



PP
INK POLARBEAR



Portfolio



The Pink Polar Bear began with an aesthetic view of the future Arctic, which has changed due to environmental problems. Currently, global warming has caused Arctic glaciers to melt, ecosystems to change, and flowers to bloom due to warm temperatures. If the Arctic was covered with pink flowers, polar bears could adapt to it again and turn pink in their evolved form, and developed the concept. And specially, it was proceed in this collection with my own character 'JoDeangi'. JoDeangi loves traveling, so it tells the story of traveling to the Pink Arctic in the future and meeting the Pink Polar Bear. In this collection, I tried to design the zero waste and eco-friendly way as possible. In the process of developing the design, I was inspired by melting glaciers and cute baby polar bear silhouettes, so that it could touchable them at the eye level and playable clothes. I wanted to make children comfortable in clothes and play freely, and I tried to design clothes that could express cuteness. At the same time, various organic and vegan fabrics were investigated to provide warmth and cozy feeling, and fabrics were used to make children's clothes washable and durable even if worn for a long time. Through this collection, I set my goal as all young children in warm, comfortable, pretty my garments and make them feel comfortable and playable, and to feel the memories of their childhood pictures in the future.





Save the Arctic

SAVE ME

40°

Extreme Weather

HAPPENING OF THE ARCTIC

The concept of this project began with the scene "Save the Arctic" with the polar bear structure of the Greenpeace that I happened to see in London. I was very impressed by the scene, and the melting polar bear structure was very afraid. This concept started with the idea of what's ahead as the Arctic glacier melts due to environmental problems associated with recent extreme weather phenomena.



Melted Glaciers & Bloomed Flowers

Polar Bear in The Pink

FUTURE OF THE ARCTIC

I found an interesting image while researching environmental issues about the Arctic, a picture of a polar bear in a flower field. In the pink flower field, not a white glacier, the white polar bear felt a very interesting image, and it felt like the future of the Arctic, where glaciers melted and blossomed flowers. I developed my concept with these images.





Sea Level Rising

Bleached Pink of Coral

CHANGING PINK COLOUR

I looked at the opposite phenomenon of the Arctic during the ecosystem change due to extreme weather. In the Arctic, white glaciers melt and pink flowers bloom, and in the sea, pink corals are bleached white due to rise the sea level. I was inspired by this contrasting colour phenomenon and related to my concept.

Little Rice Cake



100% ORGANIC
NON-GLUTINOUS RICE
MADE IN KOREA
TTEOK



INSPIRED FROM KOREAN TRADITION
CHEWY CHEWY



Travelling to the Arctic



MY OWN CHARACTER 'JODEANGI'

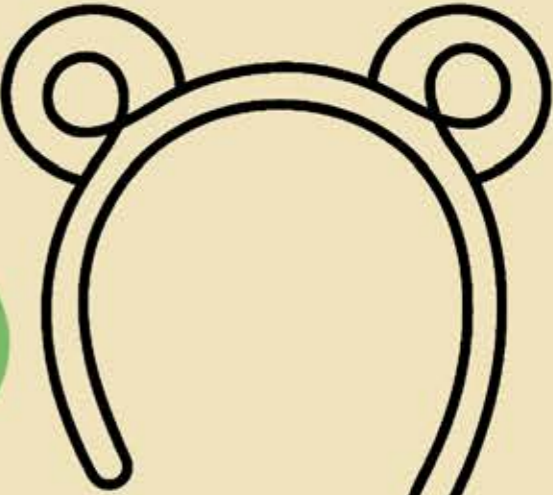
JoDeangi has inspired from the tiny rice cake from Korea which is called as JoRangi Tteok. JoDeangi likes to travel very much. JoDeangi likes to have new experiences in new places and talk with new friends. The atmosphere of the collection is set by the story of JoDeangi traveling to a future world where glaciers in the Arctic melt and flowers bloom due to global warming, and the bleached coral in the sea and meets a pink polar bear friend who adapts to the environment.



DONATION



Together, we can
MAKE A DIFFERENCE



BBC CHILDREN IN NEED

While having the market research and various children's clothes, I thought deeply that I wanted to make well made clothes for children and to present happiness to children. I would donate my costumes to this project to help children in need if I can. I would be so happy if my garments were helpful. And I thought that I would like to use all the proceeds from the children's wear that I designed for children. Because, through this collection, I thought that we were not sure about the bright future for children to live in due to indiscriminate destruction of the natural environment. It was full of thoughts that I wanted to help children who had to live in more diseases and difficult worlds from the small things in the future. I set up my design philosophy with the goal of motivating my children's wear collection, making well made garments, and making happy clothes rather than my sales strategy.





DEEP SEA BLUE

ROSEBAY PINK

MELTING ICY BLUE

BABY CORAL PINK

PLUFFY IVORY

POLAR WHITE

ISKO SUSTAINABLE

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VEGAN FAUX FUR

COLOUR INSPIRATION

I was inspired by the colours of this collection related to the Arctic. It is inspired by blue from the cold glaciers and pink from flowers blooming in the tundra, white and ivory from polar bears. In this project my goal is to exclude animal materials and organize them as environmental factors in this collection as much as possible.



PONTE JERSEY



COTTON DRILL



PLUSH VELVET



POLAR FLEECE



JERSEY STRETCH

PRINTING DEVELOPMENT

I used printing in this collection to express the Arctic-related mood. It is printed on the assumption that the Arctic is covered in pink flowers and the future filled with bleached white coral in the sea. I printed on the jersey fabrics that was comfortable for children to wear and the fluffy fleece that could give children a cozy feeling.





