

KOREAN FASHION MOODBOARD

POP-IN@NORDSTROM

POP-IN@NORDSTROM: K FASHION

ABOUT

Seoul is the new Paris. Korean designers are among today's most adventurous and exciting fashion minds, and the city's whole scene is exploding. Pop-In@Nordstrom: KFashion brings the best Korean-born brands together for one stand-out, world-changing curation.

EXPLORE IT NOW.

THREE BUCKETS OF CONTENT

①

BIOS/INTERVIEWS

- interviews and bios reference FW and runway; each designer's soundtrack, philosophy, etc as well as look books or runway pics wherever possible
- goal will be to position these designers as new bold-face, household names
- should we be able to navigate by designers??

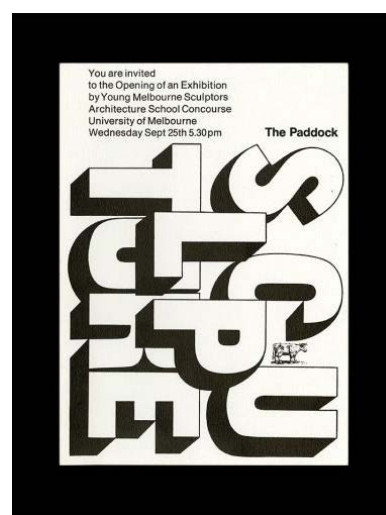
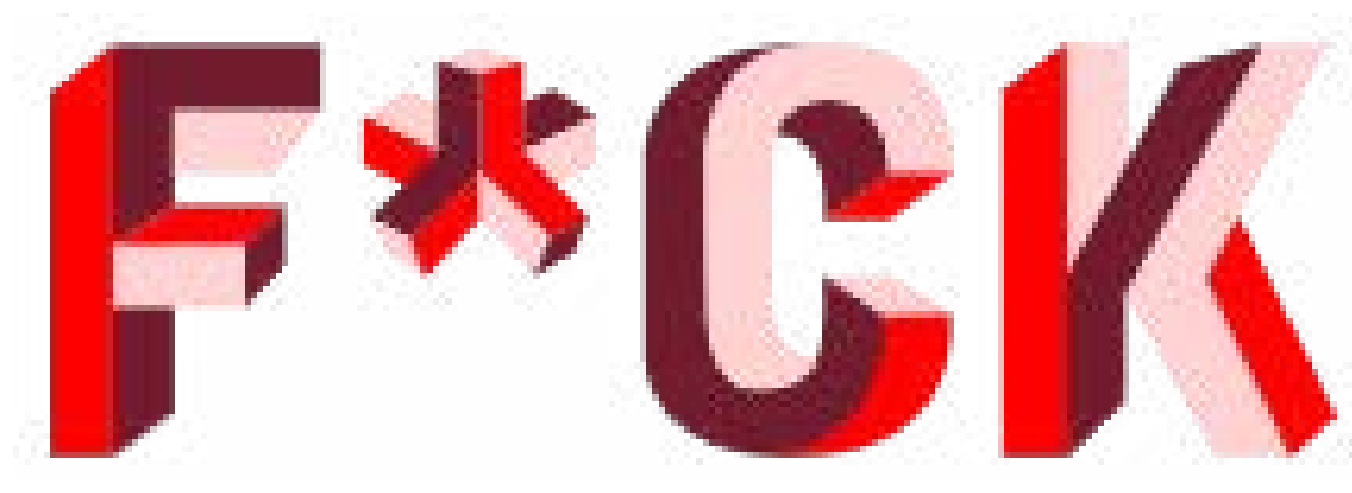
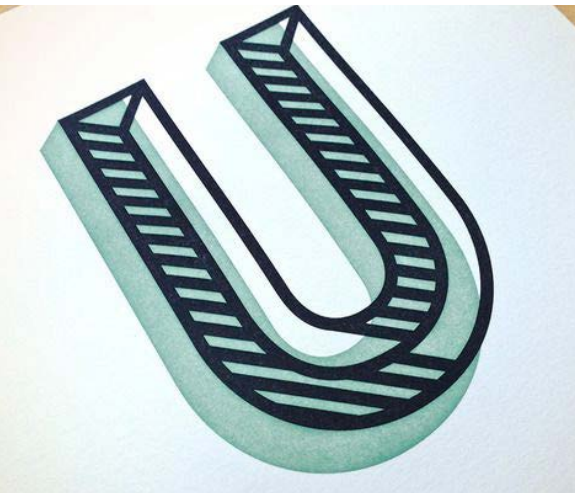
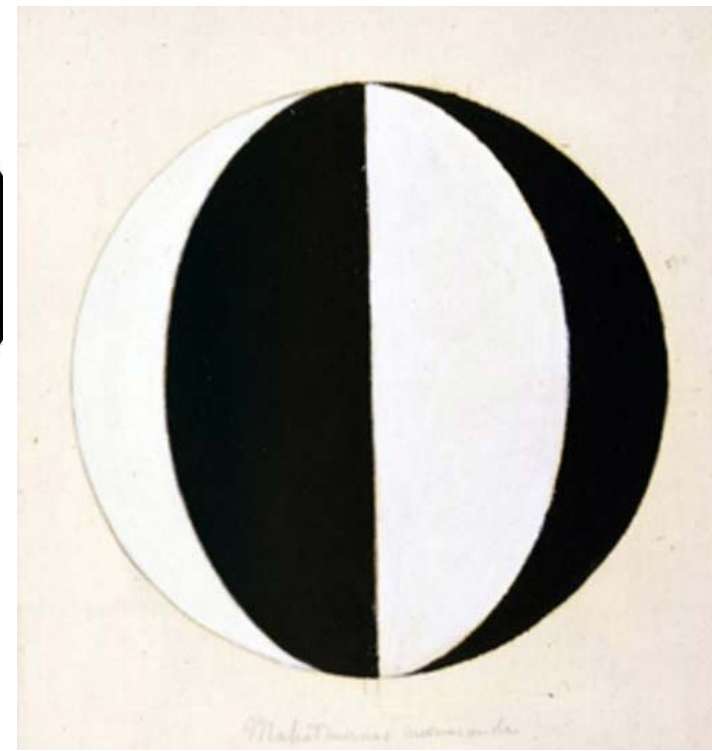
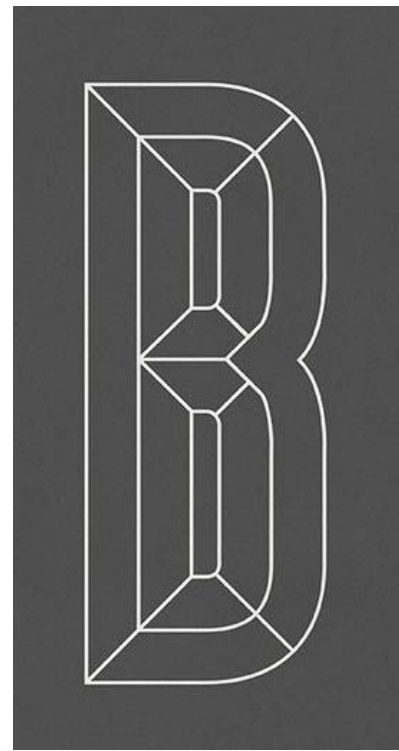
②

