



HENRY KIM

PORTFOLIO



[Henry Kim] a native South Korean graphic designer based in London, he is a motivated and talented self-starter with a keen focus on motion, image making, and typography. His methodical and thoughtful approach to design is characterised by a minimal Swiss-style aesthetic. This site represents his playground and showcase for creativity and ongoing design explorations. Fluent in both English and Korean.



Skillset

After Effects
Illustrator
Indesign
Lightroom Classic
Photoshop
XD
Figma

A clean fragrance brand

A-chromiq was created with the objective to amplify diversity, sustainability and gender-inclusivity. Taking inspiration from everyday cultures as a constant source of inspiration. Whilst considering every ingredient to create a signature imprint of the highest quality.

Brand Values: Minimalistic, Clean, Gender neutral, Avant-garde

Details: Social Media, Product Photography, Brand motion

A—chromiq



ODR—212
EAU DE PARFUM

A—chromiq-

A—chromiq-

ODR—212
EAU DE PARFUM



Neutral, Indifferent,
Unbiased, Unprejudiced, Transparent,
Uncomplicated, Understated, Honest, Real,
Sustainable, Open, True, Apt.

Neutral,
Indifferent,
Unbiased,
Unprejudiced,
Transparent,
Uncomplicated,
Understated,
Honest, Real,
Sustainable,
Open, True,
Apt.