Fluffy Appliqué



I expressed melting glaciers in the arctic



I'm interesting polar bear with flowers and corals



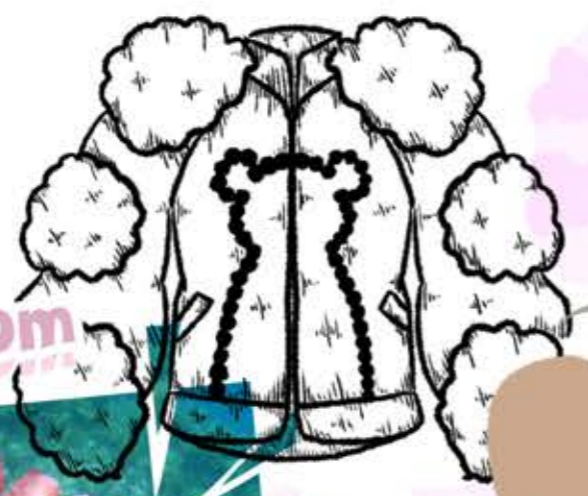
Hand Stitched



DESIGN DEVELOPMENT

When I developed the design of this collection, I worked on collage to design silhouettes of garments with ripped photography pieces, and I selected collage work corresponding to each outfit to find silhouettes for clothes based on them. To design the details of the clothes, I looked at the proportions on the actual children's clothes and made the samples in the appropriate size.

Coral PomPom



White Coral Fur



I like the silhouette of the sleeve inspired by flowers and corals



DESIGN DEVELOPMENT

When I proceed with the design, I developed thinking about the key concept image. The key details are pink polar bears, and I considered of the harmony with the character JoDeangi, and I expressed coral with faux fur details that give cozy feelings. In order to express the important mini details of children's clothing, the design development was carried out by proceed cute printing patterns and applying them to garments.

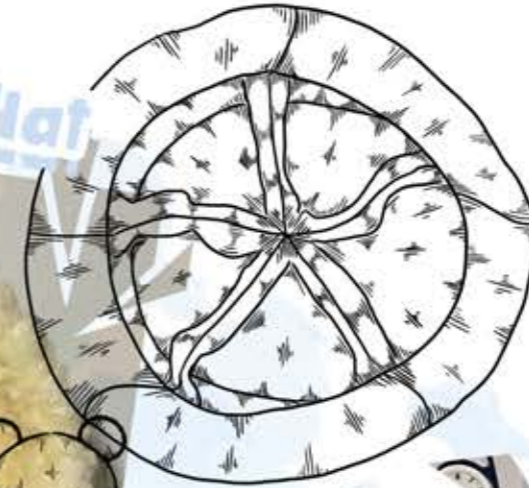
Cozy Feeling

The silhouette of playing polar bear in the flower field



Mixed to bloom pink flowers and bleached corals in the arctic

Cute Ear Hat



DESIGN DEVELOPMENT

When I was developing the design, I cared about the fabric and styling for the warmth of the children. When using warm fur fabric, I designed it to feel more eco-friendly by using vegan faux fur, and I designed it to wear pretty by adding cute design details and to match. And considering the harmony between vegan faux fur and silhouette.



COLOUR MASKS

PRINTED T-SHIRTS

BASEBALL CAP

PRINTED ECO BAG

ECO PLASTIC BAG

PRINTED HOODIE

LUNCH BAG

MOBILE CASES

SMALL POUCH



CHARACTER PRODUCTS

I have produced branding for this collection with mascot Pink Polar Bear and JoDeangi. Along with the collection garments, I specially designed line up that can be used in everyday life. I applied it to various designs with the printing patterns of this collection, and envisioned the lineup of friendly products that can be used by people who like character products.



OUTFIT 1

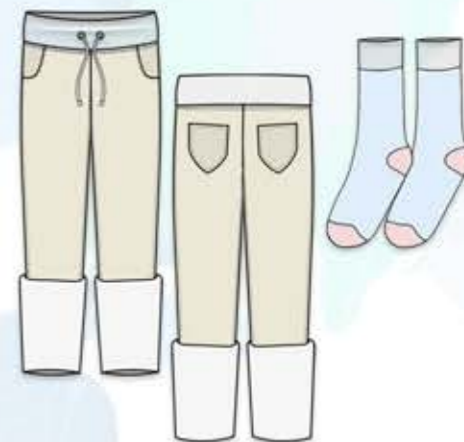
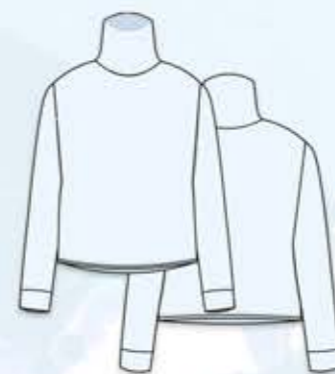
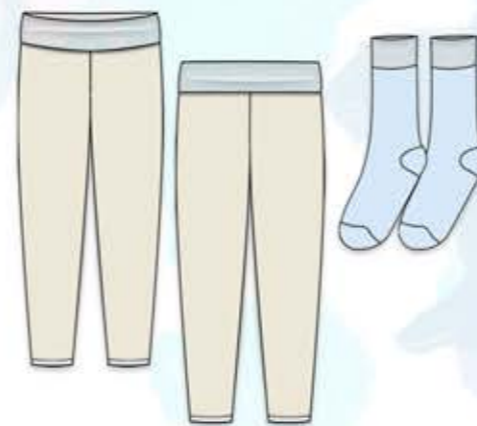
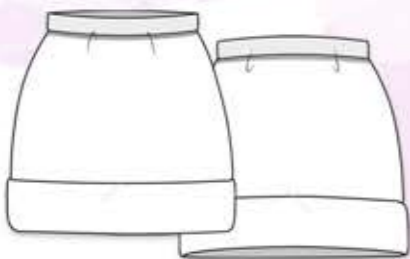
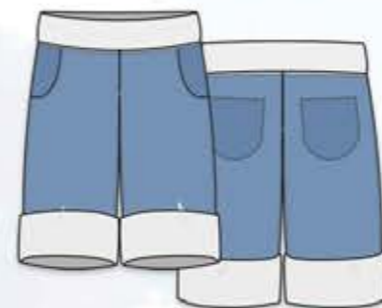
OUTFIT 2