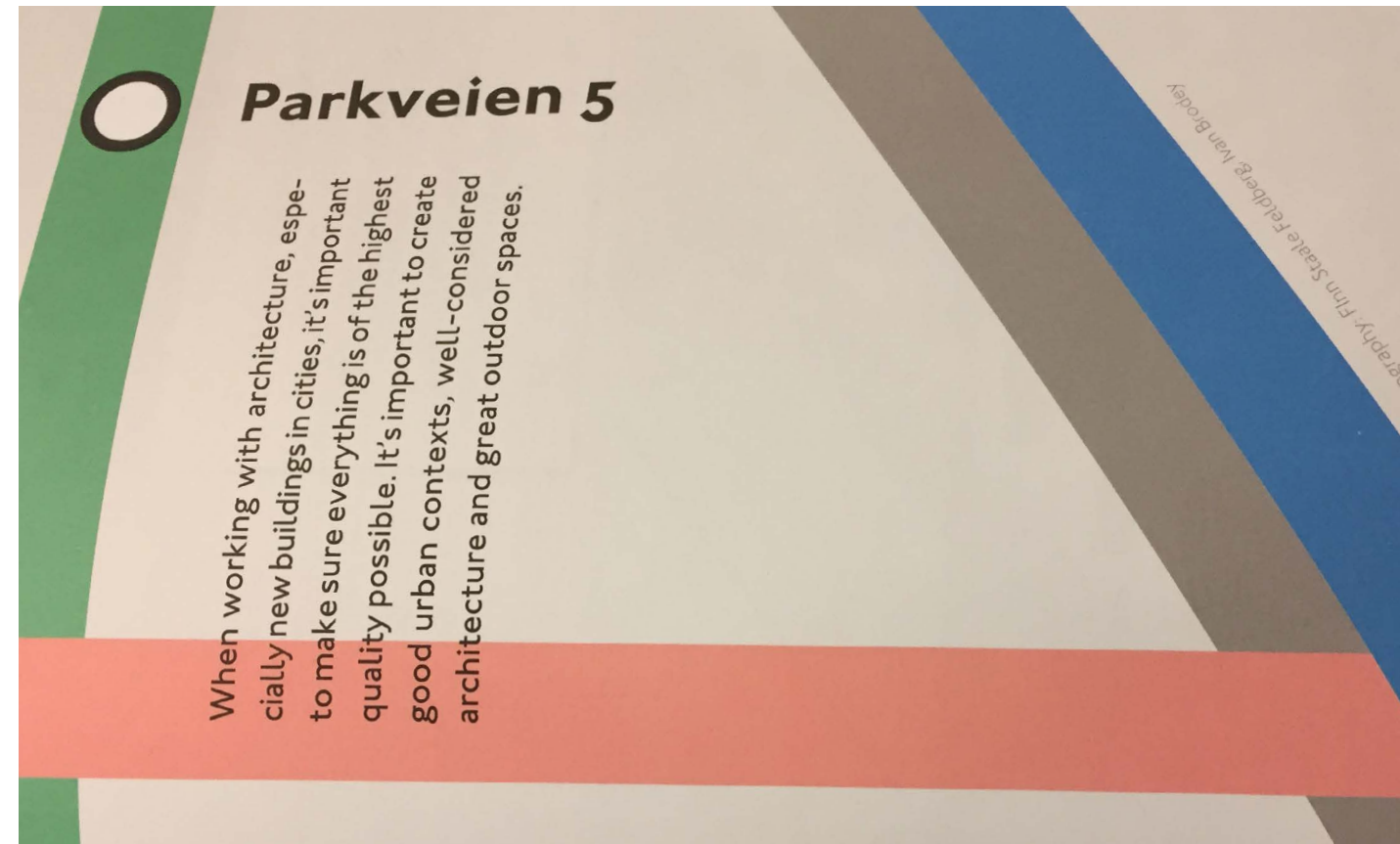
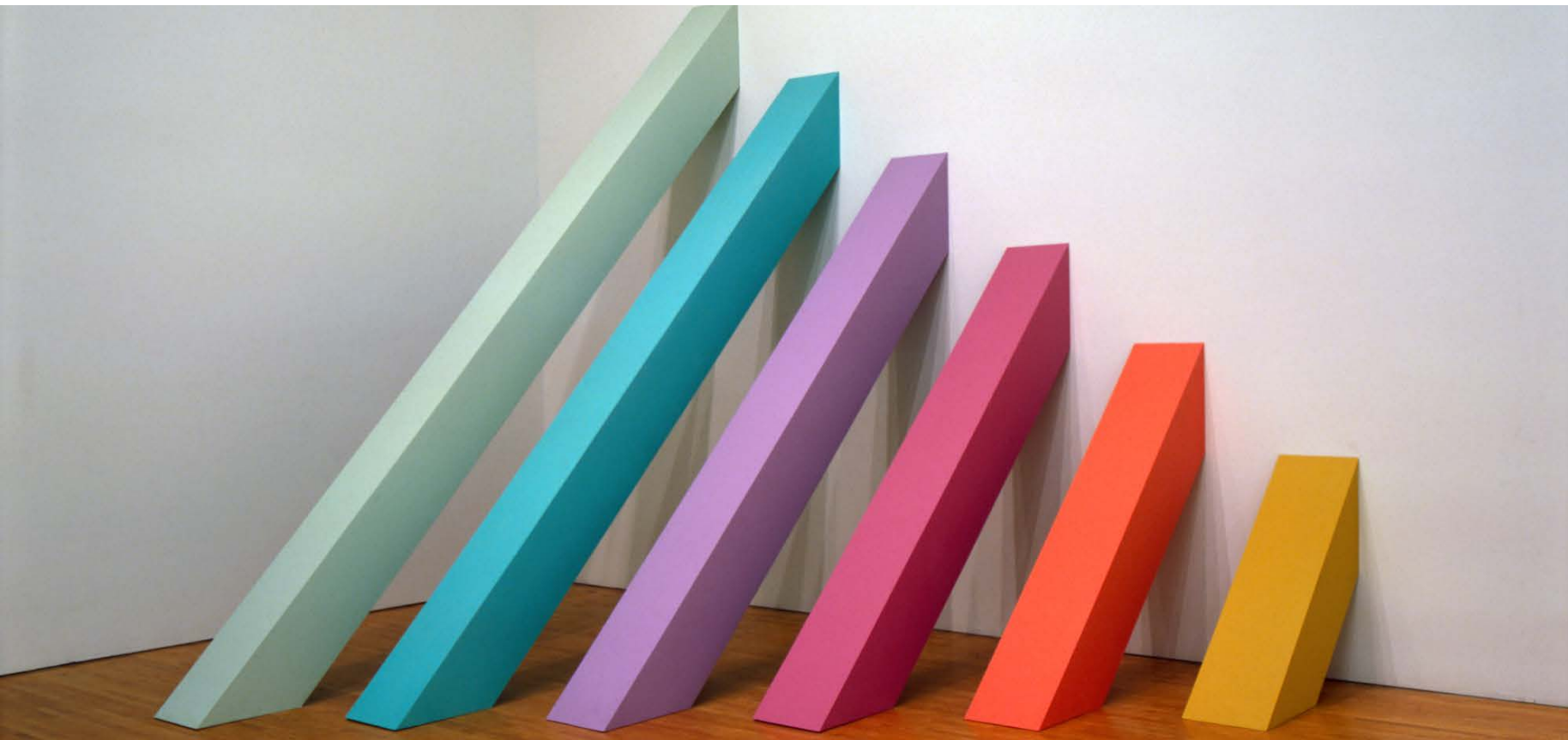
SEOUL/KOREA AS A TRAVEL DESTINATION FOR FASHION PEOPLE

