

Cy Choi Autumn/Winter 2014 Collection “Figure”

Chul-Yong CHOI studied the fine arts and fashion design in Seoul, South Korea, at the Hongik University and continued on with fashion design in Milan, Italy at the Domus Academy. Five years ago in the capital city of Paris, France, he made the decision to launch his namesake brand, Cy Choi. In this brand, CHOU blends together his own personal values with design and the arts “after visualizing the invisibleness with his own mimesis from the past.”

Cy Choi’s Autumn/Winter 2014 collection is titled “Figure.” A figure is something that, first and foremost, is the creator’s own personal interpretation and intention for its existence. Next, you must realize the objective intent behind this specific figure. Thirdly, the impression this figure has on the user must be understood. In the end, a figure which began with one specific intent, may end up with several thousands of interpretations and meanings to those who come across it over time. The creator of that figure must learn to accept that there will be other understandings of the creation and appreciate that they have made something so unique that anyone can find meaning in it. This is the true point of Cy Choi’s newest collection. Beauty is within the eye of the beholder.

The looks for Choi’s Autumn/Winter 2014 collection are created in a very unique way, once again to be interpreted differently by each person. He makes use of both black and white garbage bags essentially as the accessories of his black and white creations in his lookbook. There are intricate and beautiful designs within the fully black garments and each look has a unique structure, all the way to the collar. This collection is truly one to take a look at and find what each look means to you.