OUTFIT 3

OUTFIT 4

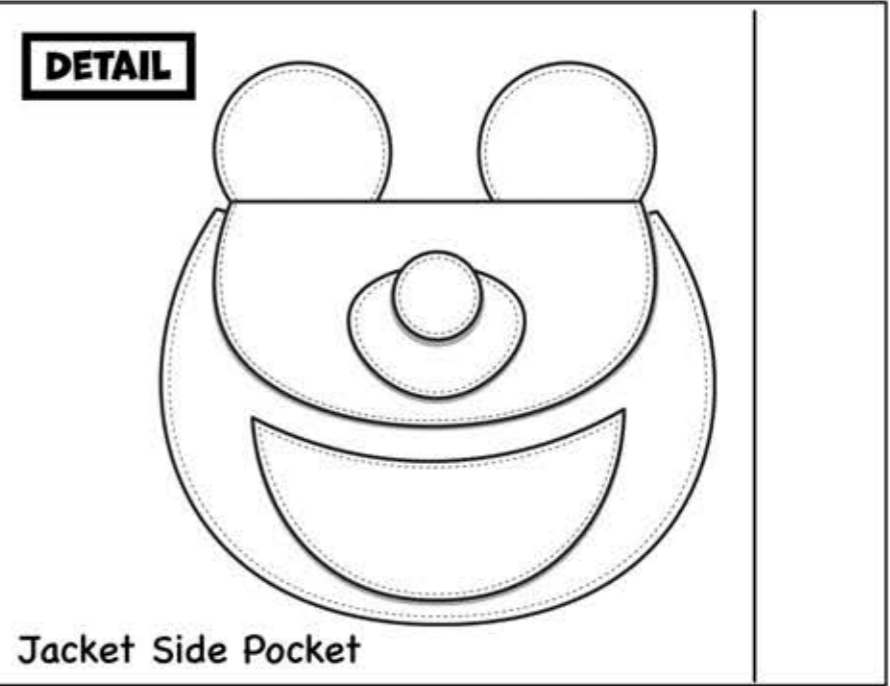
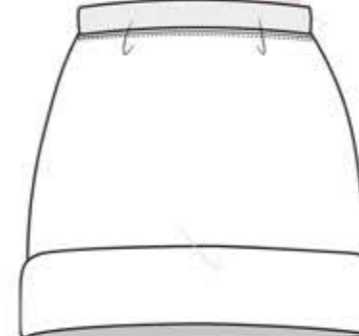
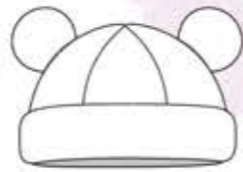
OUTFIT 5