All-gender

A-chromiq x
Nathalie Feisthauer

All-gender

Nathalie Feisthauer
A-chromiq x

Social media content

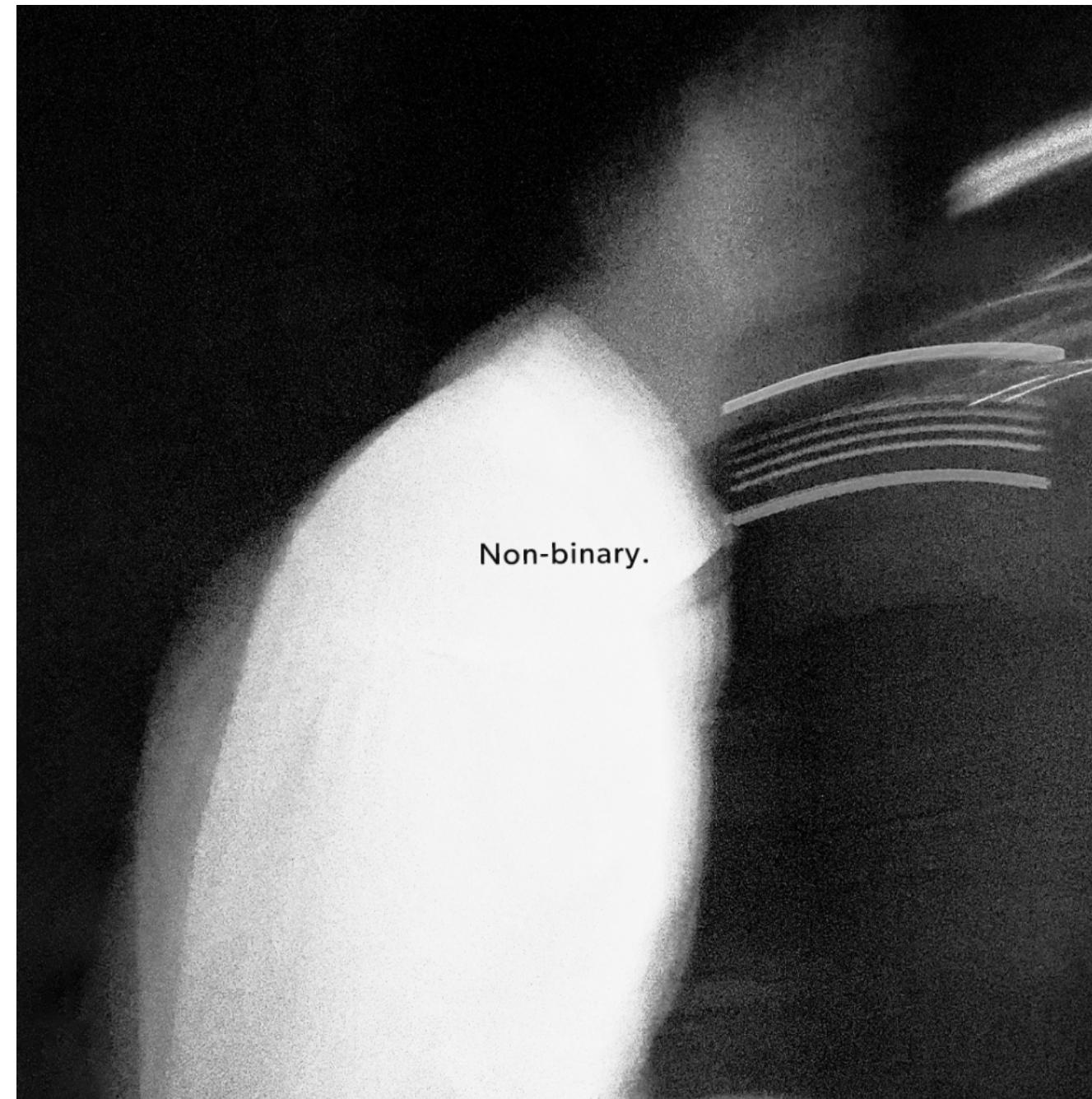
G

Gender Neutral

N

Parfums

Paris



Social media content





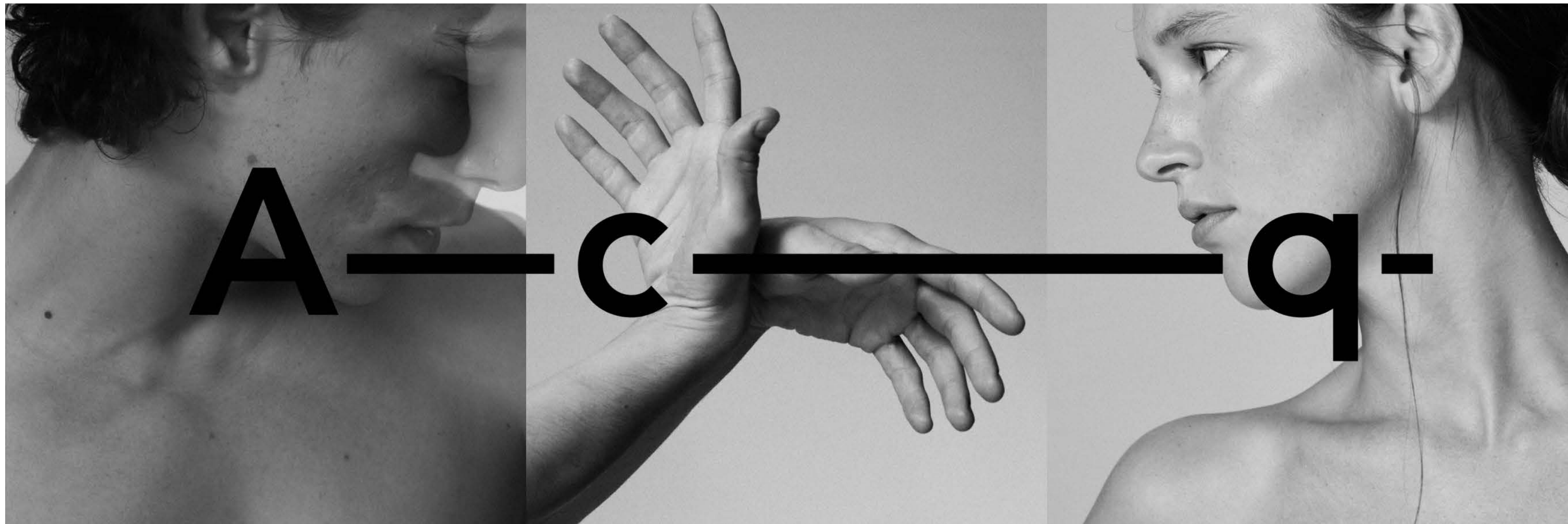
Tester Bar

Gender-Neutral
Vegan. Cruelty-free. Made in France

A—chromiq-

A—chromiq

Product photography — In store POS display





ODR-211 LUCENT
EAU DE PARFUM

ODR-212 FLORESCENT
EAU DE PARFUM

ODR-211 LUCENT
EAU DE PARFUM

ODR-211 LUCENT
EAU DE PARFUM

ODR-213 OPAQUE
EAU DE PARFUM

ODR-213 OPAQUE
EAU DE PARFUM

ODR-212 FLORESCENT
EAU DE PARFUM

CDR-211 LUCENT

A—chromiq—

MADE IN FRANCE
18e

An English heritage menswear brand

UNDERSTATED ERA curated a high-end collection featuring wardrobe essentials that effortlessly embody the ethos of minimal design, ranging from versatile basics to impeccably tailored garments.

