



JULYCOLUMN

JULYCOLUMN



CONTENTS

4	ABOUT
8	CREATIVE DIRECTOR
10	ATELIER
12	HANDCRAFTED KNITWEAR
18	FLOWER MOTIF
28	CUSTOM ARTWORK
36	RUNWAY ILLUSTRATIONS
70	CHEONGDAM BOUTIQUE

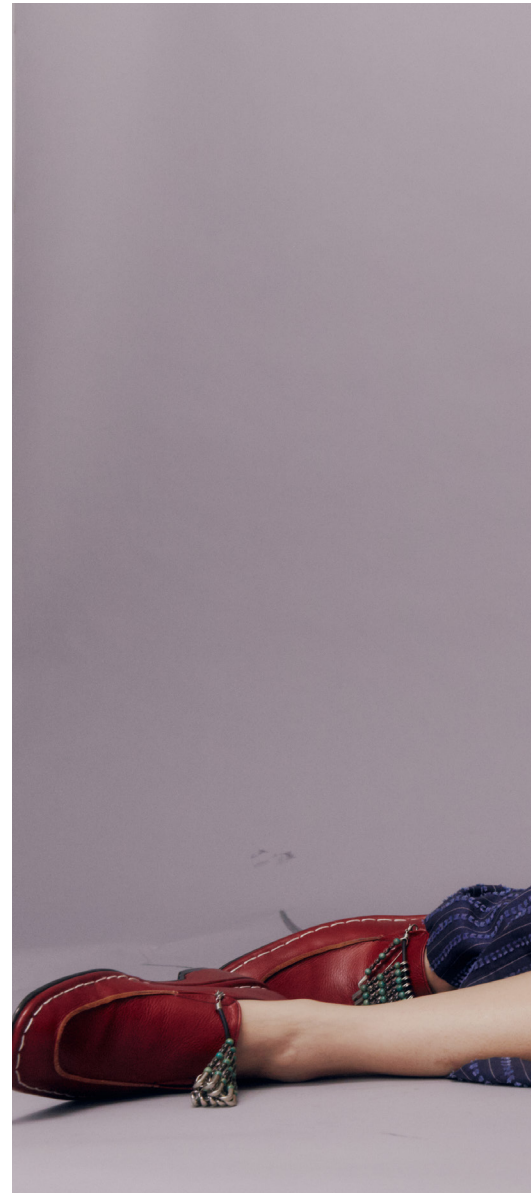
ABOUT

July Column experimentally takes the creative minded professional woman's lifestyle into consideration, celebrating them through collections that encompass every angle of the multi-faceted lives of women.

Fashions that are targeted for a specific clientele which usually are only available in an environment of extreme exclusivity are made more approachable through July Column's tireless effort to establish respect for tradition, process, and craftsmanship. The boutiques made-to-order production model achieves an exclusive and personal experience for the clientele, through long term communication and deep understanding of the modern women's lifestyle.

The sister creative directors of Julycolumn, SOOY and JAY spent their adolescent living and studying in London, respectively earning their degree then masters at Central Saint Martins and London College of Fashion. Now based in Seoul, Korea, July Column maintains its aesthetics which originated from an art studio in East London and inspired by the spirits of 'Arts & Crafts Movements' of the 19th century Britain. The designs here effortless femininity, celebrating the construction of the garments through knowledge of Korean traditional disciplines and techniques.

July Column introduces collections that challenge the current consumption model by blurring the lines between classic and contemporary designs with meticulously crafted items, creating a conscious self expressive wardrobe that is experimental but thoughtful of the modern woman.







JULYCOLUMN

줄라이칼럼 하우스의 비지니스는 인간과 지구를 위한 발걸음과 과정을 중요시하며 책임감 있는 컬렉션을 전개하고 있습니다. 우리는 낭비를 최소화하고 사업 전반에 걸쳐 긍정적인 사회적 관행을 촉진하기 위해 윤리적으로 운영됩니다.

모든 작품은 인하우스에서 디자인 개발, 패턴, 봉제, 수공예 작업과 포장까지 전 과정이 이루어지고 있으며 처음부터 끝까지 제조 공정을 지속적으로 감독하고 있습니다. 줄라이칼럼은 모든 한국 표준과 노동법을 준수합니다.

줄라이칼럼 컬렉션의 약 75% 이상 아카이브 소재를 활용한 데드스탁으로 만들어지고 있습니다. 홍보 목적의 환경보호가 아닌 낭비를 최소화하기 위해 재고 없는 브랜드로 자리잡고 있습니다. 컬렉션과 제품 개발에는 아카이브 패턴을 시대와 환경을 고려한 새로운 시각의 재해석과 개발과 제작 과정 중 발생하는 스크랩과 오프 컷을 저장하고 재사용합니다.

