

J KOO

BRAND INFORMATION

J KOO

BRAND STORY

J KOO was established in London, February 2010. The name of the brand derives from the initials of the two head designers, Jinwoo Choi and Yeonjoo Koo. Both designers have studied Menswear at Central Saint Martins in London, where they have gained background of traditional tailoring techniques. Now based in Seoul, South Korea, J KOO is known for blending men's tailoring with a mood of femininity for a classic, yet contemporary aesthetic. The balance between two designers formed a unique J KOO style; Tailoring, femininity, and street culture. J KOO has taken these three things every season creating something new.

In 2015, J KOO was awarded emerging designer of the year by the council of fashion designers of Korea and Spring/Summer 2016 collection was selected by Vogue Talent Italy. In 2016, J KOO was International Woolmark Prize Womenswear finalist after winning Asia region. Recently, J KOO released Spring/Summer 2020 Collection in collaboration with Adidas Originals and proved the possibility as a global brand.

Official Website : <http://www.studiojkoo.com>

Instagram : http://instagram.com/jkoo_official

Wechat : studiojkoo

Weibo : <http://weibo.com/jkooofficial>

J KOO

- 2019.10** ADIDAS ORIGINALS X J KOO Collaboration
- 2019.07** Anta Plus X J KOO Collaboration
- 2019.03** SEOUL FASHION WEEK Fall Winter 2019
- 2018.10** SEOUL FASHION WEEK Spring Summer 2019
- 2018.03** SEOUL FASHION WEEK Fall Winter 2018
- 2017.10** SEOUL FASHION WEEK Spring Summer 2018
- 2017.03** SEOUL FASHION WEEK Fall Winter 2017
- 2017.03** Collaboration with Stephane Christian [Eyewear]
- 2017.02** Shinsegae Department 'BLUE FIT' S/S Collaboration
- 2016.10** SEOUL FASHION WEEK Spring Summer 2017
- 2016.10** Collaboration with Stephane Christian [Eyewear]
- 2016.05** Collaboration with Hyoshin Park [Singer]-Merchandise
- 2016.03** SEOUL FASHION WEEK Fall Winter 2016
- 2016.03** Collaboration with Stephane Christian [Eyewear]
- 2016.02** 'Woolmark Prize' Finalist
- 2016.02** Shinsegae Department 'BLUE FIT' S/S Collaboration
- 2015.12** CFDK Fashion Award- Emerging Designer Award
- 2015.10** SEOUL FASHION WEEK Spring Summer 2016
- 2015.10** Vogue Talent- Milan Fashion week
- 2015.09** London Fashion week - Designer showroom,
- 2015.09** Collaboration with Stephane Christian [Eyewear]
- 2015.08** Shinsegae Department 'BLUE FIT' F/W Collaboration
- 2015.07** Woolmark Prize- Womenswear Asia region winner

- 2015.06** Collaboration with PROSPECS
- 2015.03** SEOUL FASHION WEEK Fall Winter 15
- 2015.03** Collaboration with PERCHE [Footwear] F/W 15
- 2015.03** Collaboration with Stephane Christian [Eyewear]
- 2015.02** Shinsegae Department 'BLUE FIT' S/S Collaboration
- 2014.12** Collaboration with Hyoshin Park [Singer]-Merchandise
- 2014.10** SEOUL FASHION WEEK Spring Summer 2015
- 2014.10** Collaboration with PERCHE [Footwear] S/S 15
- 2014.10** Collaboration with Stephane Christian [Eyewear]
- 2014.09** China Tianjin Fashion week Fall Winter 2014
- 2014.06** Pitti Uomo 86 Spring Summer 2015
- 2014.04** Korean National Contemporary Dance uniform design
- 2014.03** SEOUL FASHION WEEK Fall Winter 2014
- 2014.03** Collaboration with PERCHE [Footwear] F/W 14
- 2013.10** SEOUL FASHION WEEK Spring Summer 2014
- 2013.03** SEOUL FASHION WEEK Fall Winter 2013
Generation Next
- 2012.10** SEOUL FASHION WEEK Spring Summer 2013
Generation Next
- 2012.09** Harvey Nichols HK Collection Fall Winter 2012
- 2012.03** SEOUL FASHION WEEK Fall Winter 2012
Generation Next