Brand Values: Minimalistic, Quiet luxury, English heritage

Details: Social Media, Fashion photography, Look book design

UNDERSTATED ERA



UNDERSTATED.ERA
ENGLAND



**UNDERSTATED.ERA
ENGLAND**

SS-24

UNDERSTATED ERA



FASHION PHOTOGRAPHY BARCELONA



STATEMENT

001

OUR TAILORING STRIKES A RELAXED TONE, BLENDING FORMAL AESTHETICS WITH NODS TO CLASSIC HERITAGE DESIGN.

MODERNISING THE TIMELESS BLAZER, WE EMPLOY UNEXPECTED FABRICS AND SUBTLE DESIGN ENHANCEMENTS, CRAFTING THE EPITOME OF UNDERSTATED ELEGANCE.

LINE SHEET

UE304 HOODIE
DARK GREY
Style: UE2304
Season: 5524
Fabric: 100% Organic cotton
Price: £215

UE2108 SUIT JACKET
BLACK
Style: UE2108
Season: 5524
Fabric: 100% Cotton
Price: £350

UE2150 VEST
BLACK
Style: UE2150
Season: 5524
Main Fabric: 95% Polyester, 5% PU
Contrast Fabric: 50% VI, 45% WV, 2% EA, 2% PL
Filling: 40% Hemp, 40% Nettle, 20% PLA fiber
Price: £350

UE2312 WIDE-LEG PANTS
DARK GREY
Style: UE2312
Season: 5524
Fabric: 55% Polyester, 45% Wool
Price: £310

UE2313 TURN-UP PANTS
BLACK
Style: UE2313
Season: 5524
Fabric: 100% Cotton
Price: £245

UE2315 OVERCOAT
CREAM
Style: UE2315
Season: 5524
Fabric: 100% Cotton
Price: £450

UE2116 BLACKWATCH SKIRT
BLACK
Style: UE2116
Season: 5524
Fabric: 100% Cotton
Contrast: 100% Merino Wool
Price: £500

UE2117 HOUNDSTOOTH SKIRT
BLACK
Style: UE2117
Season: 5524
Fabric: 100% Cotton
Contrast: VI 50%, WV44%, EA 2%, PL2%
Price: £500

UE2322 UE CAP
BLACK
Style: UE2322
Season: 5524
Fabric: 100% Polyester
Price: £85

UE2324 OVERSIZED T-SHIRT
WHITE
Style: UE2324
Season: 5524
Fabric: 100% Organic cotton
Price: £110

UE2324 OVERSIZED T-SHIRT
BLACK
Style: UE2324
Season: 5524
Fabric: 100% Organic cotton
Price: £110

UE2325 TWEED KNIT
GREY
Style: UE2325
Season: 5524
Fabric: 70% Lambwool, 30% Cashmere
Price: £350

UE2326 LOGO KNIT
CREAM
Style: UE2326
Season: 5524
Fabric: 100% Organic cotton
Price: £250