우리의 목표는 장인 정신과 디자인 개발 모든 면에서 오래 지속되는 제품을 만드는 것입니다. 우리는 시대와 계절을 초월한 작품을 디자인 합니다. 낭비를 피하고 세대를 걸쳐 되물림 되는 끊임없는 베스트셀러를 만들어 갑니다.

1F, 49, Dosandaero 55Gil, Gangnam-Gu,
Seoul, Korea 06014

@julycolumn_official

SOOY PARK

CREATIVE DIRECTOR



Sooy Park, born in Korea, spent her childhood in England, graduating from Central Saint Martins. Introducing the brand July Column based on the spirit of the British Arts & Crafts Movement. July Column, which started at an art studio in East London, focuses on developing a timeless ready-to-wear collection based in Seoul, incorporating her extensive experience and know how from global fashion houses. Sooy Park receives strong support from the women of July Column who naturally gravitate towards her aesthetically sophisticated signature. Inspired by the director's book collection and travels, her fathers shirts and suits and her mothers scarves and accessories, she has created timeless designs exploring the femininity of form.

영국에서의 유년기를 보낸 Central Saint Martins과 London College of Fashion출신의 줄라이칼럼은 영국 아트 앤 크래프트 운동(ARTS & CRAFTS MOVEMENT) 정신을 바탕으로 핸드 페인팅 캡슐 컬렉션을 소개하고 있다. 이스트 런던의 아트스튜디오에서 시작된 줄라이칼럼은 글로벌 패션 하우스에서의 오랜 경험과 노하우를 녹인 타임리스 레디투웨어 컬렉션을 현재 서울을 베이스로 전개하고 있다. 줄라이칼럼 디자인 철학의 영감과 근원은 디렉터의 오랜 서적 컬렉션과 여행, 세월이 깃든 아버지의 셔츠와 양복, 어머니의 스카프와 장신구 등 이야기가 담긴 패밀리 헤리티지다. 레이디 줄라이칼럼은 자신의 삶을 사랑하고 각자의 자리에서 창의적인 마인드로 건강한 삶을 살아가는 30-40대 프로페셔널 글로벌 여성들이다. 오피스, 작업실, 키친 등 자신을 표현하는 삶의 방식과 장소가 다르듯이 레이디 줄라이칼럼은 그녀들 각자가 브랜드의 뮤즈가 되어 다양한 오케이션에 적합한 컬렉션을 스스로 재해석하며 동시대를 거쳐 이어지는 제네레이션 까지 함께 소통으로 완성되는 브랜드이다.