J KOO

COLLECTION TIMELINE



F/W 2012

S/S 2013

F/W 2013

S/S 2014

F/W 2014

S/S 2015

F/W 2015

S/S 2016



F/W 2016

S/S 2017

F/W 2017

S/S 2018

F/W 2018

S/S 2019

F/W 2019

S/S 2020

F/W 2020

J KOO Collaboration

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ADIDAS X J KOO



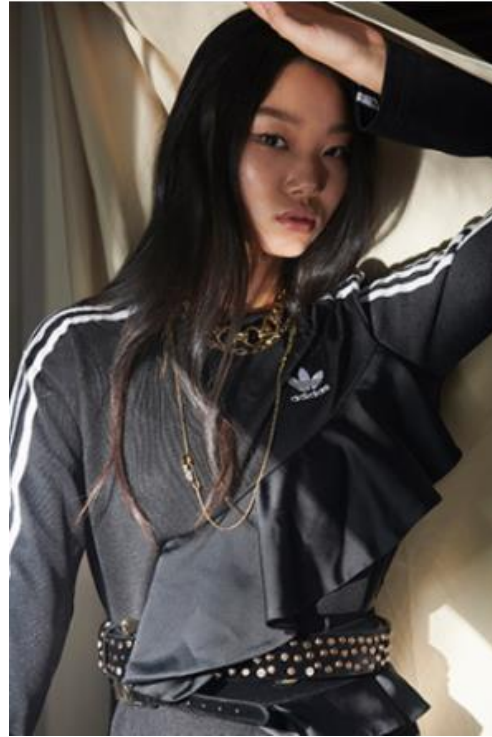
ADIDAS X J KOO



J KOO

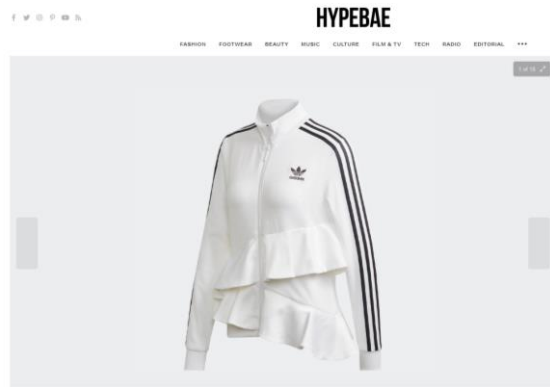


ADIDAS X J KOO



J KOO

ADIDAS X J KOO



HYPEBAE Oct15, 2019

TAKE A LOOK AT ALL THE PIECES IN ADIDAS ORIGINALS X J KOO'S SS20 COLLECTION

Featuring relaxed fits and frill details.

Just in time for fall, [adidas Originals](#) has just released a new collection in collaboration with up-and-coming Korean fashion womenswear label, [J KOO](#). Founded in 2012 by Jinwoo-Choi and Yeonjoo-Koo, J KOO combines tailored femininity and street culture style which has been reflected in this collection's pieces.

The line features the sportswear brand's signature items with unique twists, such as its crewneck sweatshirts, jersey T-shirts and the iconic Firebird Tracksuit. A muted white and pink color palette has been incorporated throughout the entire collection where each piece has been designed with draping, relaxed fits and frill details. Statement pieces highlight frill-laden takes on the classic adidas T-shirt, a hooded poncho, full-length dresses and a track pant silhouette that has been transformed into a skirt.

In addition, the signature Firebird Tracksuit arrives in plush velvet and satin material accented with frill details around the midriff and waist, topped off with the classic Three Stripes branding on the sleeves and legs. Take a detailed look at all the clothing items in the gallery above.

The adidas Originals x J KOO Spring/Summer 2020 collection is now available at adidas Originals' flagship store in Hong Kong. In case you missed it, be sure to check out our interview with [Nora Vasconcelos](#) on her adidas collection and inspiring the next generation of female skaters.

A Look At The JKOO For Adidas Originals Collection

OCTOBER 19, 2019 - FASHION

EAST & WEST Oct19, 2019



Images courtesy of Jkoo

Seoul, South Korea. Internationally acclaimed South Korean label Jkoo launched their first collaboration collection with German founded sportswear brand Adidas Originals. The collaboration comes only a few years after the label was a finalist in the renowned International Woolmark Prize. Jkoo was launched in 2012 by couple Jinwoo-Choi and Yeonjoo-Koo, combining their take on modern street style with a twist of femininity.

The Spring-Summer collaboration collection is a great example of how brands from the East are gaining more attention from the fashion industries of the west. Jkoo's signature silhouette fit perfectly with Adidas's sportswear aesthetics making the perfect East meets West collection.

For those who are interested in purchasing pieces from the collection, it is now available at Adidas Originals Hong Kong flagship store.

Scroll down to check out some exclusive promotional images and a short fashion film.

Congratulations to Jkoo.

ADIDAS X J KOO



ADIDAS X J KOO



DAZED

Oct18, 2019

ADIDAS X J KOO

FASHION INFLUENCER SOCIAL POST



小章鱼Iris

10月15日 10:00来自微博 weibo.com

尝试一下从来没穿过的运动风！跟西装马丁靴混搭一下~ 还@嘛？

#adidasOriginalsByJKOO#



收藏

13

293

632



小章鱼Iris

关注



今日穿搭 | 既休闲又时髦的运动风

如果让我选择最时髦的运动品牌，一定就是三叶草经典的logo与条纹标志

特殊的面料结合了女性化的运动风设计，大胆有趣

说点什么...

