



BIO - JI WON CHOI

Born in Seoul, raised in the Midwest USA, educated in New York City and Paris, and have worked in Milano, JI WON CHOI's work revolves around investigating human cultures and using design to promote positive change within societies.

Her thesis collection, EXCESSIVISM, was the winner of Kering Empowering Imagination Award and several other contests as well as featured in various international publications such as Forbes, WWD and Vogue. Her work has been displayed at Bergdorf Goodman in New York and at New York Textile Month. In 2017, she was awarded the "Ones to Watch" Award by Fashion Scout and even presented her collection at London Fashion Week. In September 2018, she debuted at New York Fashion Week with the CFDA and LIFEWTR.