- where fashion people eat and drink during Seoul fashion week (get this from melia, jose, ok)

③

STREET STYLE AND RUNWAY COVERAGE OF SFW WHEN IT BEGINS 3/27





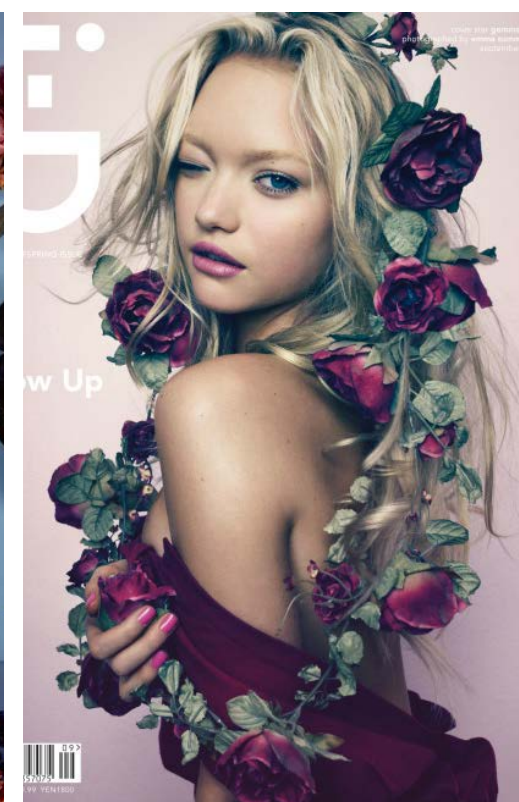
BRIGHT PASTEL COLORS CONTRAST WITH PRODUCT; COLOR BLOCKING IN GRAPHIC DESIGN CREATES LAYERS

COLOR : PUNCHY PASTELS



OLIVIA MENTIONED WHITE AND PASTELS AND THIS WOULD LOOK GREAT ON A WHITE SITE WITH OTHER TEXTURES OR PHOTOGRAPHIC ELEMENTS. THE MOOD WOULD BE FUN AND UPLIFTING.

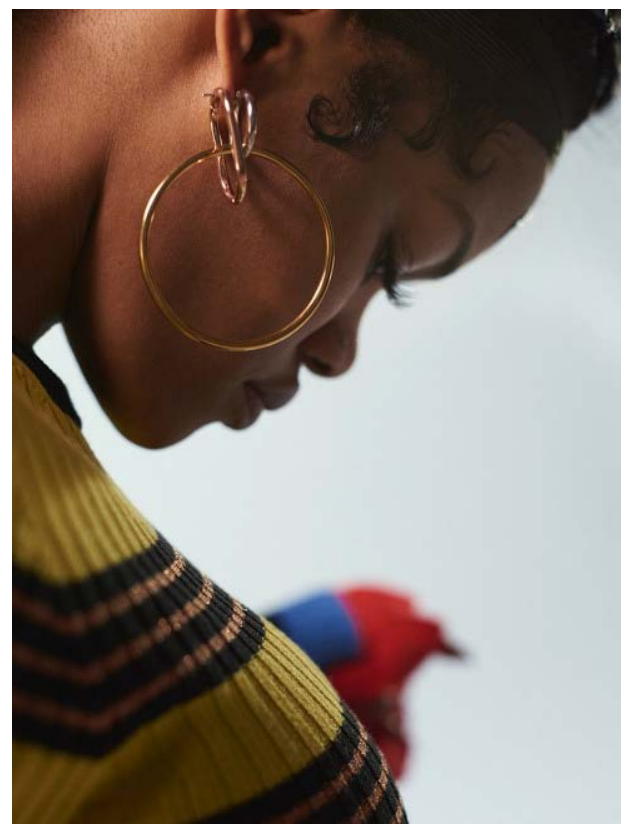
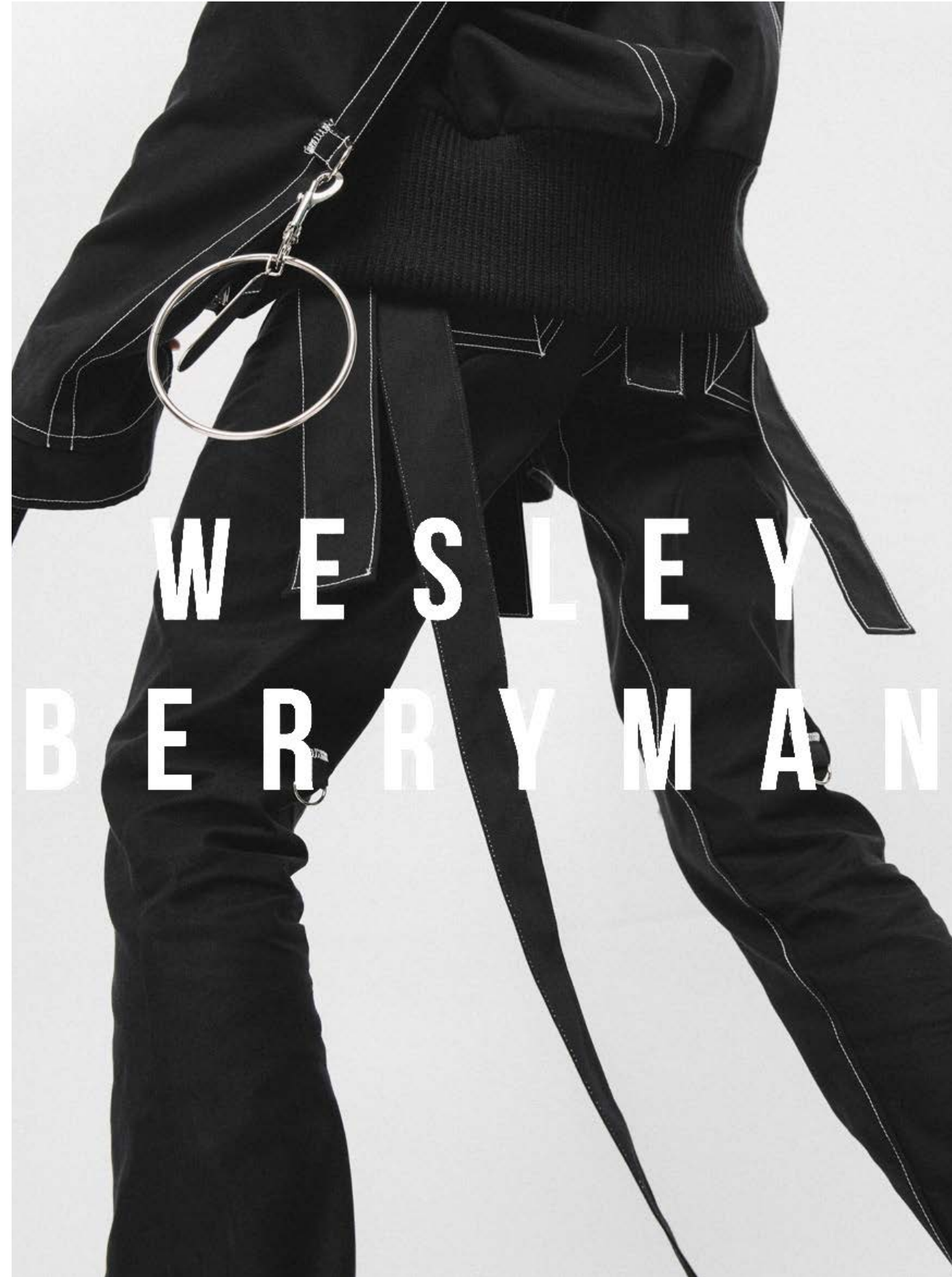
PHOTOGRAPHY / COLORED BACKGROUND