31

15

8



小章鱼IRIS
FASHION BLOGGER

ADIDAS X J KOO

FASHION INFLUENCER SOCIAL POST



皮诺曹儿

10月15日 10:00来自微博 weibo.com

有被#adidasOriginalsByJKOO#的合作系列惊喜到哦！运动风完美融入在仙气儿飘飘的裙子中，是我很少尝试的风格~

+关注



关注



OOTD | 是运动风的我

今天是我很少尝试的风格哦。很喜欢这件裙子把运动风和仙气儿飘飘的感觉完美结合。裙摆部分稍短，我在里面搭了一件黑色的针织半裙，一点儿都没有违和感。我还搭配了一条较粗的黑色腰带，增加质感的同时又可以拉高整体比例~

说点什么... 34 2 8



收藏

6

114

524

皮诺曹儿
FASHION BLOGGER

ADIDAS X J KOO

FASHION INFLUENCER SOCIAL POST



IBabee  

10月15日 16:09

在家也想要拍照的粉色小瑞



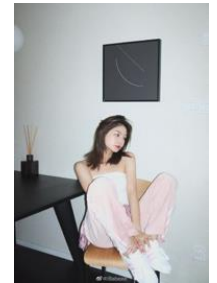
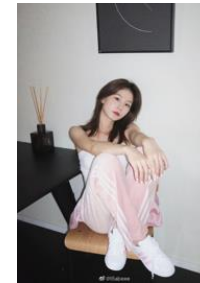
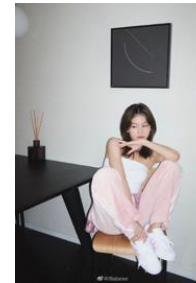
🌸 网红女神日常在这里

☆ 收藏

📄 25

💬 444

👍 4915



IBABEEE
FASHION BLOGGER

ADIDAS X J KOO

FASHION INFLUENCER SOCIAL POST



19sdiary 🏠

10月15日 09:30来自微博 weibo.com

今天是三叶草女孩

#adidasOriginalsByJKOO#

+ 关注



☆ 收藏

📎 4

💬 140

👍 340



19SDIARY
FASHION BLOGGER

ADIDAS X J KOO

FASHION INFLUENCER SOCIAL POST

 **Manty_Yin**   

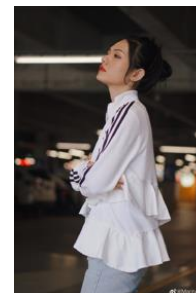
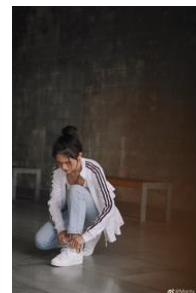
10月15日 08:02来自manty搭配日志超话 

好久没试穿的这么舒服啦，轻松又自在！简单的白背心牛仔裤搭配，外套是#adidasOriginalsByJKOO#推出的合作系列，让整体搭配看起来更有层次，简单又不复杂，利用腰部荷叶边褶皱的轮廓让运动风多了一份温柔感。这套搭配和平时的我很不一样，让我回忆起青春洋溢时期的自己，每个女性在不同的时期都会展现出不同的魅力，感谢搭配的存在，可以让我回忆不同时期的样子。