OUTFIT 6



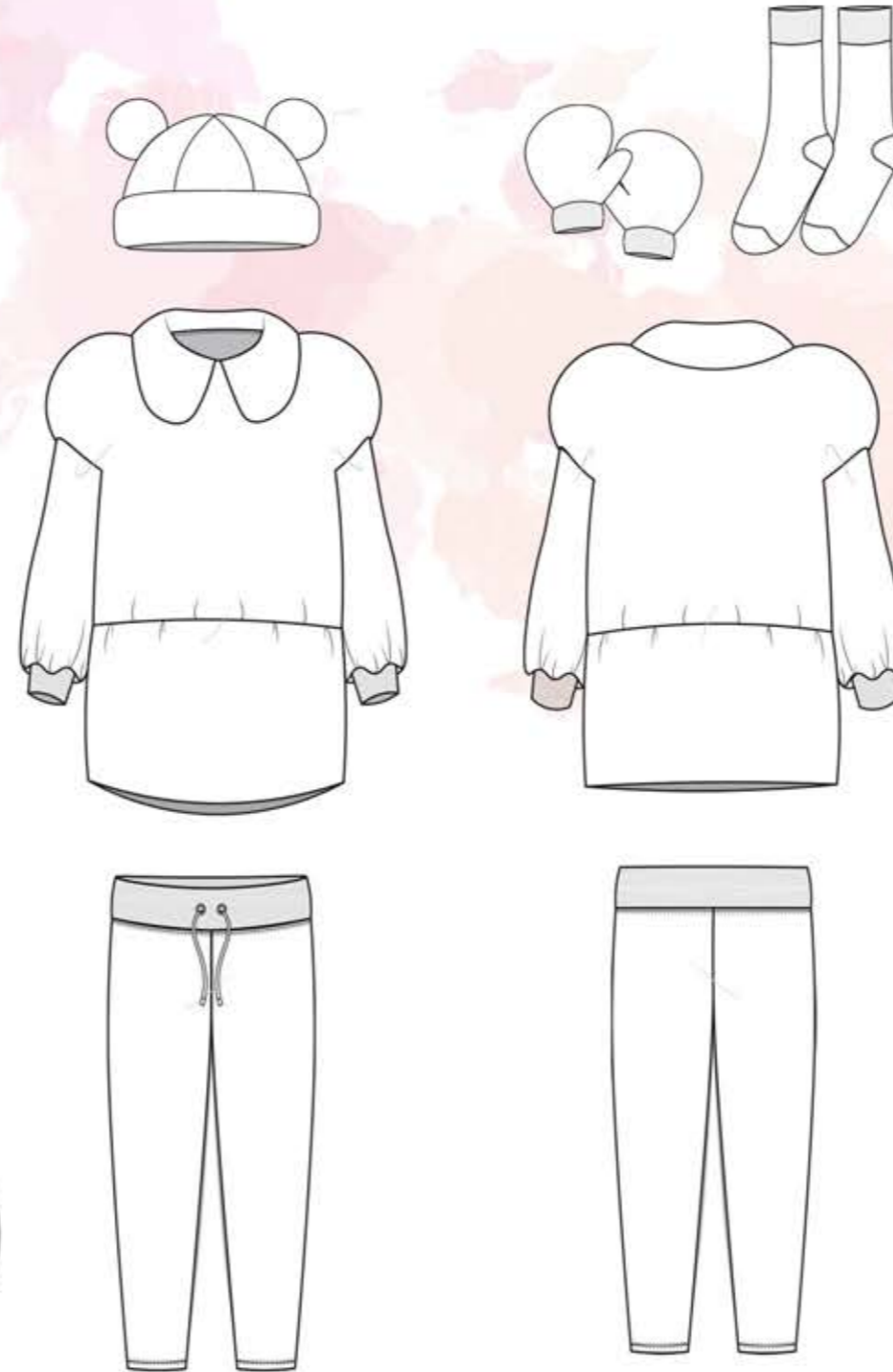
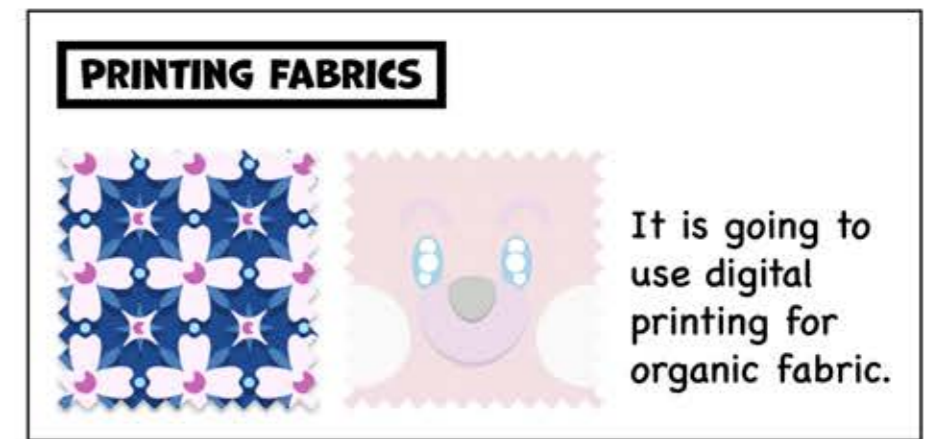
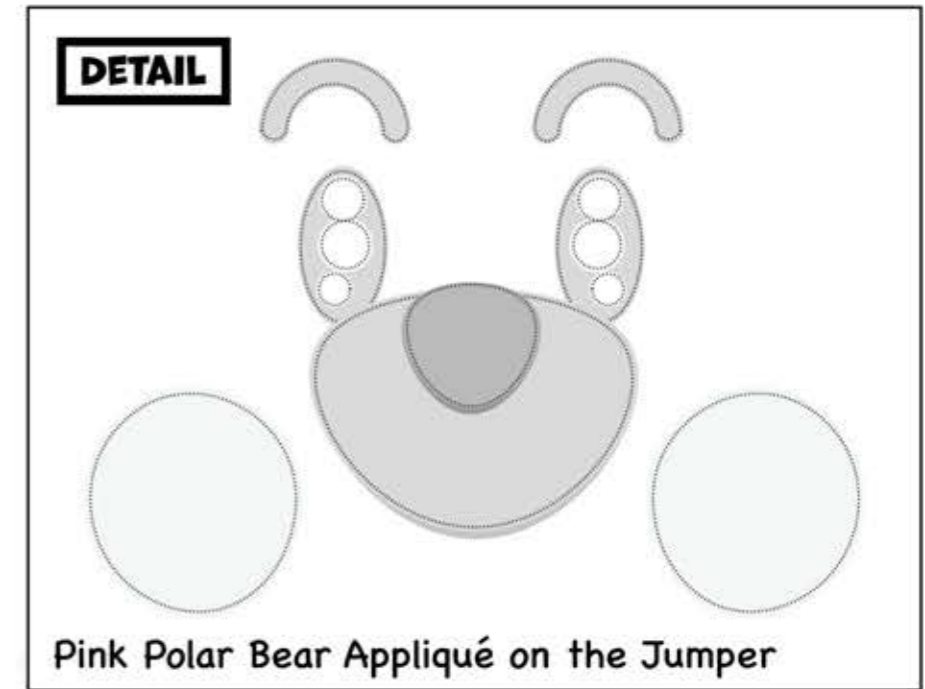
OUTFIT.1 GIRLS

The Outfit 1 designed garments for girls aged 3-4 years. I styled it with the faux fur jacket with pink polar bear details, the set of fur skirts, and the printed turtleneck and leggings.