JULYCOLUMN

영국 더롭 오리지널 어워즈 여성복 1등상 수상

UK FIRST PRIZE IN WOMENSWEAR

2025 문화체육관광부(주관) 한국콘텐츠진흥원(지원) 글로벌쇼룸 비즈니스 '더 셀렉트 파리 쇼룸' 선정

2025 FW 밀라노패션위크 파트너십 브랜드 CNMI선정

2025 SS 밀라노패션위크 CNMI SUSTAINABLE AWARD 참가

2021-2025 서울패션위크 서울컬렉션 선정

2024-25 제주 삼다수 지속가능 협업 프로젝트

2024 CSR 필름 페스티벌 어워즈 제주 삼다수 지속가능 협업 컬렉션 다큐출품

2024 문화체육관광부(주관)한국콘텐츠진흥원(지원) 콘텐츠 IP마켓 전시

2024 문화체육관광부(주관)한국콘텐츠진흥원(지원) 24 F/W 메타버스프로젝트 "모드 옛 방콕 in 시암"선정

2025 SS 밀라노패션위크 파트너십 브랜드 선정- "Resonance: Voices of Seoul" 전시 진행

2024 한국안광학산업진흥원(주관) 글로벌 아이웨어 콜라보레이션 런칭 프로젝트 선정

2024 문화체육관광부(주관)한국콘텐츠진흥원(지원) 메타버스프로젝트 "모드 옛 파리 in 파리 방돔"선정

2024 밀라노패션협회 평가 1위 서울패션위크 2024F/W 오프닝 쇼 선정

2023-24 문화체육관광부(주관) 한국콘텐츠진흥원(지원) 글로벌쇼룸 비즈니스 '더 셀렉트'선정

2024 DESIGN ADAC & APIDA 미국 아틀란타 디자인센터(후원) 트렁크 쇼 선정,

C+H x JULYCOLUMN 글로벌 디자인 콜라보레이션 패션 브랜드 최초 선정

2023 - 2024 VIIM 메타버스 패션 플랫폼 런칭 콜라보레이션 프로젝트

2022-23 THE HYUNDAI 현대백화점 본점 수입 명품존 단독 팝업 부티크 운영

2023 서울모빌리티쇼 포르쉐 75주년 기념 디자인 '비전 357' 의상 콜라보레이션 프로젝트

2023 와디즈 콜라보레이션 프로젝트 '메종 드 와' - 리미티드 에디션 컬렉션

2022-23 22SS/FW DEEPP 엘칸토 패션 슈즈 콜라보레이션 패션플랫폼 런칭 프로젝트

2017-19 K-POP 아티스트 SEVENTEEN 월드와이드콘서트 의상/굿즈 디자인 프로젝트

2017 "GLOBAL FASHION CAPITALS" 뮤지엄 옛 F.I.T. 뉴욕 아트위크 기부전시

2014 MMCA ART FOUNDATION 아트존 아트위크 콜라보레이션 프로젝트

2010 BERINGER & DUCKHOM 와인 레이블 디자인 아트위크 콜라보레이션 프로젝트

2007 "VOICE OF ASYLUM" PRESS SHOW 로얄 아카데미 영국 런던

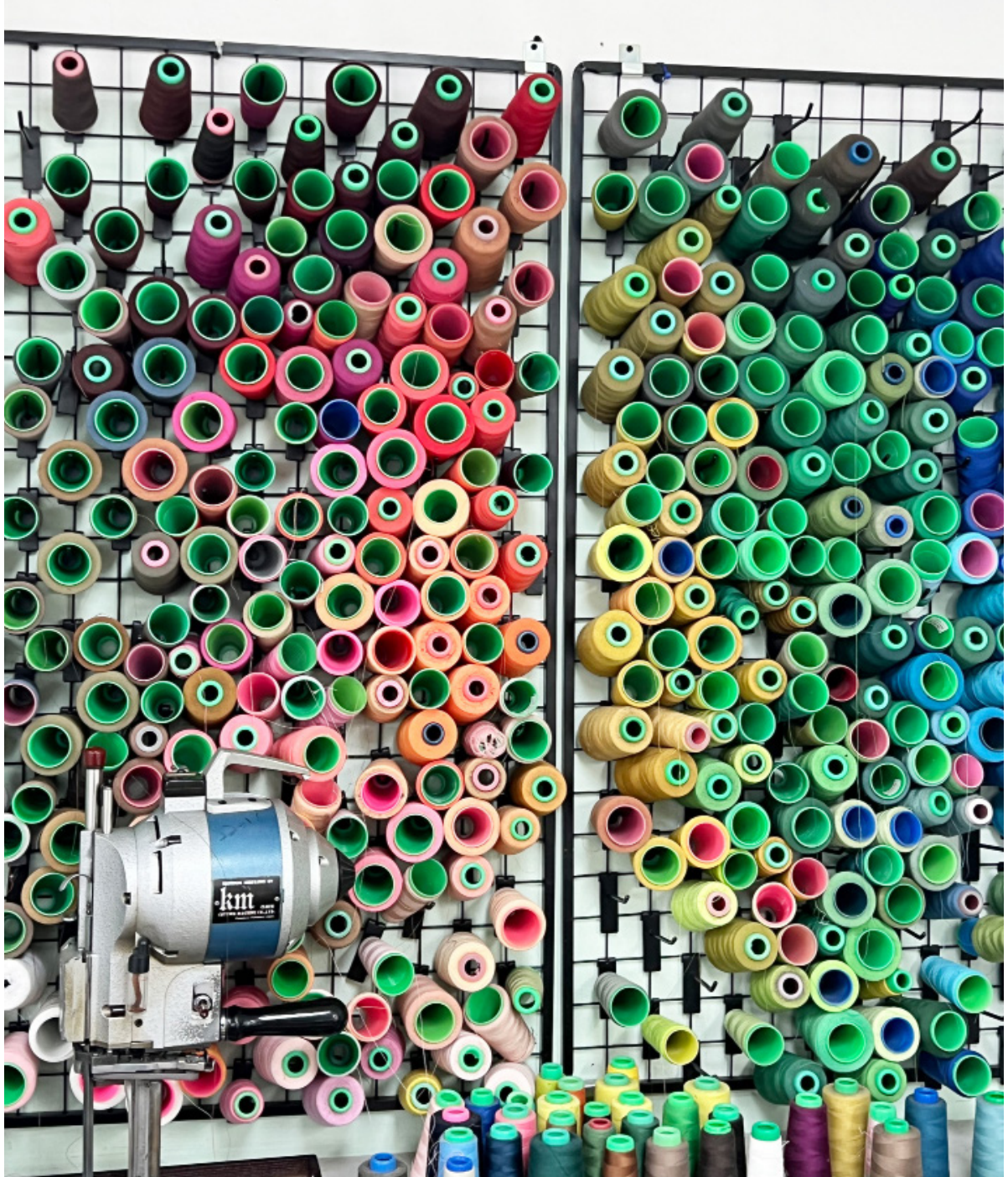
2006 시티오브런던페스티벌 "JAPONICA" HMS 프레지던트 빅토리아 엠뱅크먼트 영국



JULY COLUMN ATELIER

July Column Atelier based in Seoul, South Korea. Handcrafted details, sampling and design all completed in house.