PLANTS OR FLOWERS ON TO THE COLORED BACKGROUNDS.
INSPIRATION COME FROM 90'S R&B MUSIC VIDEOS

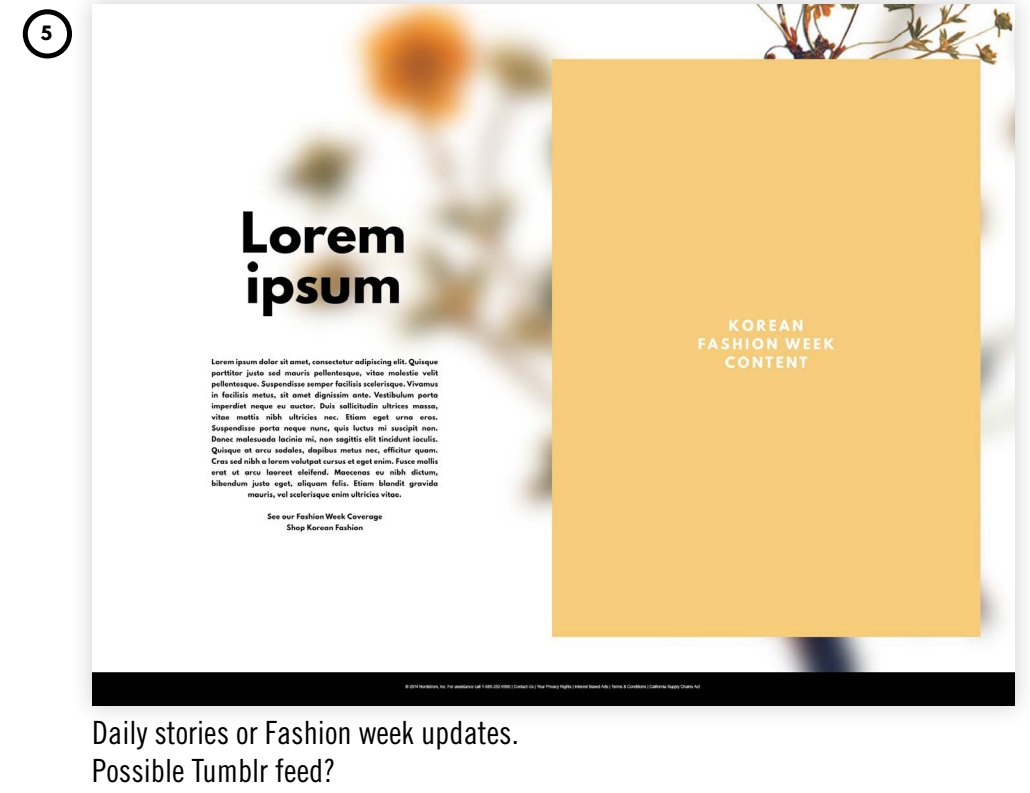
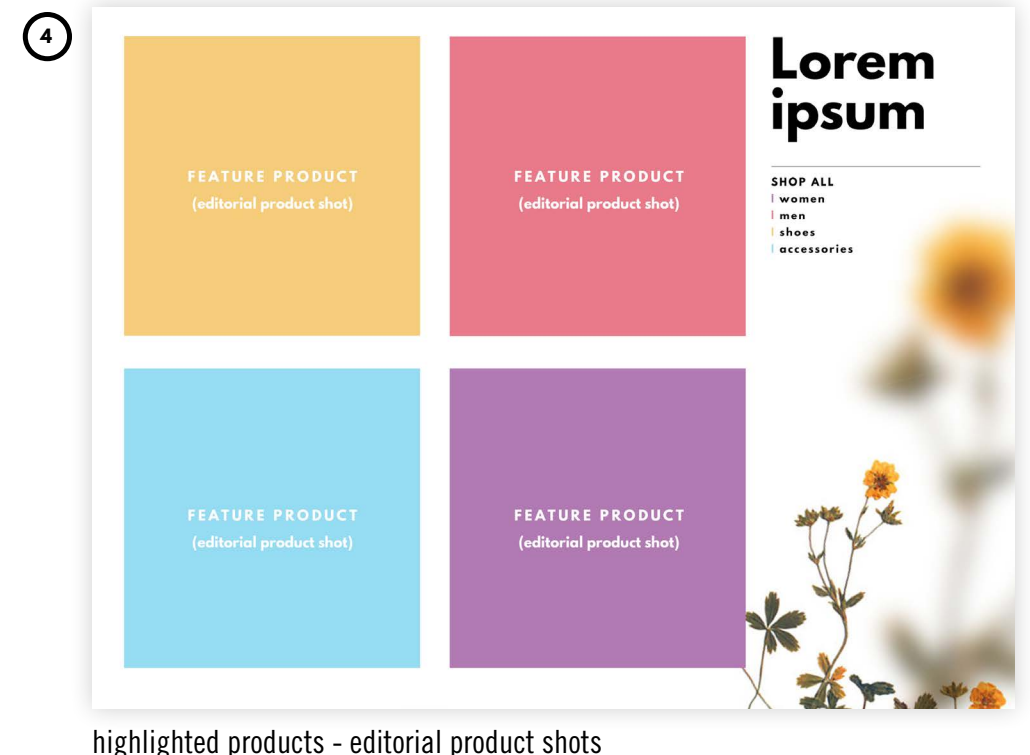
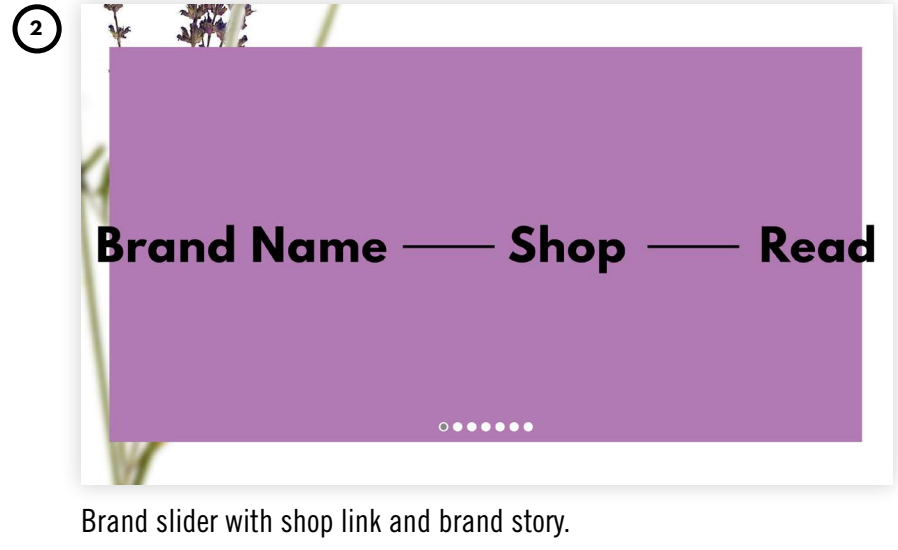
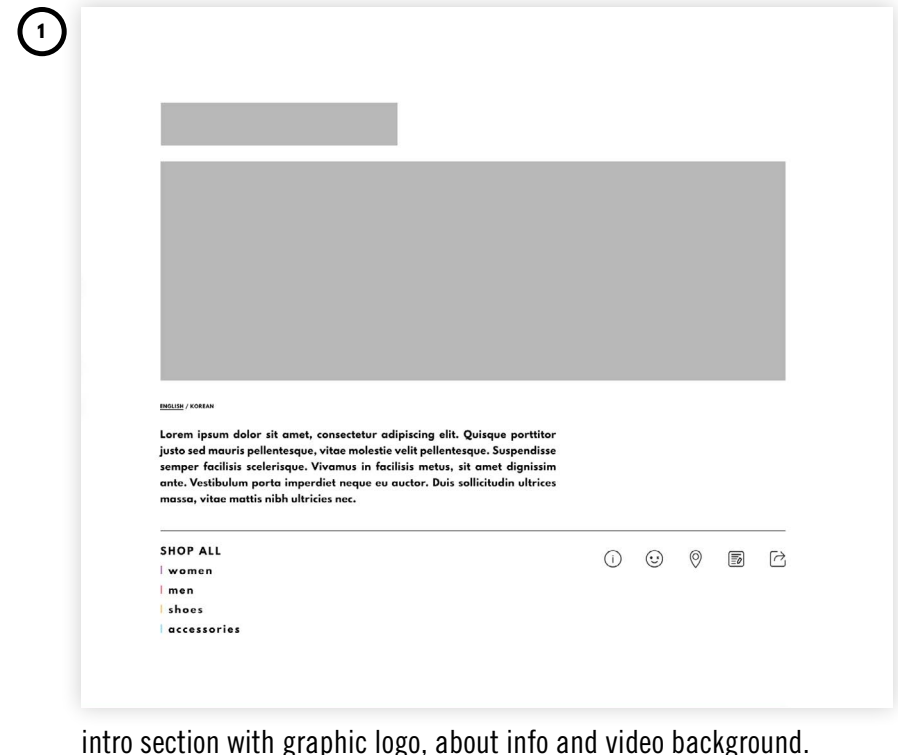
- ▶ KEHLANI - DISTRACTION
- ▶ DESTINY'S CHILD - SAY MY NAME
- ▶ LIL KIM - CRUSH ON YOU

PHOTOGRAPHY / COLORED BACKGROUND + FLOWERS





THE SPACE WOULD HAVE A CLEAN AESTHETIC WITH OPEN SPACES AND LINES THAT REFLECT THE SITE EXPERIENCE AND CREATIVE. IF THE PHOTOGRAPHY IS ON A WHITE SET, THE HANG BARS AND SITE ELEMENTS CAN BE COLORED AND THE SHOP DESIGN COULD BE WHITE TO MATCH.



FOR EXPERIENCE

- ON-FIG EDITORIAL
- PRODUCT EDITORIAL
- BACKGROUND VIDEO

- CATEGORY HEADERS
 - BY BRAND
 - BY CATEGORY

FOR VIEWALLS:

- STUDIO ON-FIG
- STUDIO PRODUCT

MODELS:

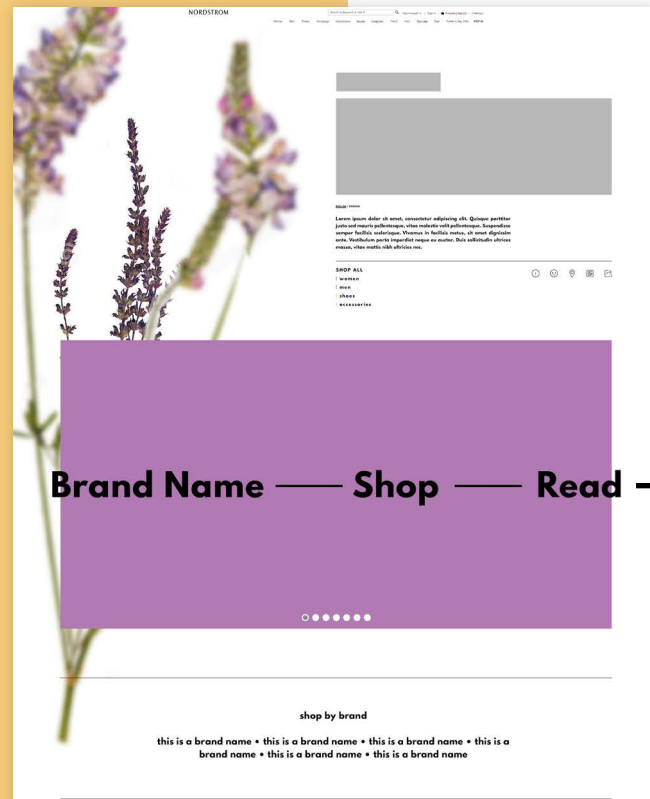
- 2 FEMALES
- 1 MALE

SET:

- COLORED BACKGROUNDS
- FLOWERS ARE SECONDARY

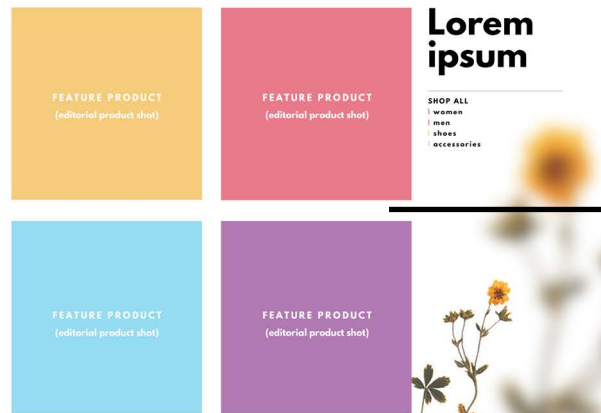
NOTES:

- “YOUTH MOVEMENT” (YOUNG & FUN)
- CANDID
- LAUGHING/ INSIDE JOKES



EDITORIAL / GOLD BY BRAND

- GROUPED AND SINGLE MODELS FOR EACH BRAND.
- 7 BRANDS
- MAY NEED TO BREAK SHOOT UP BY BRANDS WITH MEN'S PRODUCTS



EDITORIAL / GOLD LOOKS

(MIX BRAND GROUPINGS OR A SET OF PRODUCTS THAT TELL A STORY)

Can also be used as Hero images for emails and signage



Pantone Coated 344	Pantone Pastels Neons Coated Blue 0821 C	Pantone Uncoated 253 U	Pantone Coated 2039 C	Pantone Coated 2039 C	Pantone Pastels Neons Coated 810 C
RGB 160, 218, 179	RGB 116, 209, 234	RGB 180, 86, 174	RGB 230, 56, 136	RGB 244, 99, 58	RGB 255, 214, 53
CMYK 32, 0, 30, 0	CMYK 50, 11, 0, 8	CMYK 26, 60, 0, 0	CMYK 0, 83, 3, 0	CMYK 0, 68, 76, 0	CMYK 0, 16, 79, 0
HEX #A0DAB3	HEX #74D1EA	HEX #B456AE	HEX #E63888	HEX #F4633A	HEX #FFD635