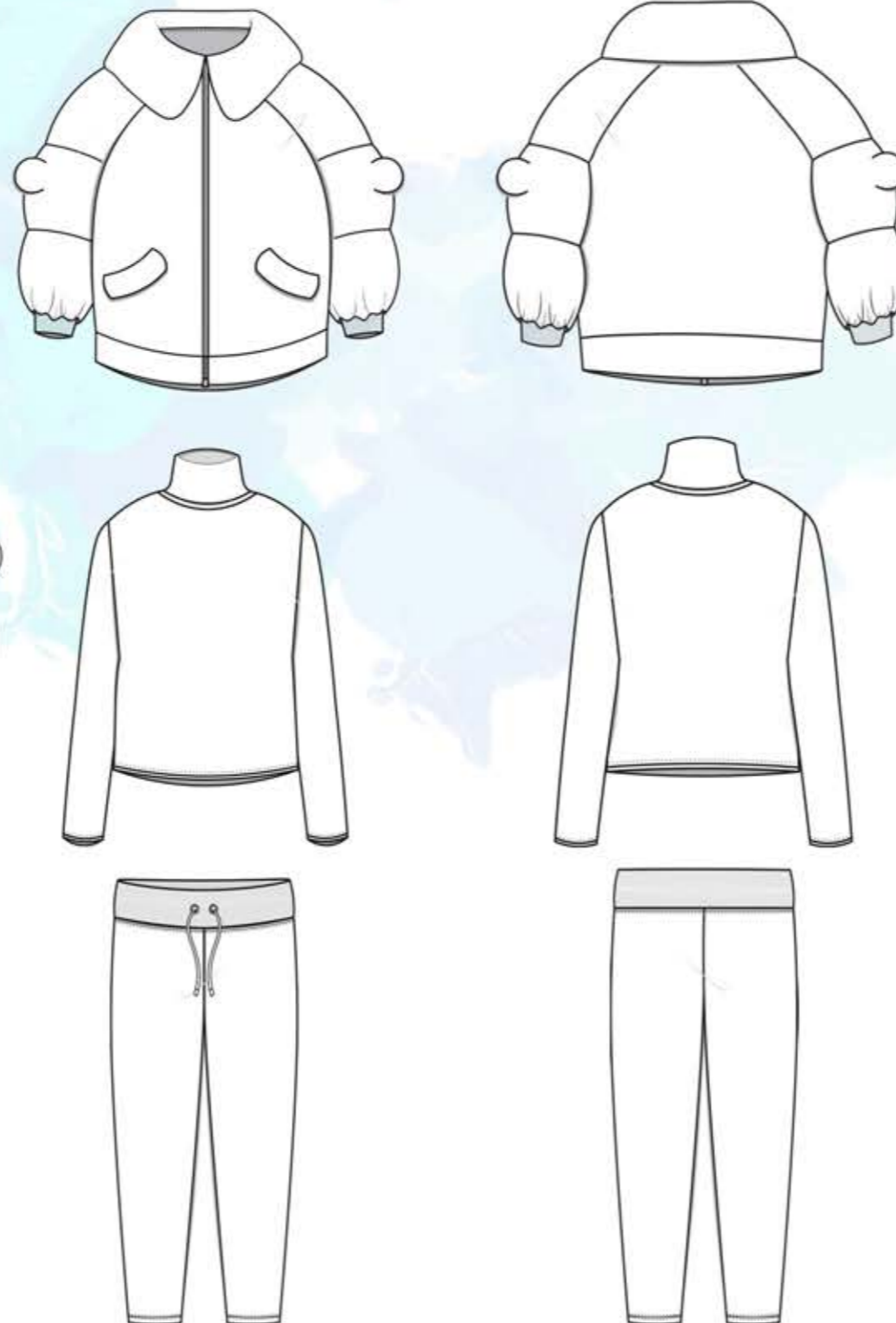
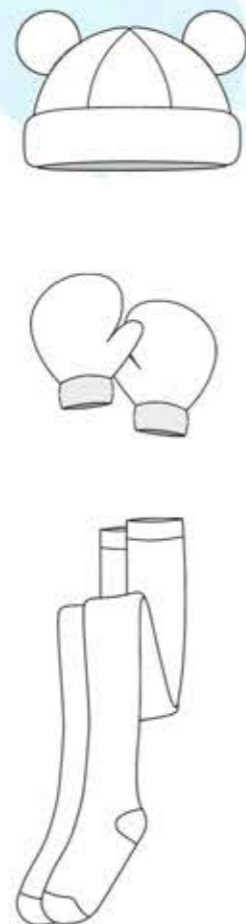
OUTFIT.2 GIRLS

The Outfit 2 designed for 4-8 year olds children. I designed for looking comfortable style of leggings printed with colorful bold flowers and Appliqué details on the pink polar bear jumper.