Fashions that are targeted for a specific clientele which usually are only available in an environment of extreme exclusivity are made more approachable through July Column's tireless effort to establish respect for tradition, process, and craftsmanship. The boutique's made-to-order production model achieves an exclusive and personal experience for the clientele, through long term communication and deep understanding of the modern women's lifestyle.





HANDCRAFTED KNIT BAGS

July Column embraces traditional Korean hand knitting techniques, preserving this knowledge and craftsmanship to be ongoing. In such traditional methods, all pieces are knit by human hands, thread by thread, from our Korean Artisan. Regardless of the development of new technologies, July Column embraces this respect for culture throughout the brand.

July Column's craftsmanship and Artisans represent the fundamentals of which the brand was built on in the process of providing an exclusive experience. The handcrafted knit bag is a popular staple piece within the brand that can easily fit into any wardrobe. July Column handbags are a piece of heritage, an item of humanity and exclusivity knit from generations of knowledge.





HANDCRAFT JULY COLUMN HANDBAGS



HANDKNIT JULY COLUMN HANDCRAFT



FLORAL HANDCRAFTED KNIT SWEATER, FLORAL SMOCK-
ING PANT, HANDCRAFTED KNIT BAG WITH LEATHER
PATCH

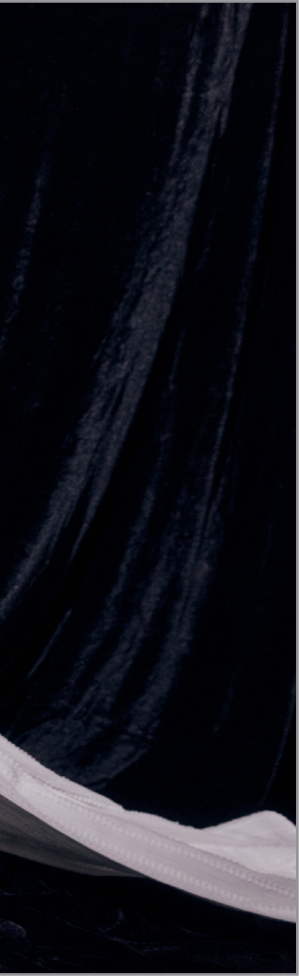


LEATHER JACKET WITH HANDCRAFTED LEATHER
FLOWER DETAILING, DENIM PANELLED WIDE LEG PANT.



LEATHER JACKET WITH HANDCRAFTED LEATHER
FLOWER DETAILING, DENIM PANELLED WIDE LEG PANT.







July Column's signature flower motif is inspired by traditional Korean flower gardens. An exclusive interpretation of the Korean flowers Gossypium and Sacred Lotus in different fabrications and techniques. Each flower is made by hand in July Column's Atelier in Cheongdam Seoul and is individually hand sewn onto garments. July Column is built on craftsmanship to demonstrate respect for Korean history, creating high-quality pieces with attention to detail. A process that's consistent with sustainability and consciousness to have garments be timeless and long-lasting.







CUSTOM ARTWORK



CUSTOM ARTWORK COMPLETED IN HOUSE AT
JULY COLUMN APARTMENT FOR FW23 COLLECTION
ARTWORK OF KOREAN PINE TREE, SONAMU IN
TRADITIONAL INK PAINTING TECHNIQUES







FULL LENGTH DRESS WITH CUSTOM JULY COLUMN
ARTWORK





CUSTOM ARTWORK COMPLETED IN HOUSE AT JULY COLUMN
ATILER FOR SS24 COLLECTION. ARTWORK OF KOREAN WRAP-
PING METHOD BOJAGI IN BLACK INK.



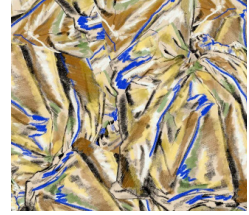




Custom artwork
from Spring
Summer
collections com-
pleted in house
at July Column
01, Flower vine



01



02



Custom artwork
from Fall Winter
2023 collection
completed in house
a July Column. 03.
Handmade flower
in leather, fabric,
wool and nylon
patterned. 04.



03



04



CUSTOM JULY COLUMN ARTWORK BUTTON UP JACKET,
CUSTOM JULY COLUMN ARTWORK WIDE LEG PANT



SEOUL FASHION WEEK SHOW

OCTOBER 12 2022 SEOUL

SPRING SUMMER 2023

My-Self and I

Introducing the “MY-SELF AND I” story that reinterprets the July Column Heritage Collection with the tradition of time and the efforts of artisans through contemporary culture.