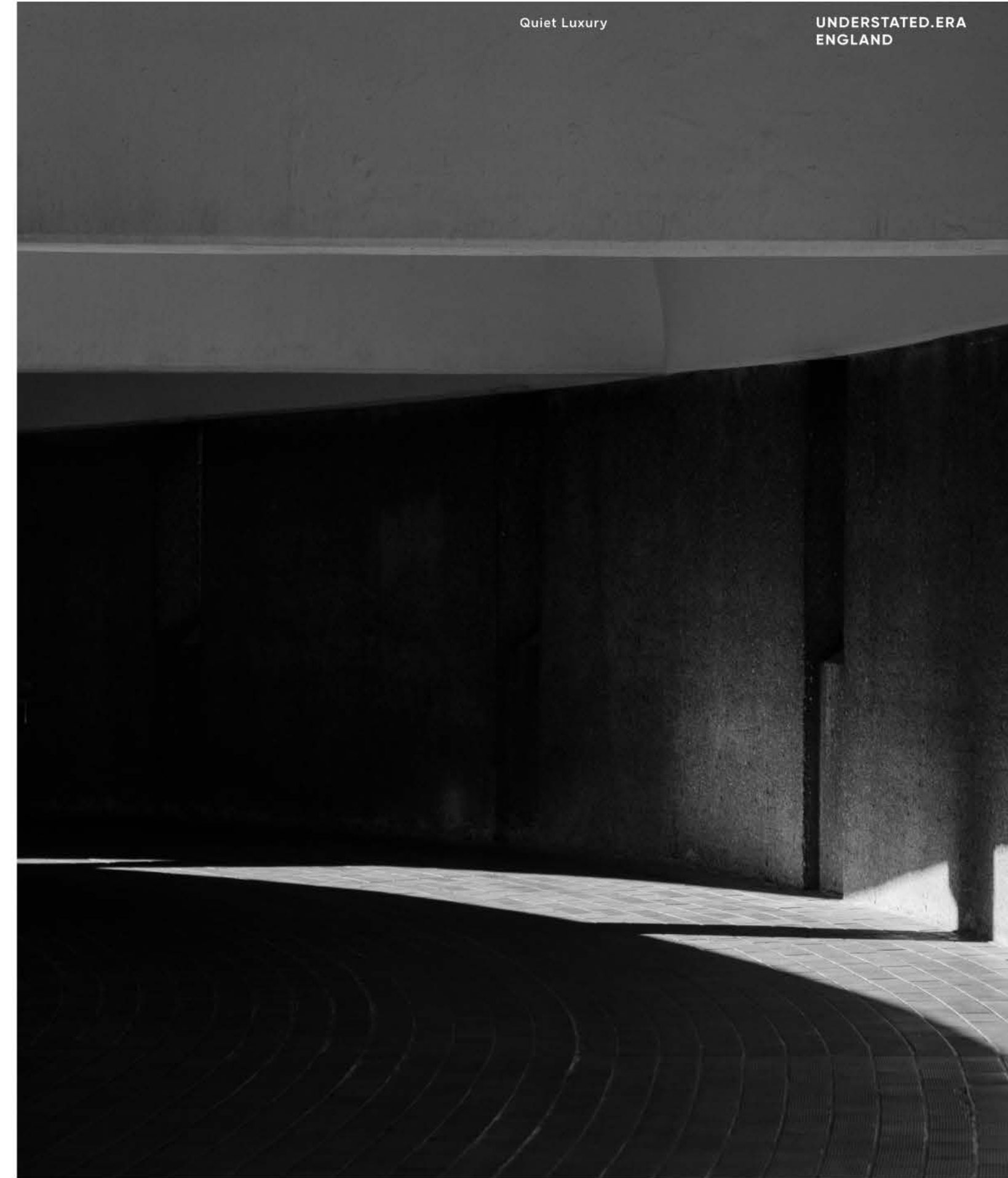
UE2327 UE SOCKS
CREAM
Style: UE2327
Season: 5524
Fabric: 85% Organic cotton,
14% Polyamide, 1% Elastane
Price: £30

UE2327 UE SOCKS
GREY
Style: UE2327
Season: 5524
Fabric: 85% Organic cotton,
14% Polyamide, 1% Elastane
Price: £30

