

KOREA 360 at Dubai K-Fest

25 SEP — 4 OCT

MUSIC · FASHION · DANCE ·
CULTURE · FOOD

K-Fashion Showcase

26 September 2026

Korea360, Dubai Festival City Mall

MAN.G STU.DIO

PHENOMENON SEEPER

KIMOUi

JULYCOLUMN



LINEUP & PROGRAMME

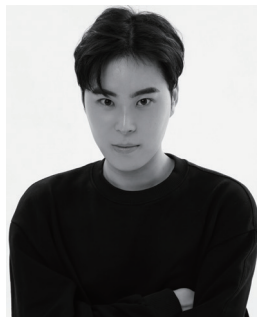
The Lineup



MAN.G STU.DIO



PHENOMENON SEEPER



KIMOUI



JULYCOLUMN

Four independent Seoul studios. MAN.G STU.DIO, built on a predecessor label founded in 2013, paints on canvas and translates the work onto garments in embroidery; PHENOMENON SEEPER records everyday phenomena on film and rebuilds them as three-dimensional, asymmetric silhouettes; Milan-trained KIMOUI works tailoring, hand-knitting and Italian fabrics into unisex contemporary pieces built on a single theme — purity; Led by Sooy Park, JULYCOLUMN translates the forms of Korean roof tiles and the hues of Silla-era pigments into contemporary tailoring. Through an ongoing process of reconstruction, the label reworks samples and textile offcuts into new garments.

Programme

26 September 2026 · Korea360, Dubai Festival City Mall

Time

Details

13:00 – 14:00

Registration & welcome reception

14:00 –

Runway — MAN.G STU.DIO

Runway — PHENOMENON SEEPER

Runway — KIMOUI

Runway — JULYCOLUMN

14:40 – 15:40

Business matching

15:40 –

Closing

K-FASHION BRANDS

MAN.G STU.DIO

MAN.G STU.DIO

Unisex ready-to-wear & accessories · Seoul

Designer — MAN.G

Predecessor label GRAPHISTE MAN.G founded 2013 · rebranded as MAN.G STU.DIO in 2025

MAN.G paints on canvas, then translates the work onto garments in embroidery — the studio's defining method, and the reason its pieces carry the texture of an artwork rather than a print. Showing at Seoul Fashion Week since 2018, the label has moved from bold graphic streetwear toward a restrained palette of black, grey and khaki, cut with tailored outerwear.



PHENOMENON SEEPER

PHENOMENON SEEPER

Womenswear-based unisex · Seoul

Designer — Jang Se-hoon

Founded March 2022

The brand name is its method. Jang records everyday phenomena on film, then rebuilds what the camera caught as original prints, three-dimensional silhouettes and asymmetric cuts — a cycle he calls "realising the phenomenon." Recent seasons have worked through light leak, recurrence and hallucination, most visibly in layered black organza that shifts with light and movement.



K-FASHION BRANDS

KIMOUI

KIMOUI

High-end contemporary, unisex · Seoul

Designer — Kim Dae-sung

Founded 2022

Named for the designer's surname and the French oui, KIMOUI builds each season on a single theme: purity. Trained at Istituto Marangoni in Milan and formerly of Moschino's knitwear team, Kim works tailoring-first, with hand-knitting, embroidery and graphic jacquard in primary colours rarely seen in Korean fashion. Italian mills supply the large majority of the brand's fabric.



JULYCOLUMN

JULYCOLUMN

Luxury Womenswear · Seoul

Founder / Creative Director — Sooy Park

Founded as an art studio in London in 2017 · Fashion debut : AW21

Founded by Central Saint Martins-trained designer Sooy Park, JULYCOLUMN is a Seoul-based luxury womenswear label that translates Korean material culture into sculptural tailoring, fluid draping, and distinctive surface work.

Made in Korea, the label reworks samples, textile offcuts, and archival materials into limited, collectible pieces designed for refined daywear and elevated occasions.