Fashions that are targeted for a specific clientele which usually are only available in an environment of extreme exclusivity are made more approachable through July Column’s tireless effort to establish respect for tradition, process, and craftsmanship. The boutiques made-to-order production model achieves an exclusive and personal experience for the clientele, through long term communication and deep understanding of the modern women’s lifestyle. The SS23 collection began with classical clothing that was boldly lifted and more faithful to basics.

In the late 19th century, Kisan Kim Joon-geun, an enigmatic figure who was well received abroad, and Kisan’s museum, which repeatedly recreated the internationality and tradition of genre painting through foreigners visiting Joseon, was developed as a point of various backgrounds and visual observations.

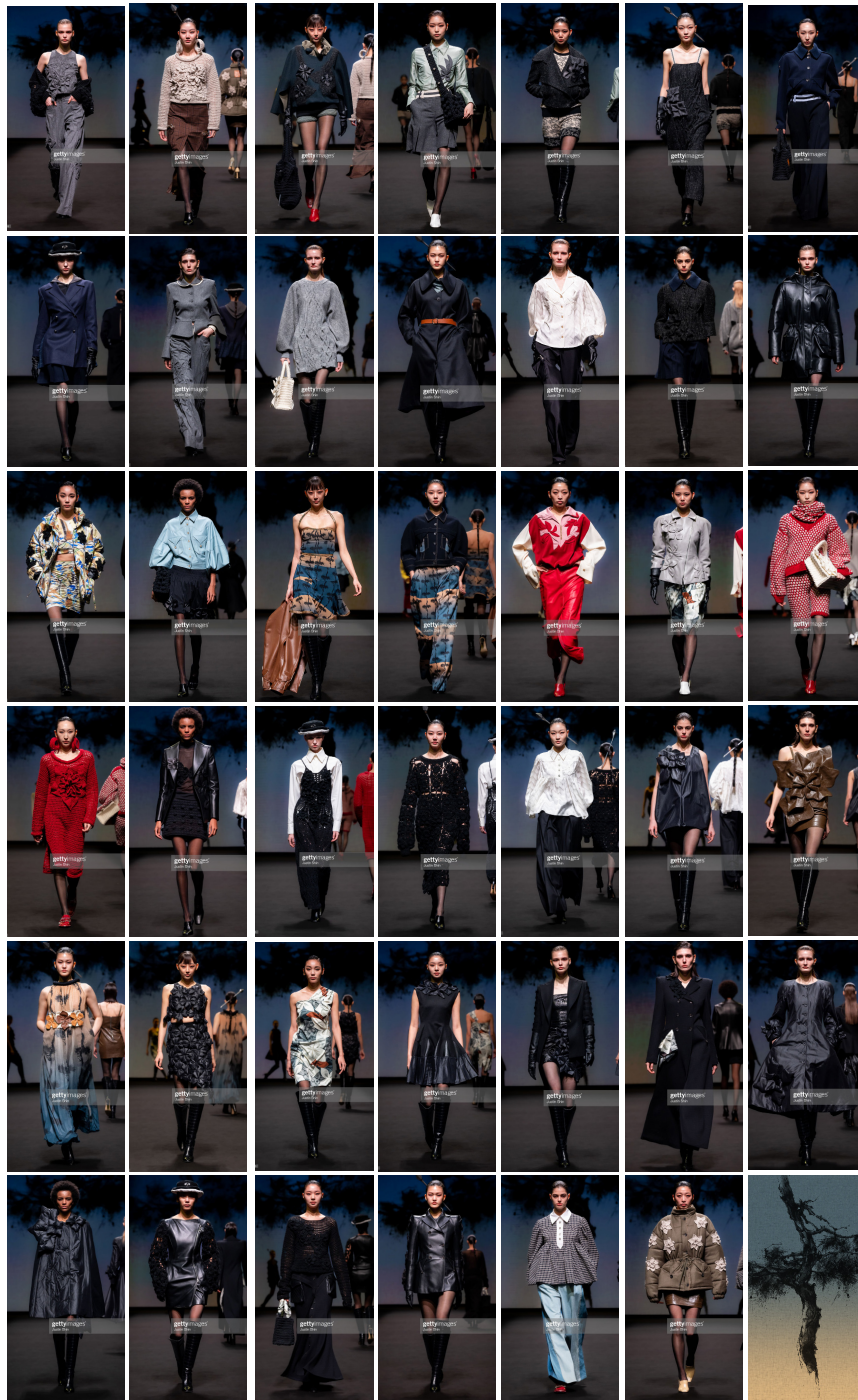
Materials developed by applying color palettes in nature that change all four seasons on various materials, I would like to express the greatness of the environment and the human journey that coexists with it in the voice of July Column, even classical music focused on detail and the detailed process introduced with respect for hand work to continue the craftsmanship. Through this Seoul Fashion Week, we will talk about the brand’s unique design philosophy and expansion of archives with a collection that can still confidence in individual lives and efforts.