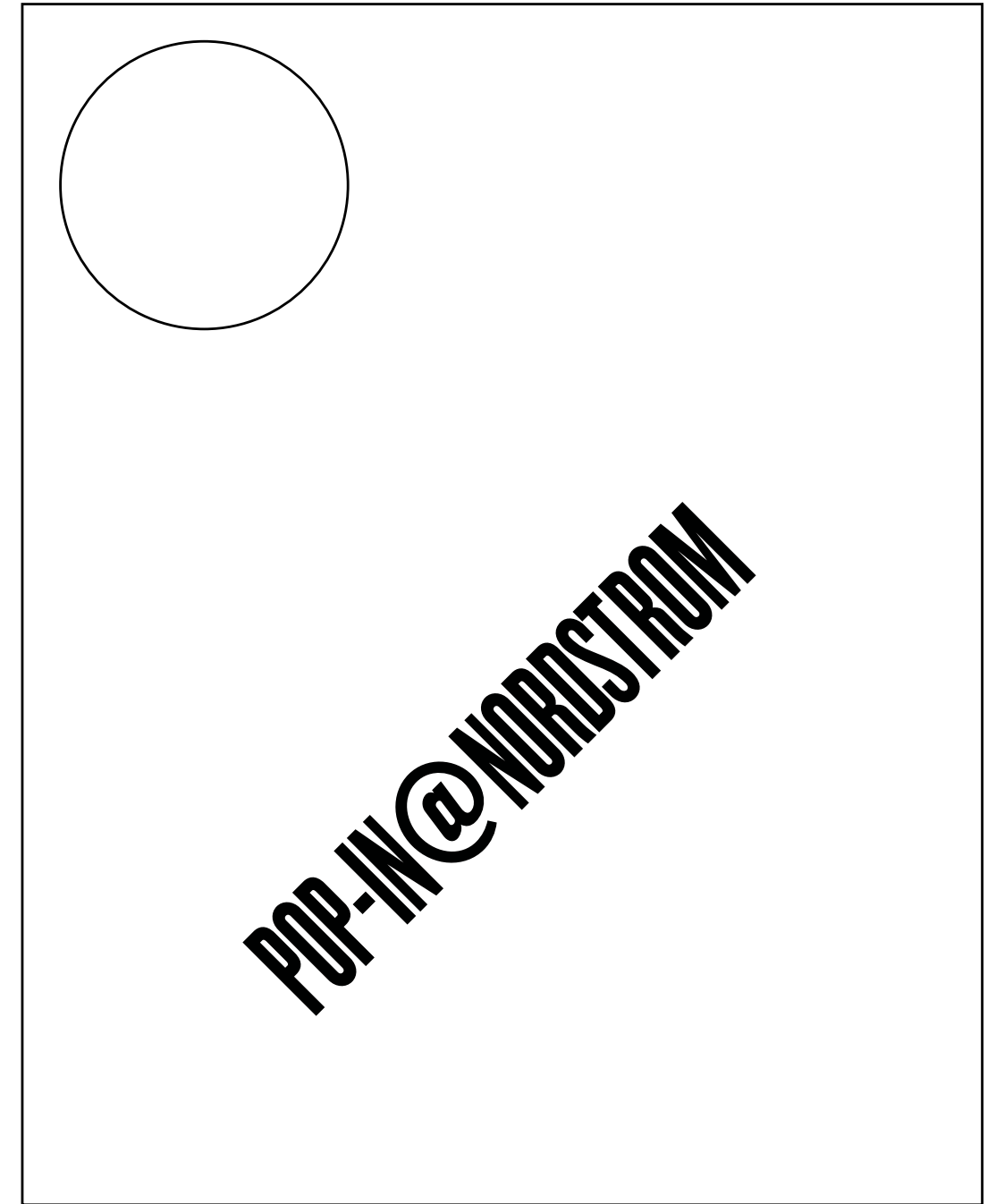
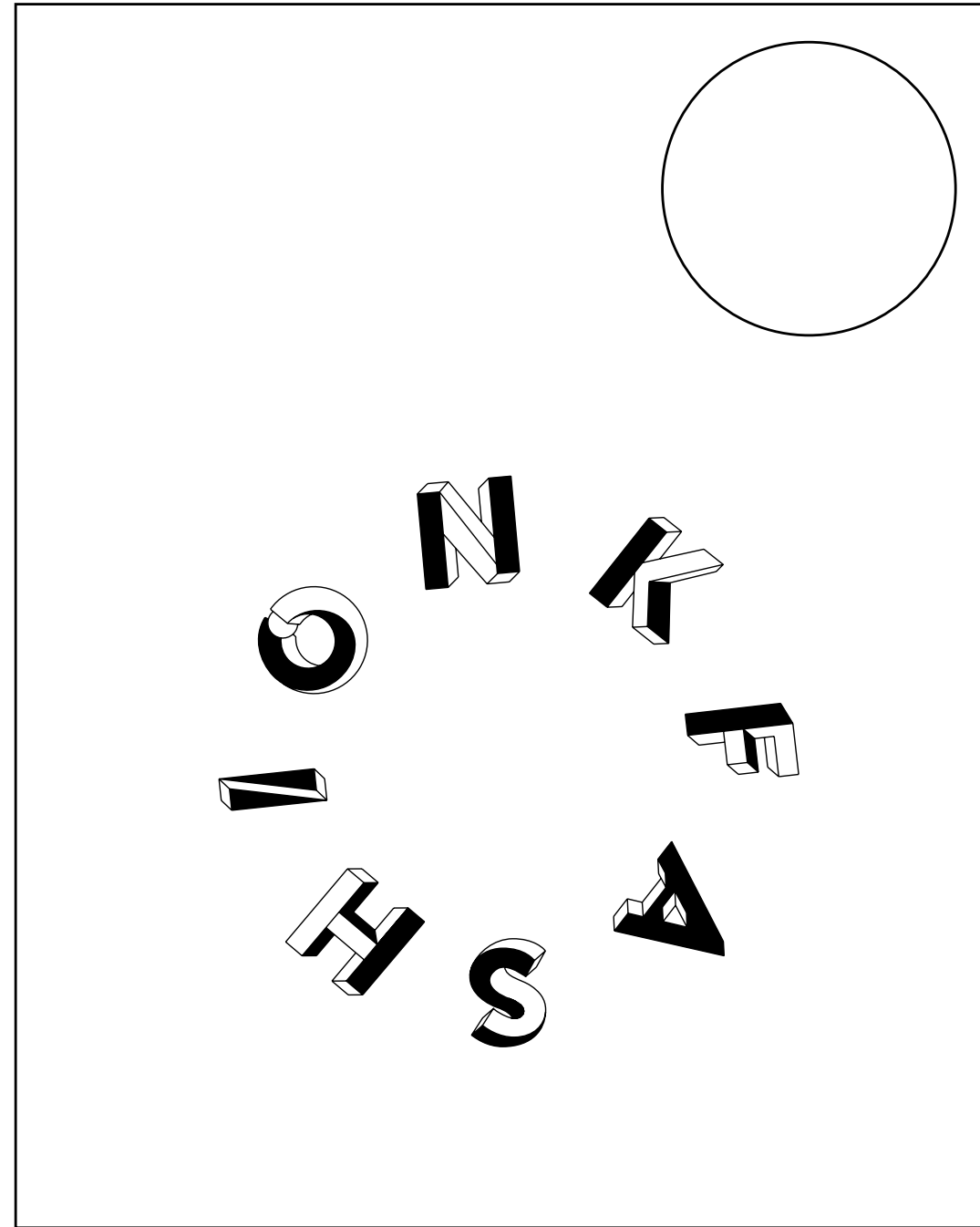
COLORED BACKGROUND REFERENCE