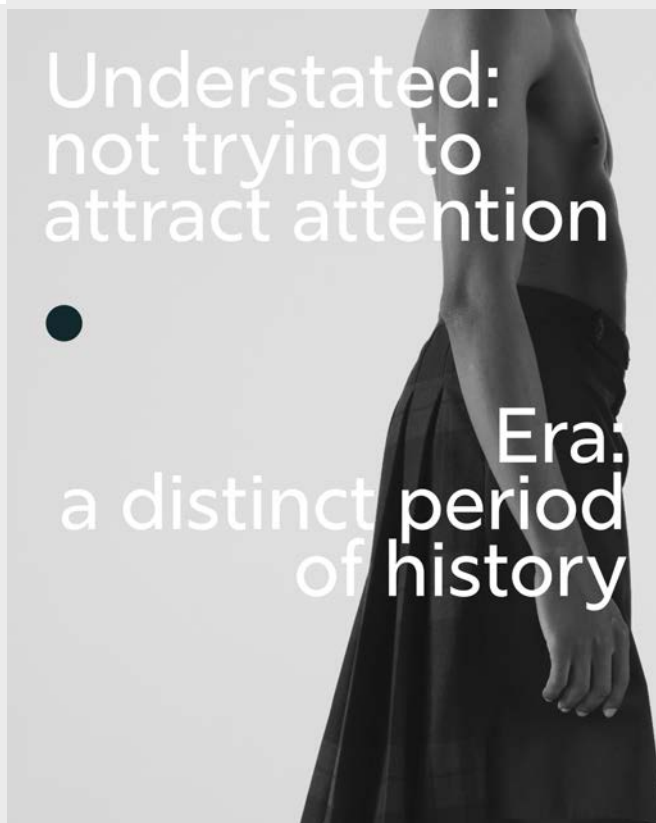
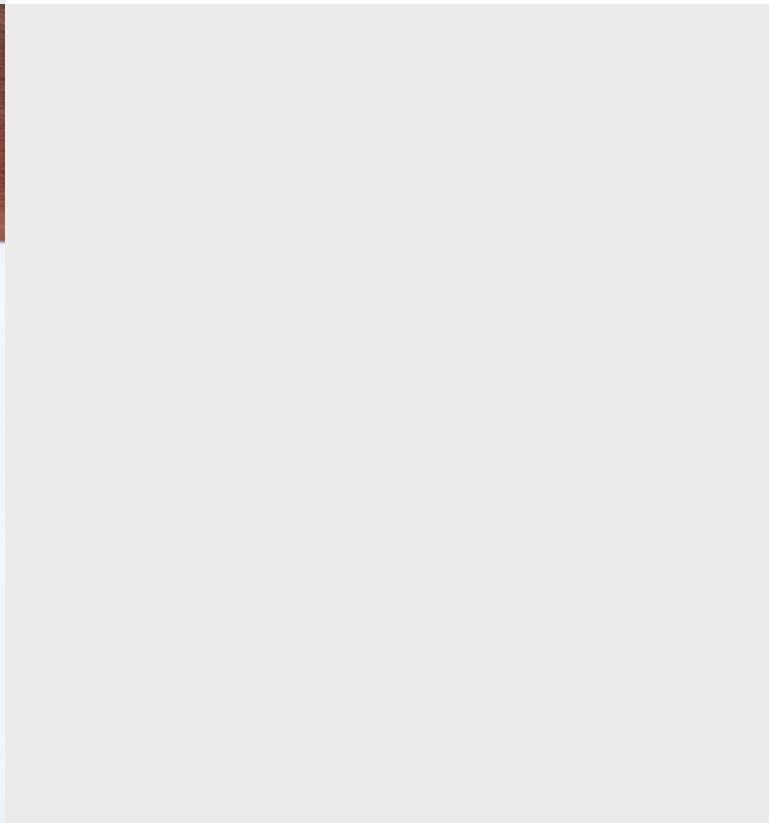
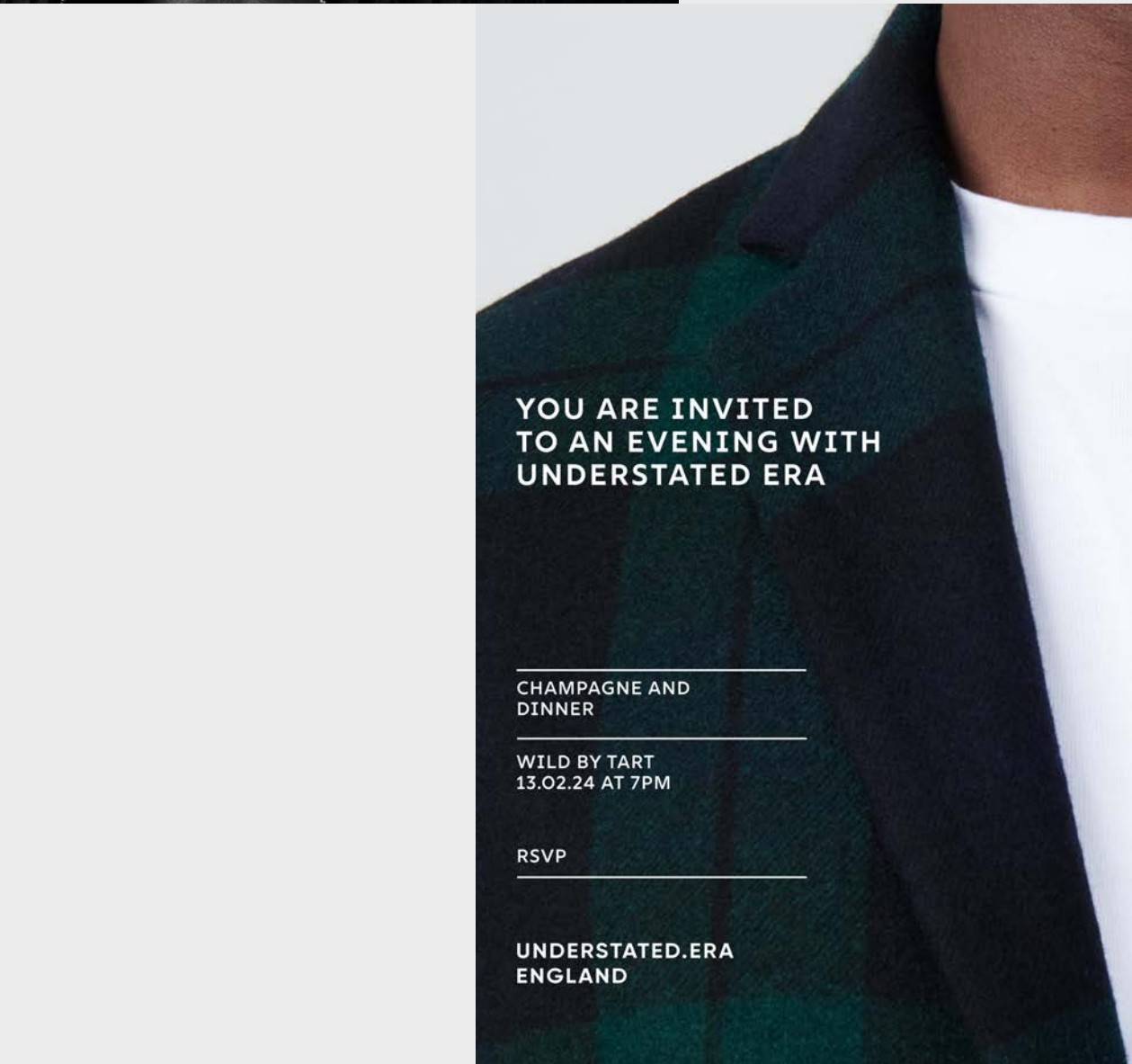
UNDERSTATED.ERA
ENGLAND



