

Heeju Choi

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Untitled

Heeju Choi draws inspiration from her childhood memories of her grandmother's traditional village in Korea, renowned for its rich cultural heritage. There, she discovered the hanbok and explored hanok houses while immersing herself in traditions such as masked dances, painting exhibitions, and artistic performances. Fascinated by Korean history and historical film costumes, Heeju now blends traditional clothing from the Joseon era with contemporary elements. Her project highlights the 'Malgun' outfit, worn by women traveling on

horseback during the Joseon period. For Heeju, this outfit symbolizes the courage and determination of women who defied social constraints to share their stories. Her aim is to make this historical attire both elegant and comfortable, moving away from the sometimes austere perceptions of the traditional hanbok.

Her in-depth research includes the study of clothing and accessories worn during the winters of this period, which she adapts to contemporary standards.

Material

Jacket and pants made from nylon, polyester, corduroy, knit, and denim cap customized with organza.



