



# CHOI LUHNIIO INCHUL

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[Portfolio](#)

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## Education and Training

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2021- oggi	Korea Psychology Education Institute
2013- Giugno 2016	Istituto Marangoni of Milan - Graduate Fashion Design, Italy
2011- 2013	Daejeon Art High School – Graduate Fine Art in Daejeon, South Korea
2010-2011	Noeun high school in Daejeon, South Korea

## Language Skills

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Korean: mother language  
Italian: very good  
English: very good  
French: Intermediate

## Professional Experience

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October 2021 -Today	<b>DE MARF (MILAN, USA, Australia)</b> Creative Director -New Luxury street wear brand -Design direction, Branding strategy, trend forecasting, mood board, collection plan, Merchandising, artist collaboration, fitting, styling
January 2020 -Today	<b>LUHNIIO (MILAN)</b> Founder & Creative Director - Research, Design, Color chart, Fabric selection, pattern making, prototype making, fitting, Final garment sewing, Visual directing for shooting and video
September 2021 -February 2022	<b>PRONOVIAS GROUP</b> Senior freelance fashion consultant -Head of evening & cocktail collection -Head of Asain capsule collection -Research Moodboard, Color chart, Fabric and embroidery research, Drawing, Fitting, Shooting -Special celebrities collaboration
April 2019 -May 2019	<b>Josephus Thimister</b> - Freelance consultant
February 2017 -October 2020	<b>Emilio Pucci (Milano)</b> Designer - Show, Pre whole collection Designer (jersey, woven, fluid fabric, tailoring, outerwear) from research, drawing, pattern advise, fitting, show styling - Responsabile VIP's (BEYONCE', BELLA HADID, RITA ORA, GREEN CARPET ecc) - Responsible seamless wear project - Drapings, mulage, artwork sample and show pieces - Special placement for embroidery and print
September 2016 - January 2017	<b>Mercedes-Benz Fashion Week</b> - Fashion consultant & Illustrator

## Other Experience

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April 2021	<b>GRAZIA, ELLE, FORBES, THE US PARIS</b> LUHNIO FW 2021 is used for editorial shooting
November 2020	<b>DNA magazine</b> LUHNIO FW 20/21 is used for DNA e-magazine
February 2020	<b>Vogue Italia</b> LUHNIO FW 20/21 is published collection on Vogue Italia talent
February 2017	<b>Wella Collection Show 2017 (Bologna)</b> My collection participated WellaCollectionShow 2017
November 2016	<b>Wella hair (Milano)</b> used my outfits for shooting publication
September 2016	<b>Vogue Fashion Night - Cosentino Showroom (Milano)</b> Displayed my outfits
June 2016	<b>Milano Moda Graduate Fashion Show (Milano)</b> Participated my collection for fashion show which is organized by Camera Nazionale della moda with Istituto Marangoni.
December 2013	<b>Daejeon Museum of Art</b> Displayed my painting in the city art museum.

## Technology Skills

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Operating System: from Windows, MAC IOS

Software/ Other tools: Internet Explorer, Microsoft Word, Microsoft Excel, Microsoft PowerPoint, Microsoft Publisher, Suite Adobe (Photoshop, Illustrator, InDesign)

## Interests

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Art, music (piano and classical music), fitness, travel

Autorizzo il trattamento dei dati personali, ivi compresi quelli sensibili, ai sensi e per gli effetti del D.lgs. 30.06.03, n. 196