

JIOH

New York City 646.334.8227 ji@jiohny.com jiohny.com

EDUCATION

Parsons School of Design - New York, NY
BFA, Fashion Design

05/2008

Central Saint Martins - London, UK
Studied Foundation, Art & Design (2004)

WORK EXPERIENCE

JIOH - New York, NY

10/2013 - 08/2023

Head Designer & Creative Director

- Led Design and Creative Direction as Founder of fashion house with progressive, androgynous, and understated design focus in Women's RTW category; exited in 2023, now works as consultant for fashion companies.
- Managed multi million dollar P&L and led the sale of 3 seasons annually, with 1200 SKUs per season.
- Negotiated contracts to stock internationally with Barneys NY, Nordstrom, Harvey Nichols, Totokaelo, Intermix, The Webster, Forty Five Ten, Fred Segal, and 40+ multi label stores.
- Recruited and directed team of 15 FTE and PTE in Design, Business Administration, Marketing, and Sales departments.
- Led globally matrixed operations and product development; directed Creative, Production, Manufacturing, Technical Design, Sourcing, Sales, Partnerships, Influencer, PR, Marketing, and Show Production functions.
- Owned Manufacturing, Sourcing, and Vendor Operations with partners in Italy, China, Hong Kong, Portugal, Korea, and Japan, while maintaining 90% manufacturing in New York; managed 30 local and 10 overseas factories.
- Launched 5 presentations during NY Fashion Week; built Partnerships vertical with high value in-kind sponsorships with Milk, The Standard, M.A.C., Maybelline, Shiseido, Essie, Dr. Martens, Bumble & Bumble, Wolford, and Repetto.
- Managed 4 agency teams for Brand, Digital Marketing, PR, and Influencer; featured Chloe Wise and Hayden Dunham in brand campaigns; developed biweekly integrated campaigns and content with 30+ add'l artists and influencers.
- Landed global editorial features - Vogue Italy shot by Peter Lindbergh, Vogue 'Bright Young Things,' WWD cover 'New Designer Spotlight,' The New York Times 'Breaking Free of Boundaries,' and The New York Times T Magazine 'Asian American Fashion Designer.'
- Developed special project partnerships with Levis, Diesel, W Hotels, Intel, Instagram, Soho House, CFDA/Vogue Fashion Fund, CFDA Incubator, Saga Furs, and Fitbit.

SHADOWCONNECTED - New York, NY

09/2009 - 10/2013

Designer

- Developed launch of contemporary and minimalist (black and white) brand, building Design, Production, Manufacturing, Sourcing, and Sales capabilities; successfully stocked 20+ stores globally.
- Added heavy Showroom and Trade focus to support the build of the business; managed team of 7; manufactured exclusively in NYC.

JIOH CONSULTING - New York, NY

06/2008 - 08/2010

Fashion Stylist

Styled international editorial features and advertisements for Nylon Magazine, Avenue Magazine, Mirage Magazine, Gap Inc., and Stuart Weitzman, among others; contracted on long-term projects; partnered with Fashion Directors, Brand and Creative teams, and client agencies.

AWARDS

2016 CFDA Vogue Fashion Fund Finalist
2015-2017 CFDA 4.0 Incubator Designer
2015-2017 FGI Rising Star Awards Finalist
2015-2017 Samsung Fashion Design Fund Finalist
2011-2013 Korean Fashion Association Sponsorship
2011 Ecco Domani Fashion Foundation Semi-Finalist

SKILLS

Illustration, Sketching, Flats, Sewing, Draping, Pattern Making, Garment Construction, Fabric and Textile Development and Embroidery, Design Instruction, Brand Identity and Trend Research, Competitive Analysis, Product and Materials Innovation Development, Adobe Creative Cloud, Microsoft Office, Google Workspace, Pricing and Margin Analysis, P&L Oversight.

**Fluent in English and Korean. A CFDA Member.*