still, the Hanbok's cultural significance remains strong—it's worn on certain traditional days, at weddings, and even tried out by foreigners—so that role continues.
- ERICA KIM** I think it has changed a lot, because compared to the past, there are many more modern designs now, and greater diversity through reinterpretation. Today, the Hanbok feels like it has moved beyond traditional clothing and become more of a fashion item.



EVOLVED OVER TIME.

Q3.

WHAT ARE YOUR THOUGHTS ON MODERN OR REINTERPRETED HANBOK STYLES?

- TAEYOUN KIM** I have mixed feelings about reinterpreted Hanbok as I feel exciting and fun, but also a little unfamiliar.
- EUNWOO CHUNG** I really love modernized Hanbok because it not only highlights the importance of preservation and educates people, but also increases its popularity and draws attention to different types of Hanbok from various historical periods.
- ELENA KIM** I really like them—enough that I'd want to own one. I may not wear them often, but I think of them as pieces worth keeping. I also think they're beautiful.
- ERICA KIM** I like it. I think it's great—both pretty and practical.

Q2.

DO YOU THINK MODERNIZATION OR WESTERN INFLUENCE HAS AFFECTED HOW KOREANS VIEW THE HANBOK? IF SO, IN WHAT WAY?

- TAEYOUN KIM** Yes, I think modernization have affected how Koreans view Hanbok, especially as it shifted from everyday wear to clothing for special occasions. However, I don't think modernization is the only reason. Even before that, during the Japanese Colonial Period and the war, Korea had already begun distancing itself from Hanbok, and changes in perception feel like a natural part of history.
- EUNWOO CHUNG** I believe that modernization, or more precisely Westernization, transformed Hanbok from everyday clothing into a garment reserved for special occasions. Ironically, however, it also heightened awareness of its cultural importance.
- ELENA KIM** I don't think modernization or Western influence has had a direct impact on how Koreans view the Hanbok. Of course, it has changed from everyday clothing, but I feel it hasn't really altered the way we perceive it—it's more of a natural evolution.
- ERICA KIM** Yes, because in the past, there were strict rules, such as the use of colours and types of Hanbok based on social status, but with modernization, those standards have faded, and it feels more like a fashion item.



ROOTED IN TRADITION,

CULTURE CONTINUES.



Q4.

DO YOU THINK MODERN REINTERPRETATIONS OF HANBOK STRENGTHEN OR WEAKEN ITS CULTURAL SIGNIFICANCE?

I think it's a bit of both. Some modern reinterpretations change Hanbok so much that they lose its original characteristics. But on the other hand, they make it more accessible, allowing more people to connect with it and helping Korean culture reach a wider audience in new ways.

TAEYOUN
KIM

I enjoy the reinterpretations of Hanbok and how many people now embrace it as a fashion item, but I also feel that excessive fusion designs pose a risk to its preservation, as they change many aspects of its traditional form and methods, which makes me personally a bit sad.

EUNWOO
CHUNG

I do think the Hanbok is becoming more of a fashion item, but rather than seeing that as strengthening or weakening its cultural significance, I feel it's creating a new kind of culture. Change is natural, and through these diverse reinterpretations, the Hanbok can become another part of our cultural heritage.

ELENA
KIM

I think Hanbok is becoming more of a fashion item, but I feel its cultural significance is there. As it adapts to a new environment, change is natural, so while its form may be different, its significance remains.

ERICA
KIM

Q5.

WHAT ASPECTS OF THE HANBOK DO YOU THINK ARE MOST IMPORTANT FOR FUTURE GENERATIONS TO PRESERVE?

I think the most important aspects to preserve are Hanbok's unique lines and silhouette. They reflect a combination of aesthetics, craftsmanship, and practicality, all coming together in a single design.

TAEYOUN
KIM

In terms of aesthetics, I think the upper garment of Hanbok—especially its knot—needs to be preserved, as I don't think any other traditional garment has such a unique feature. I love how it is visually elegant yet practical, reflecting the wisdom of our ancestors.

EUNWOO
CHUNG

While the design of the Hanbok can be freely reinterpreted in many ways, I think its identity should always be preserved. When approaching a Hanbok, I believe people should do so with care and respect, valuing its significance.

ELENA
KIM

I think its generous and comfortable silhouette is something that must be preserved. Without it, it wouldn't really feel like a Hanbok, and its identity would be lost.

ERICA
KIM



Q6.

IN YOUR OPINION, WHAT MAKES THE HANBOK MORE THAN JUST CLOTHING?

It's a memory we can't never fully return to but can never forget.

TAEYOUN
KIM

Something I can never forget? It is something I will always return to. I feel an irresistible connection to it.

EUNWOO
CHUNG

Something that reflects our cultural identity and the spirit of our times.

ELENA
KIM

It's a cultural heritage that carries the history of our people.

ERICA
KIM



TRADITION EVOLVES,

MINIMALIST
BEAUTY

Its reinterpreted undulating silhouette adds depth to modern minimalism, inviting reflection on the essence of beauty.



SYMBOL OF
IDENTITY

Its reinterpreted systematic attributes open up the new conversation of identity, inviting reflection on the power of symbolism.

ADAPTIVE
SUSTAINABILITY

Its reinterpreted organic curves embrace adaptiveness, inviting reflection on the value of sustainability.

간결미

재해석된 물결형 실루엣은 현대적 간결미에 깊이를 더하며 아름다움의 본질에 대한 성찰을 이끈다.

정체성의
상징

재해석된 체계적 속성은 정체성에 대한 새로운 대화를 열며 상징성의 힘에 대한 성찰을 이끈다.

풍성한
이탈
의미

재해석된 유기적 곡선은 적응성을 포용하며 지속가능성의 가치에 대한 성찰을 이끈다.



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