

TELL THE **TRUTH**

TELL THE TRUTH

daily avant-garde & retouched minimalism

TELL THE TRUTH creates everyday beauty with sharp constructed shapes, exquisite fabrics and playful colors. The identity of the brand, timeless styles enhanced by delicate materials and whimsical details, inspires energetic women and highlight them vividly with fresh and different silhouette. This chic contemporary minimalism that will no doubt become the go-to hero pieces in your wardrobe.



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 (www.ssfshop.com)
- W CONCEPT (www.wconcept.co.kr)
- FIRST LOOK (www.firstlook.co.kr)
- 29CM (www.29cm.co.kr)



BEAKER



OFFICIAL HOLIDAY by KOON

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

ETC..



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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