Understated.Era



Social media content design

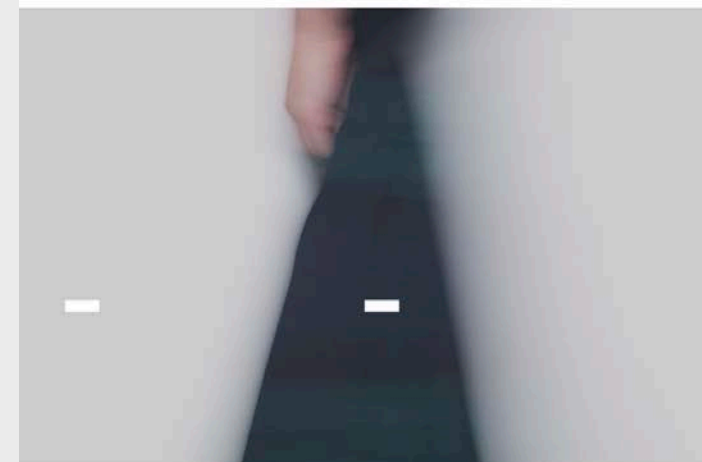


01-12-23
10.00-16.00
9 CORK STREET
LONDON W1S 3LL
MEN AW.23 SHOW
UNDERSTATED.ERA
ENGLAND



We would be delighted if you could join us to celebrate the launch of our limited edition menswear pre-collection.
To attend the event click the register link below
[Register](#)