SEOUL FASHION WEEK SHOW

MARCH 18 2023 SEOUL

FALL WINTER 2023

[Joseon]Queen's Garden

Fall Winter 2023 is presented to you by July Column in an immersive runway show directed by Sooy Park at Seoul Fashion Week. July Column maintains its aesthetics which originated from an art studio in East London and inspired by the spirits of 'Arts & Crafts Movements' of the 19th century Britain. The designs here effortless femininity, celebrating the construction of the garments and handcrafted details. Within the collection, July Column celebrating the construction of the garments through knowledge of Korean clothing, presenting new effortlessly feminine silhouettes.

This season, July Column presents a new series of pieces with ink wash painting techniques of 소나무 for Fall Winter 2023. The brand's signature handcrafted fabric flower motif is shown in new experimental techniques and fabrics of nylons, wools, and leathers for Fall Winter. Completed in atelier, original July Column artwork is printed in various fabric weights and presented as clever detailing and as full clothing pieces. Leather garments lend sheen to the collection and have been meticulously cut in flattering and thoughtful shapes. This season, July Column also highlights a series of sharp tailoring in the collection with experimental detailing and craftsmanship. Garments feature deadstock materials considering sustainability throughout the collection.

The collection offers a thoughtful approach featuring forward-thinking concepts about femininity, praise to tradition and refined craftsmanship. Rather than a singular inspiration for the collection, July Column has worked tirelessly to convey the brand's exclusivity and sophisticated craftsmanship of handmade detailed garments. This can be undoubtedly showcased through each piece of July Column's Fall Winter 2023 runway presentation. Each individual garment speaks its own unique story to the various clients of July Column, encouraging each woman's strengths and voice.











SPRING SUMMER 2024

06014 Seoul Life

In pursuit of the balance between practicality, comfort, and elegant femininity, July Column has developed a collection of staple pieces that combines signature motifs, sophisticated silhouettes and high-quality fabrics. Refined pale linen colors, in house custom July Column artwork and matching handcrafted knitwear are at the core of the Spring Summer 2024 Collection. July Column's pieces focus on craftsmanship, handmade details and femininity tailored to fit on a wide range of body types. A collection where pieces are designed with soul, crafted with quality and attention to detail to inspire each woman.

The collection aims to create elegant pieces that are timeless both in the craftsmanship and design to avoid waste and allow long-term wardrobe-building. All of our pieces are designed, patterned, cut, handcrafted and hand finished at our atelier in Cheongdam, the mecca for fashion in Seoul, Korea. Sustainability and social responsibility are ongoing commitments for July Column as we are dedicated to the responsibility we have as a business to promote positive social practices. Our patterns are consciously cut to minimize wastage and we store and re-use our scraps over time. The meticulously crafted signature flower motif has been further applied and developed from the Runway Collection into accessible everyday pieces that fit seamlessly into your closet. Inspired by traditional Korean artwork of Uigwe, an art collection which depicts royal rituals and ceremonies of the Joseon Dynasty; Spring Summer 2024 Collection pursues bringing this Korean artwork to the forefront respecting tradition and heritage.

The cultivated development of July Column's signature drape dress in more color options, designed to evoke the image of traditional Korean wrapping method of Bojagi. All of this was combined into a collection made with all the attention to craftsmanship that belongs to July Column: The small leather panel tags, handmade flower details; the use of achieve fabric which takes into consideration the consumption model; in house custom artwork applied and delicately beaded onto. The collection has an element of an autobiography of July Column; bringing together the essence of the brand throughout the years with meticulously refined pieces where every detail takes the modern woman into consideration.











FALL WINTER 2024

HOMO ARCHIVIST

Blossoming into a contemporary sanctuary for modern women, Julycolumn finds its roots in a robust archive tracing back to family heritage. The forthcoming collection curated by this modern boutique seeks to offer solace through records, portraying individual growth as a delicately woven thread seamlessly intertwined with the current zeitgeist. This sentiment elegantly resonates with the artful definition of the archive, as eloquently presented by Ahn Jung-Hee, the esteemed author of the captivating book, 'Records Comfort the Wounds.'

In this vein, Julycolumn introduces the concept of the upcoming collection as "Homo Archivist: The Weaver of Tomorrow." This concept encapsulates the delicate art of intricately weaving the past into the fabric of the future, using the term 'weave' to convey the act of connecting heritage with new era sensibilities. This season, Julycolumn is poised to unveil this visionary concept on the SFW opening stage, offering a sincere glimpse into a promising future.

