# TELL THE**TRUTH**



## **TELL THE TRUTH**

takes its pride in high standard.

Accumulating knowledge and well understanding of the garment of the designer, over 10 years of design experience in major fashion brands, offer timeless pieces with fair quality of fabric and well-made details.







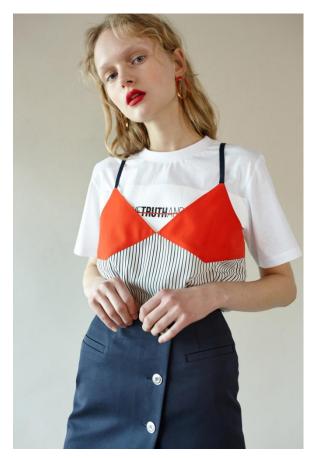
## **SPRING 16**

#### **COLOR**

Fresh touch of *Red, Sky blue and Green* with based palettes of white, navy and black

**FABRIC** 

Light wool crepe and polyester for fluid silhouette and volume Crispy cotton and satin twill for feminine cut and soft hand touch











## **STOCKIST**

#### **OFFLINE**

- -BEAKER
- -OFFICIAL HOLIDAY by KOON
- -AJOUTER

#### **ONLINE**

- -NOID COMPANY (www.noidcompany.com)
- -SSF MALL (<u>www.ssfshop.com</u>)
- -W CONCEPT (<u>www.wconcept.co.kr</u>)
- -FIRST LOOK (<u>www.firstlook.co.kr</u>)
- -29CM (<u>www.29cm.co.kr</u>)





# **COLLABORATION**

#### BEAKER X TELL THE TRUTH







OFFICIAL HOLIDAY X TELL THE TRUTH







# **M.K.T ACTIVITIES**



Jessica Jung



Kong Hyo-jin



Park Su-jin



Crystal



Esom



#### **DESIGNER'S PROFILE**

SUNG-EUN KIM

SS 2016 Launched TELL THE TRUTH

SS 2015 Launched NOID

2008-2014 Design director of KUHO, Samsung Cheil

2005-2008 Fashion designer of HANNY Y and OBZEE

(Major stockist: Barney's NY, Harvey Nichols,

Lane Crawford HK)

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