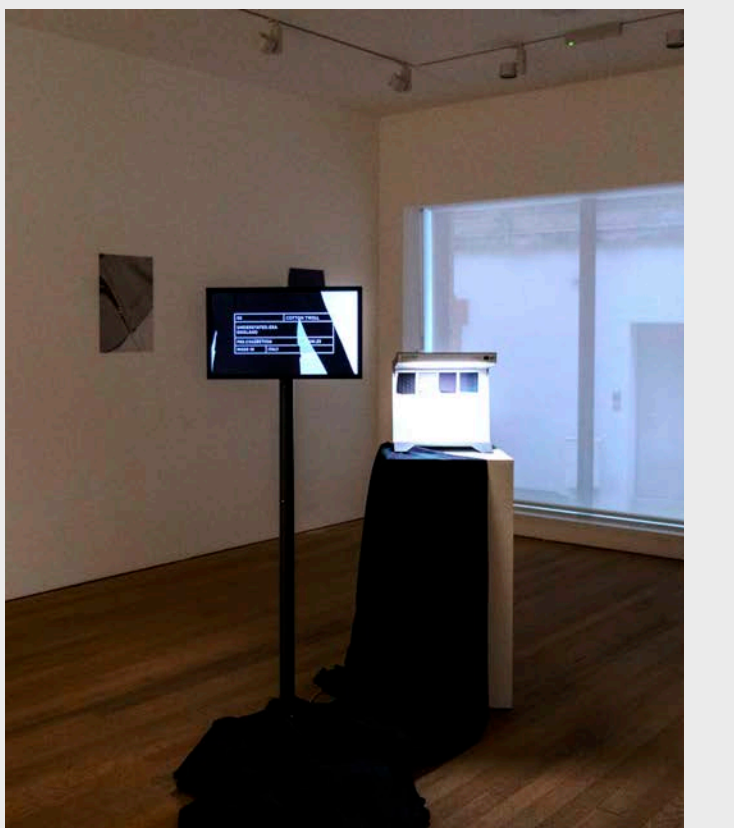
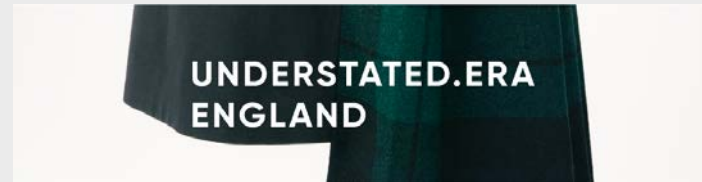
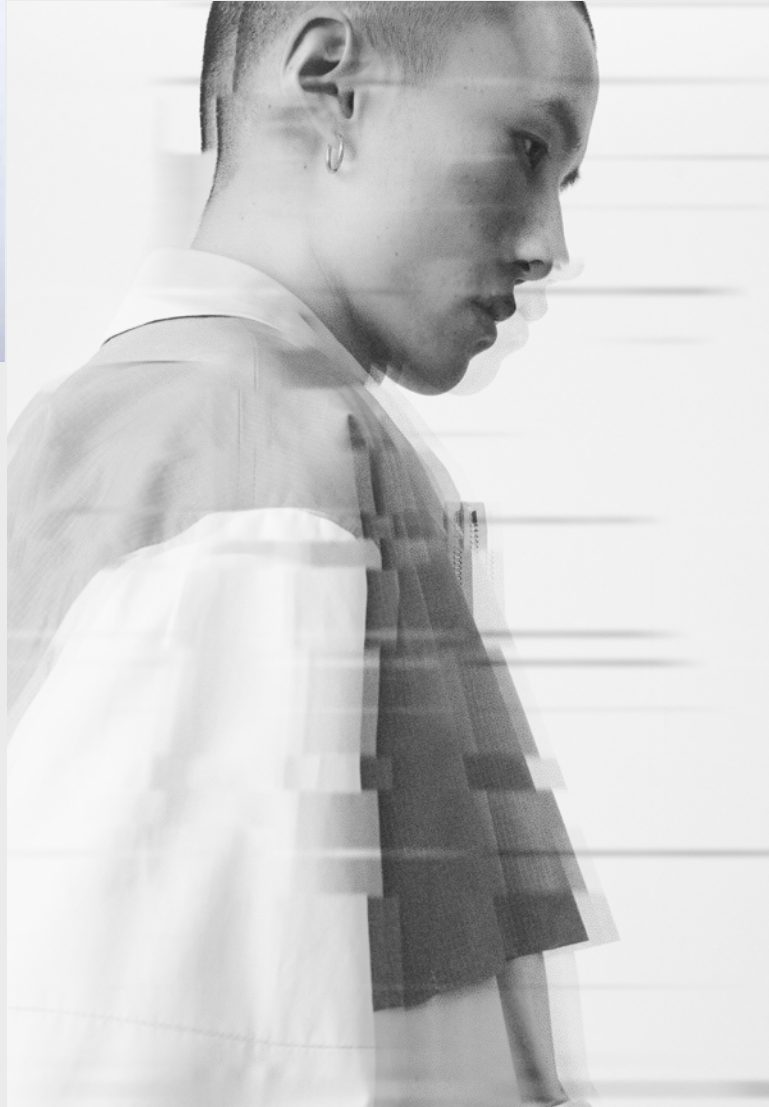
Event Details
9 Cork Street, London W1S 3LL
30th November 23. 6pm-11pm. Invitation only.
[Getting here](#)