Drawing inspiration from the concept of 'Homo Archivist,' Julycolumn delves into the themes of recording and succession as pivotal elements at SFW. As a natural extension of this inspiration, a design collaboration project titled C+H x JULYCOLUMN, featuring motifs from the royal records embodied by the 'Uigwe' (the royal protocols of the Joseon Dynasty), is scheduled for a grand debut in April. The launch will commence in the United States, marking another significant step in Julycolumn's global journey.

JULYCOLUMN



JULYCOLUMN











JULYCOLUMN



INVISIBLE CONNECTION

SEOUL FASHION WEEK

SPRING SUMMER 2025

INVISIBLE CONNECTION

July Column Spring/Summer 2025 Ready to Wear collection, July Column continues to skillfully integrate Korean history into fashion. This collection explores the interconnectedness of historic and modern Korea. Using inspiration from “Seonbi;” a term referring to a scholar who embodies the Confucianism ideology and the traditional menswear worn by these scholars, which use skillful traditional pattern cutting methods. Beading craftsmanship has been applied specifically inspired by the use of Jade, which since ancient times has symbolized nobility. Crafts and clothing are apart of Korean history, this collection further delves into the significance of tradition in modern lives, both literally and metaphorically.

Putting importance in saving and protecting the environment, July Column works together for the Spring Summer 2025 collection with Jeju Samdasoo Water; a widely used bottled water company sold at most convenience and grocery stores across Korea. These plastic bottles have been recycled into fabric and consciously used throughout the collection. Seo-Do-Ho a modern South Korean artist and sculptor who explores the concept of ‘spatial movement and displacement’ commonly using translucent fabric in installation exhibitions; has additionally inspired the collection in layering and fabric applications. This powerful representation of modern and historic encourages the audience to playfully explore this interconnectedness, inviting viewers to question and reflect the effects of how these influences shape modern narratives. Each piece in the collection reflects the multi-dimensional and artisanal nature of the July Column brand where fashion, arts & crafts and Korean tradition converge to create significant, beautiful collections.