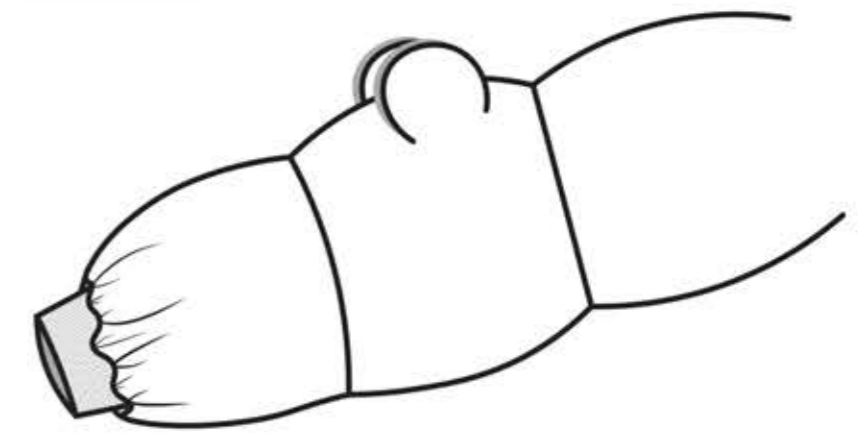


OUTFIT.3 GIRLS

The Outfit 3 was designed for children aged 4-12 years. Along with the pink polar bear sleeve down jacket, I matched the balance of the silhouette with printed leggings and striped turtleneck.



DETAIL



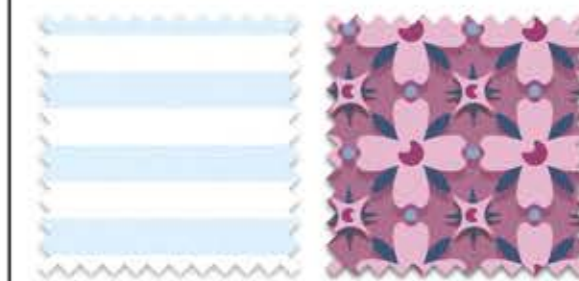
Polar Bear Sleeves

VEGAN FAUX FUR



It uses eco friendly vegan faux fur.

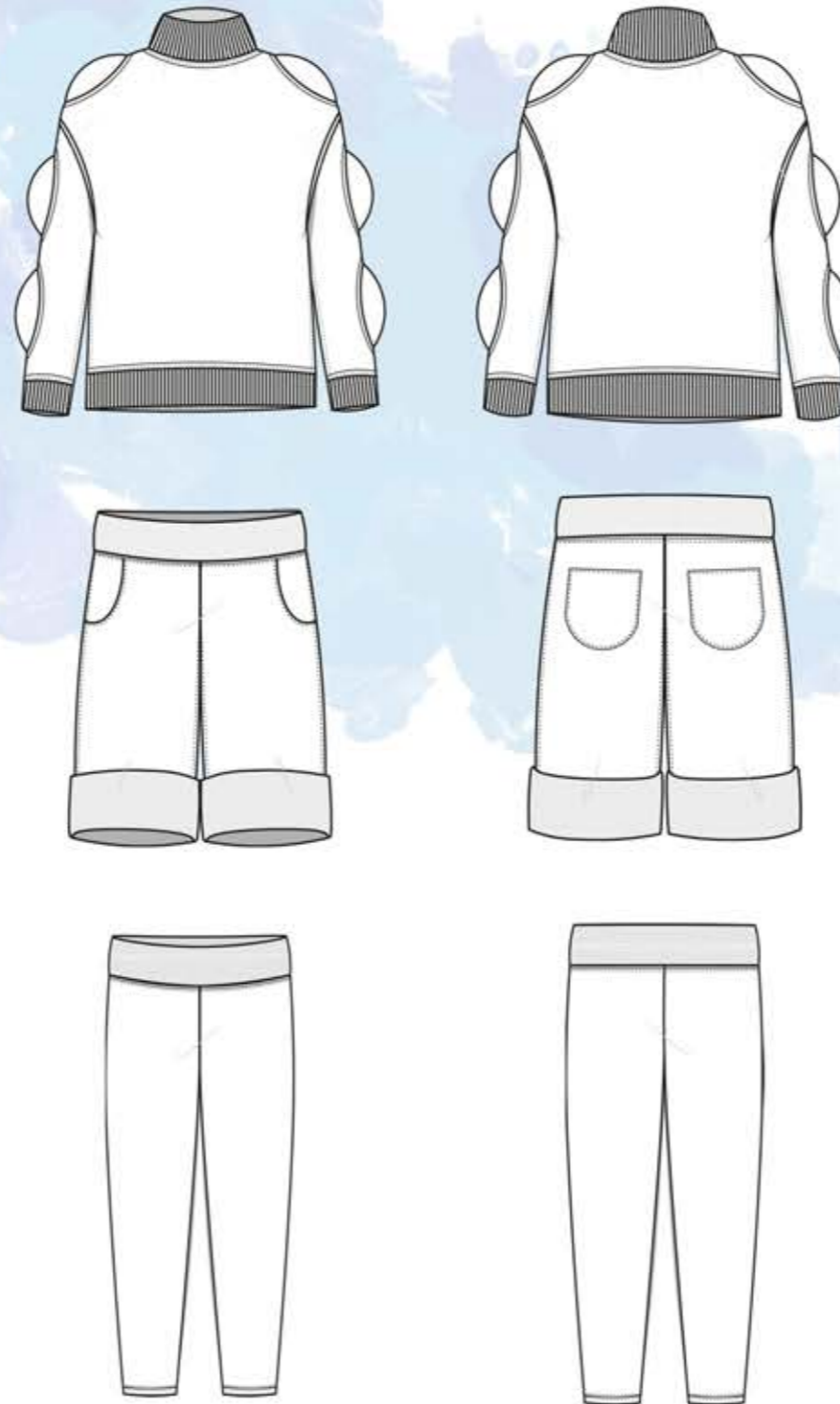
PRINTING FABRICS



It is going to use digital printing for organic fabric.