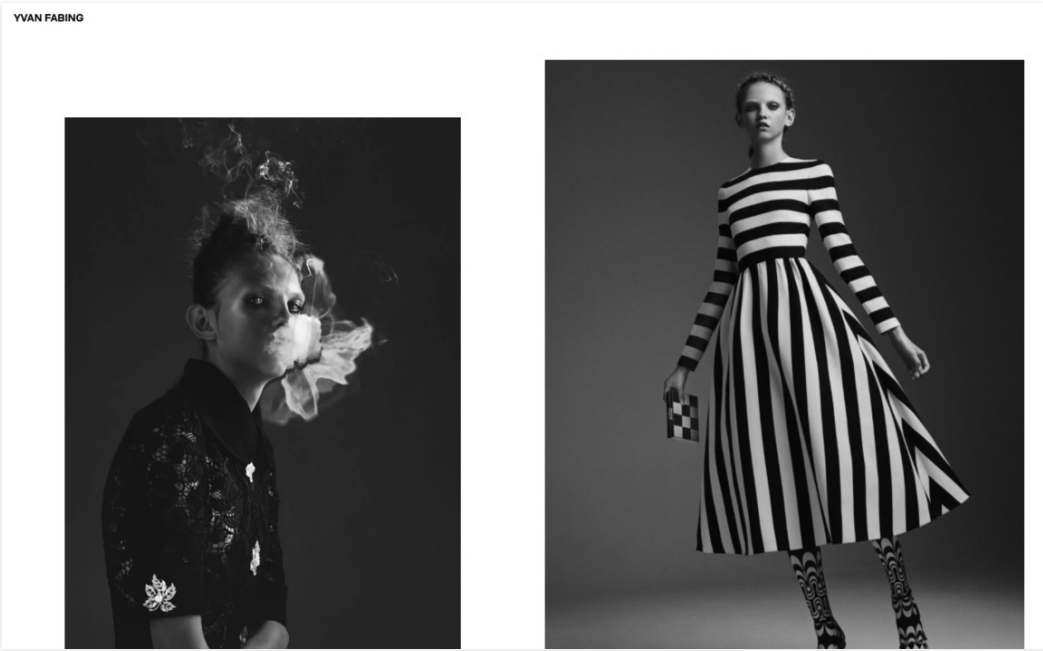


YOUNG AND FUN



INK OPTIONS

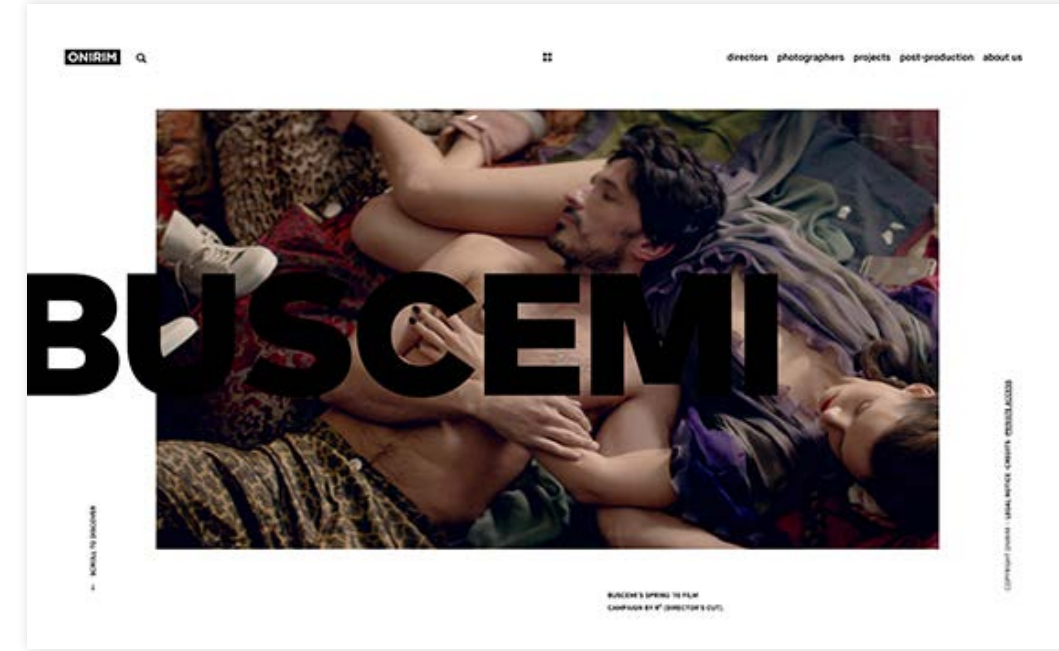




style and minimalism of this site experience



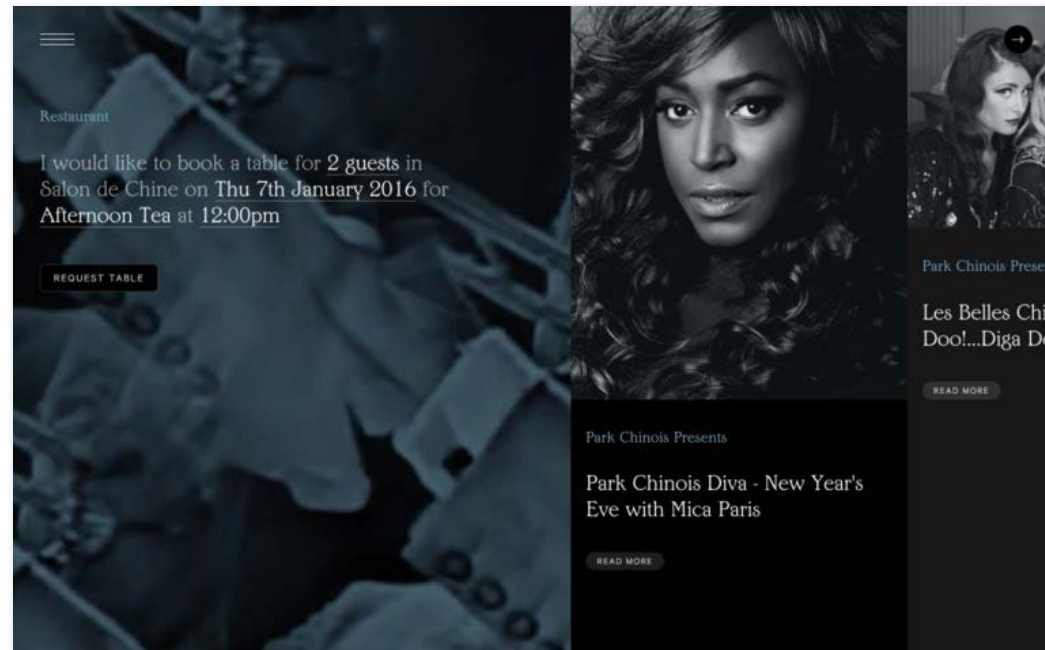
an example of a subtle video behind bold images



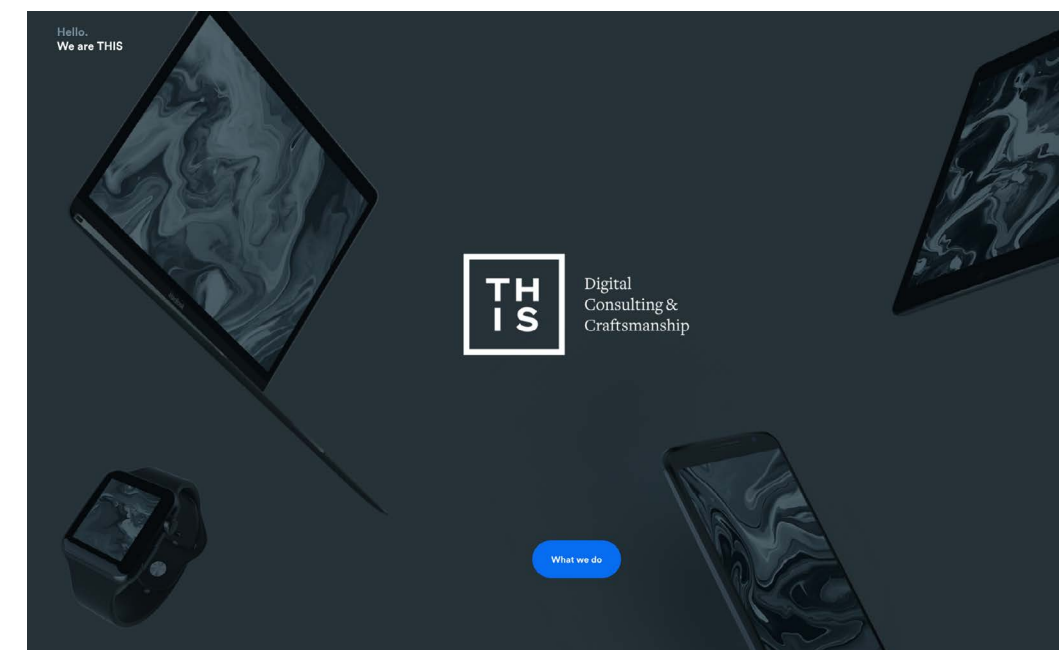
a combination of the first two examples



movement in the video as a texture



a calmer movement in the video behind stories



if we can't do a video, this parallax is an option