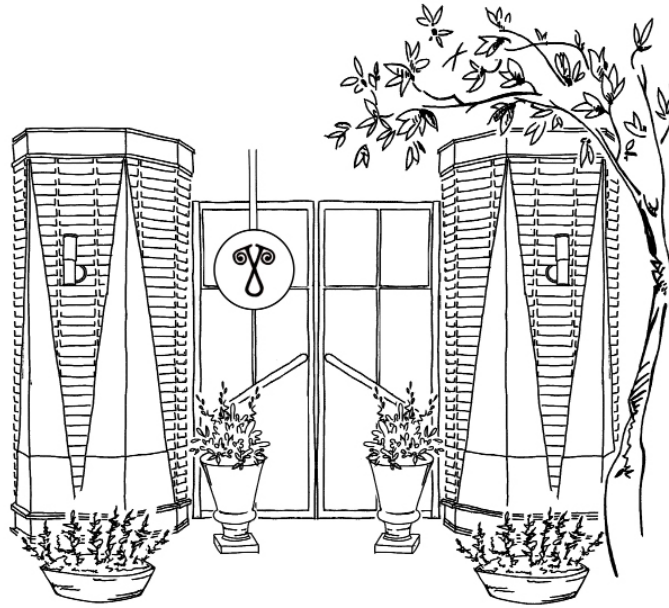












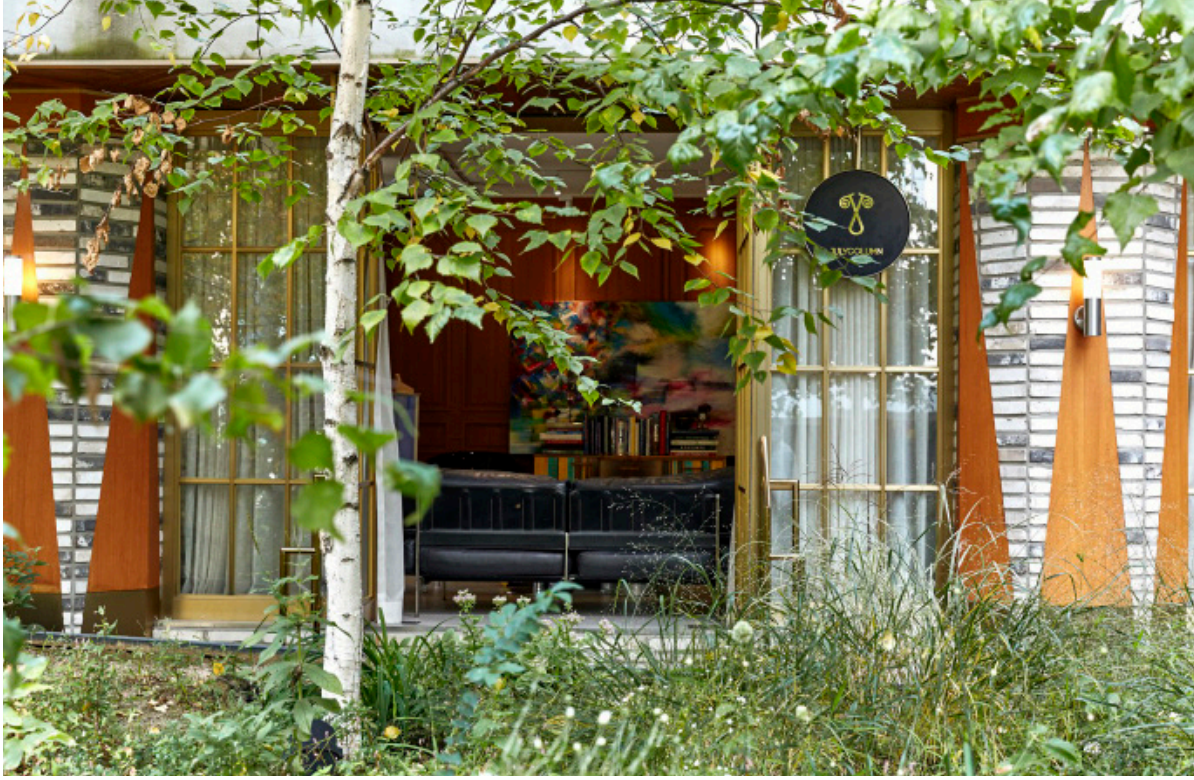
CHEONGDAM BOUTIQUE

줄라이칼럼 애플리에의 마스터 재단사, 재봉사 등 하우스와 오랜 세월을 함께하고 호흡을 맞춰온 장인들에 의해 제작된 맞춤복을 통해 기성제품에서는 느낄 수 없는 최상의 핏과 테일러링 그리고 디테일들을 느끼실 수 있도록 인하우스 맞춤 제작 서비스를 제공하고 있습니다.

맞춤제작의 진정한 여정은 대화, 교감 그리고 공감에 있습니다. 3차례의 걸친 미팅들을 통해 맺어지는 인하우스 장인들과의 밀접한 소통속에서 고객이 가지고 있는 아이디어들을 구현하고 발전시킬 수 있습니다. 이 과정 속에서 단순한 디자인 요소는 물론 원단, 안감, 부자재, 바느질, 기법, 마감처리, 이니셜 각인 등 정통성 있는 진정한 맞춤 서비스의 세심한 배려들을 만끽하실 수 있습니다. 많은 시간과 정성을 할애하고 귀 기울이며 고객의 필요에 의해 제작된 고급 맞춤 아이템을 제작 합니다. 소모성 패스트 패션이 포화된 시장에서 나만을 위해 디자인되고 제작된 옷을 통해 줄라이칼럼의 독창성과 희소성은 사랑받고 있습니다.

JULYCOLUMN has been a mecca for those looking for the exclusive and the unique. With the arrival of an in-house bespoke tailoring service, the Cheongdam atelier now offers customers the chance to find the perfect fit, handcrafted by master tailor with years of experience as a team.

The bespoke journey is about understanding. Working closely with our master tailor over at least three appointments, clients can explore their ideas and expand on the details, choosing from fabrics, linings, fastenings, stitches, detailing and monogramming. A bespoke garment embraces this fact. While ready-to-wear garments are an approximation of a number of people, a bespoke piece is entirely unique.



JULYCOLUMN PARTNERS



ADAC



LE NEW BLACK

朝鮮日報 THE BOUTIQUE

rend in KOREA



PLEDIS ENTERTAINMENT



KPLUS

Talitha Koum

YHOPE

vláho

yoso

VIM

WWD



The WORX

THE HYUNDAI

NAVER Z

SSF SHOP

W.CONCEPT.

wadiz

ELCANTO

VOGUE

BAZAR

W

DAZED

ELLE

marie claire

JULYCOLUMN

WORLDWIDE STOCKIST [2018-2024]

[OFF-LINE]

21 EAST - QATAR
DW STUDIO - CHINA
DUIER - CHINA
MAYAN BEAUTY - CHINA
COURONNE - HK
C+H - US

[PENDING]

LE SALON MACAU - HK
SWANK - US
S&W - US
ATELIER NY - US
APRES - US
CITY SHOP - JP

[ON-LINE]

JULYCOLUMN.COM

SSF SAMSUNG MALL ANOTHER#

W-CONCEPT STORE

NAVER DESIGNER WINDOW

LE NEW BLACK

LOTTE DEPARTMENT STORE MALL

1F, 49, DOSANDAE-RO
55GIL, GANGNAM-GU,
SEOUL, KOREA 06014

@JULYCOLUMN_OFFICIAL

WWW.JULYCOLUMN.COM



JULYCOLUMN