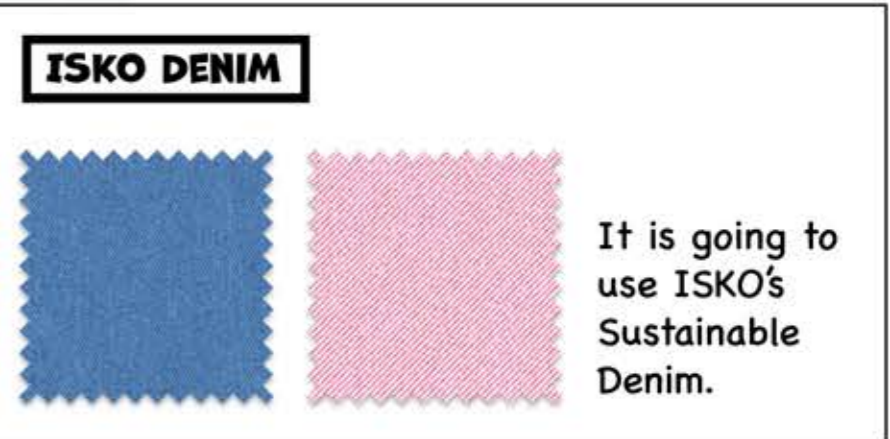
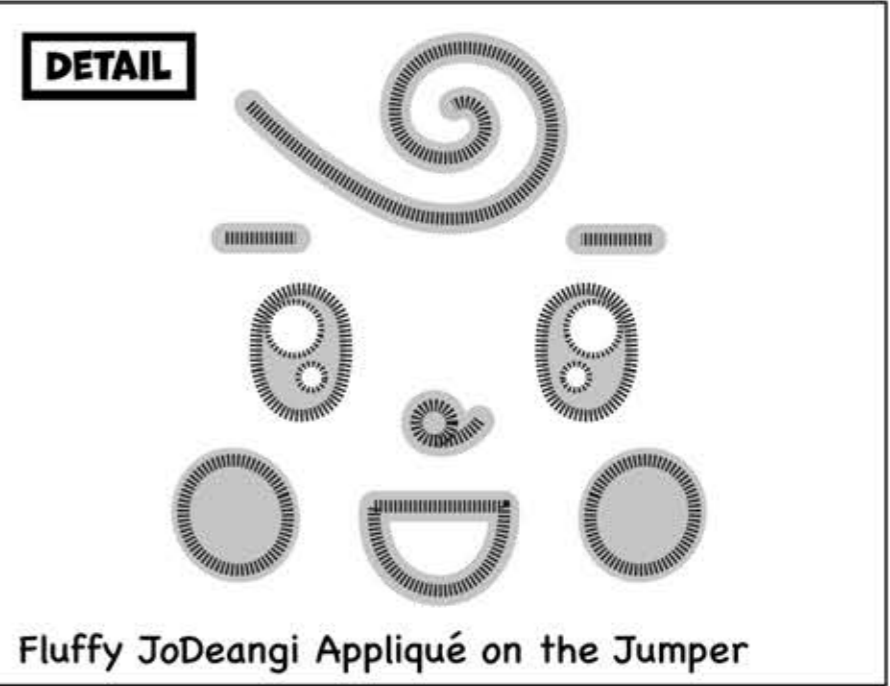
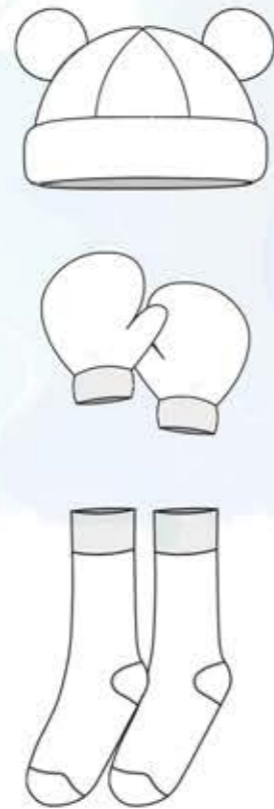
OUTFIT.4 BOYS

The Outfit 4 was designed with the 2-14 years in mind. The jumper's fluffy fur sleeves inspired by bleached coral's. Layered design with leggings and shorts, and the Appliqué of pink polar bear details.