 manty搭配日志超话



 收藏  361  368  1480



MANTY_YIN
FASHION BLOGGER

ADIDAS X J KOO

FASHION INFLUENCER SOCIAL POST



RITATAWANG
FASHION BLOGGER

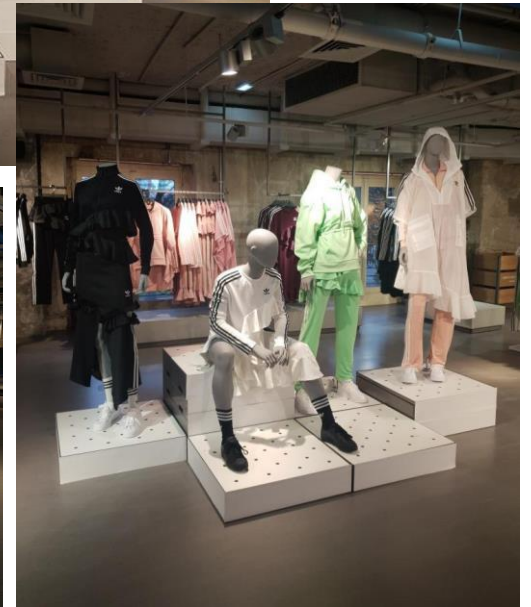
ADIDAS X J KOO

FASHION INFLUENCER SOCIAL POST



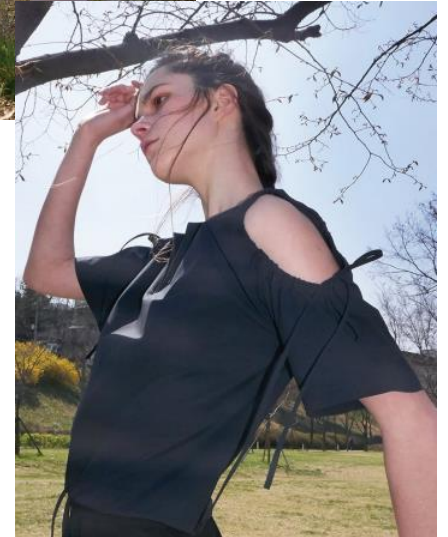
RITATAWANG
FASHION BLOGGER

ADIDAS X J KOO



Adidas Store (Paris champs-élysées) Display

ANTA PLUS X J KOO



ANTA PLUS X J KOO



ANTA PLUS X J KOO



LANE CRAWFORD X J KOO



Lane Crawford

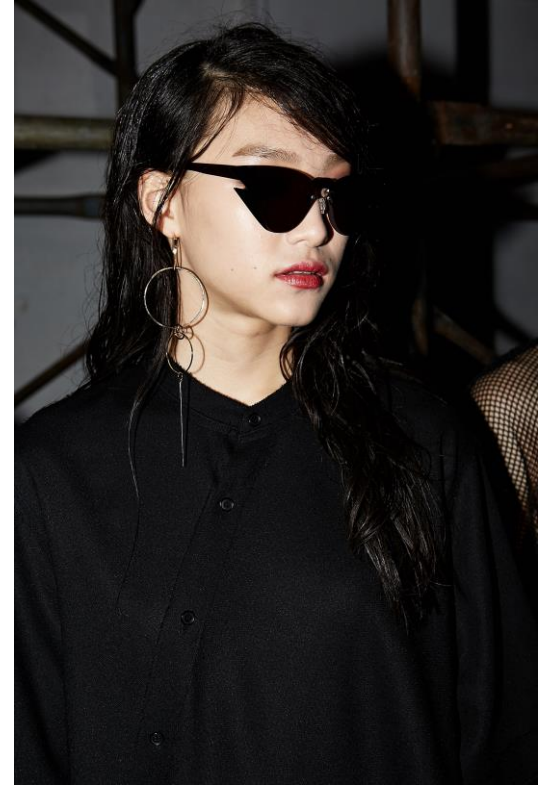
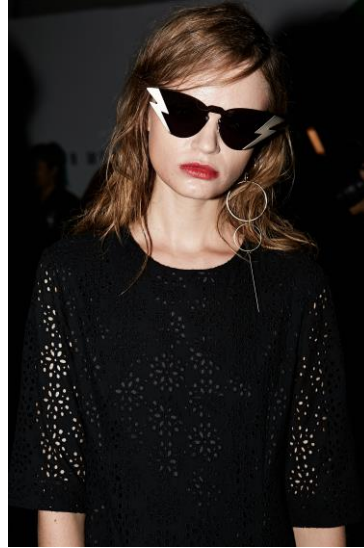
Stephane Christian X J KOO



stêphane+
christian



Stephane Christian X J KOO



stêphane+
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Stephane Christian X J KOO



stêphane+
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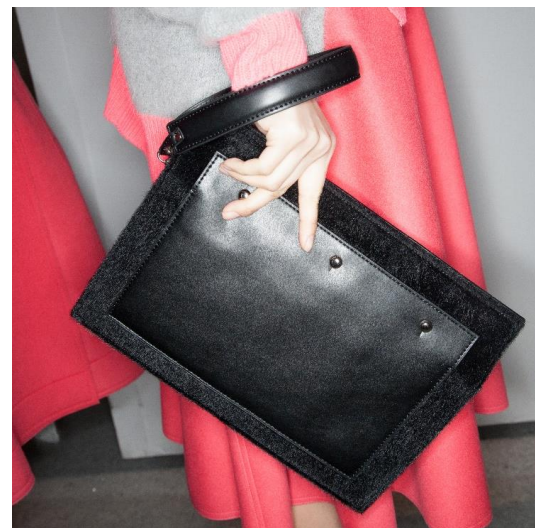
SHINSEGAE BLUEFIT X J KOO



PROESPECS X J KOO



PERCHE X J KOO



PERCHÉ
X
J KOO

Korea National Contemporary Dance Company X J KOO



J KOO

Head Office: 2F, 44, Dosan-daero 17-gil, Gangnam-gu,
Seoul, Republic of Korea (06033)

T: +82 (0)2 511 2017

studiojkoo@gmail.com

www.studiojkoo.com