

JINNY LEE

SIGNATURE COLLECTION OF GRANDEUR, OPULENCE AND FEMININITY



JINNY LEE was created in 2018 by Korean fashion designer, Sungjin Lee as a fashion brand committed to innovative designs, artisan tailoring and excellent attire, together with a timeless Newtro concept and the unique aesthetic of Asian elegance with distinct silhouettes. The Company is based in New York City, and its team is comprised of experienced and highly skilled professionals.

At the EPN Fashion Week on September 12, 2019, JINNY LEE Spring Summer 2020 collection showcased a signature of grandeur, opulence, and femininity, inspired by Korean traditional dresses. This included incorporation of Hanbok “Saekdong” and damask fabric to exemplify “K-colors”, “Traditional yet Modern”, and “Feminine but Bold Women”.

The traditional Korean color scheme is known as “Obangsaek” which means five-orientation-color, these are white, black, blue, yellow and red. In Korean traditional arts and traditional textile patterns, the colors of Obangsaek represent five cardinal directions. Obangsaek theory is a combination of Five Elements and Five Colors theory.

Korean traditional art relied upon this Obangsaek color theory. In Korea, historically even the rainbow is described as “five-colored”. Each of

Spring / Summer Collection 2020



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these colors were considered to be closely related to the five cardinal elements of Yin and Yang that is: blue with wood, red with fire, yellow with earth, white with metal, and black with water.

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Saekdong reminds us of the rainbow and the five-color stripes were added in the sleeves of queens’ dresses and on wedding garments. The arrangement of colors in traditional costumes also applied the concept of these five cosmic elements in the hope that the use of the cardinal elements would protect the







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JINNY LEE has honorably incorporated this rich Korean cultural heritage through both using the Saekdong traditional Korean fabric as well as Obangsaek colors, to present a collection with signature pieces such as a rainbow corset with ruffled tulle gowns in classy, distinct silhouette and a wide, astonishing range of lavish but simple style in cocktail dresses.

You are welcome to explore more about JINNY LEE, at our website: jinnyleedesign.com

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