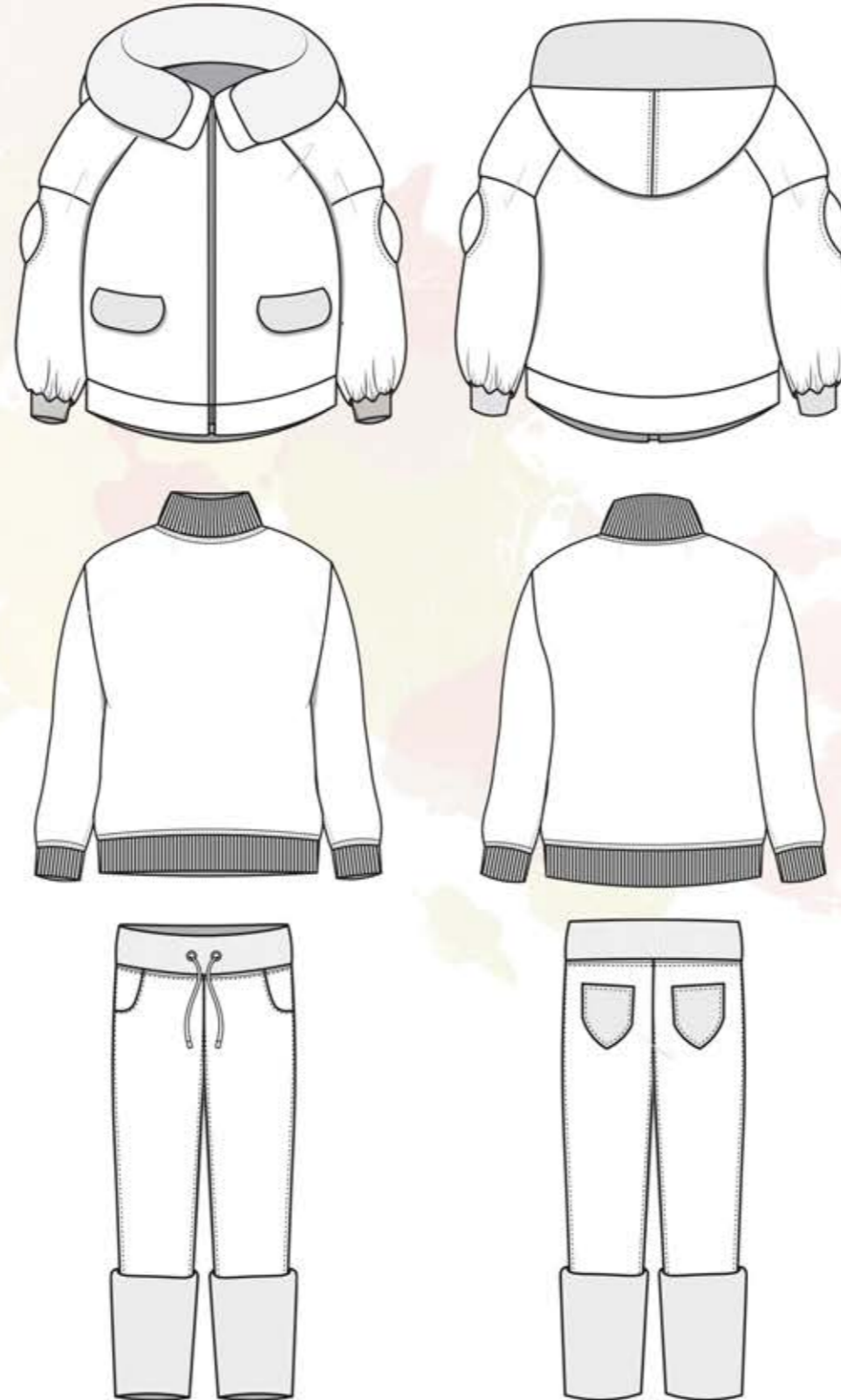
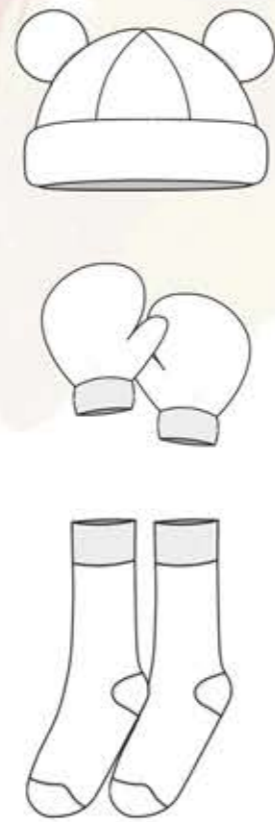
OUTFIT 5 BOYS

The Outfit 5 considering the various age groups of 2-14 years. The fluffy JoDeangi outer jumper layered with shirt and inner turtleneck, and the soft faux fur lining jean and styled with them.

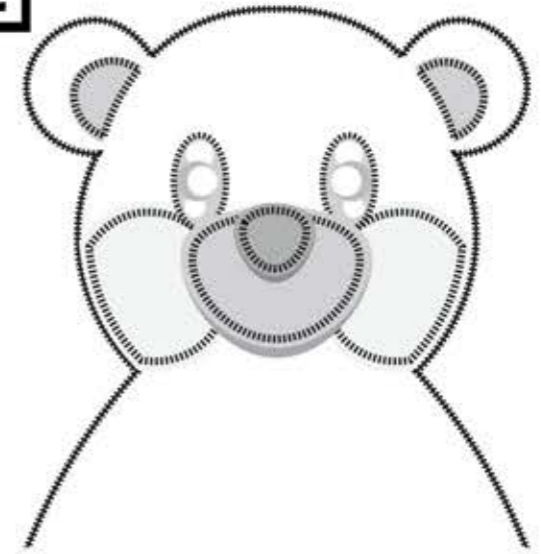


OUTFIT 6 BOYS

The Outfit 6 was designed for children of various 2-14 years. The cozy faux fur down jumper has the project's mascot, JoDeangi and Pink Polar Bear details, and a large pink polar bear on the back of the jacket. It matched an oversized knit jumper with fluffy ivory trousers.



DETAIL



Fluffy Pink Polar Appliqué on the Jacket

FABRICS



It uses eco friendly vegan faux fur.

It uses eco friendly Knitted Fabric.

PRINTING FABRICS



It is going to use digital printing for organic fabric.



Thank you