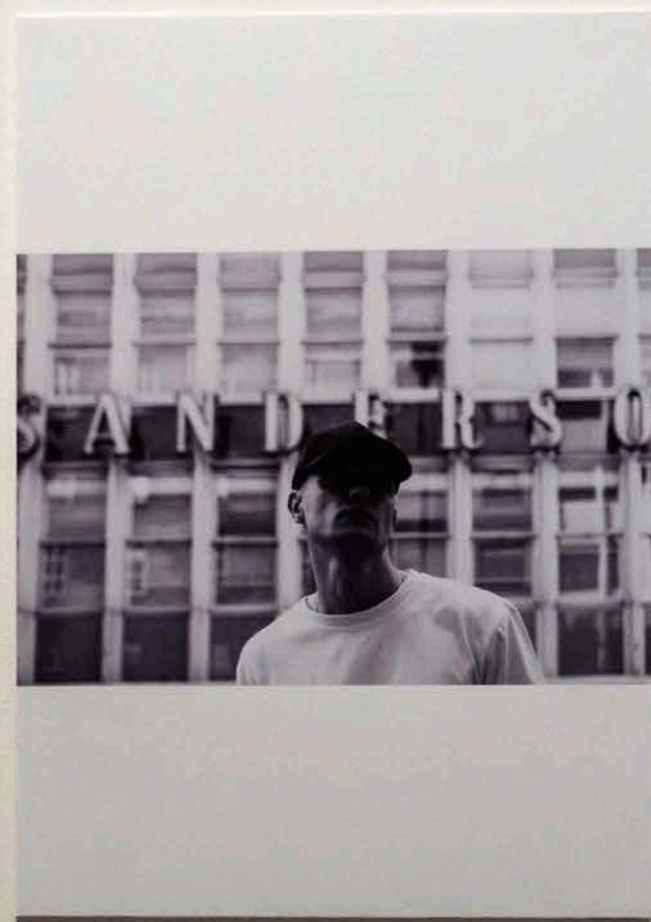


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**UE2316
BLACKWATCH
SKIRT**
GAINING MOMENTUM IN MEN'S FASHION, OUR EXQUISITELY TAILORED SKIRTS DRAW INSPIRATION FROM THE CLASSIC KILT, OFFERING A PROGRESSIVE STATEMENT PIECE, MODERNISED WITH CONTRAST FABRICS, CRAFTED IN CASHMERE AND ORGANIC COTTONS.






UNDERSTATED.ERA ENGLAND

UE2310
UE2315

VEST
OVERCOAT

No code



UNDERSTATED.ERA
ENGLAND

UE2310
UE2315

VEST
OVERCOAT





UNDERSTATED.ERA
ENGLAND



UE2325
UE2326

CABLE KNIT
INTARSIA



UNDERSTATED.ERA
ENGLAND

UE2325
UE2326

CABLE KNIT
INTARSIA

No code



UNDERSTATED.ERA
ENGLAND

Motion design for fashion event

An English womenswear brand

JIGSAW is already a well-known English womenswear brand. This project aims to design the high summer launch campaign with my own creative exploration.

Brand Values: Elegant, Clean, Luxurious

Details: Homepage, Launch email, Paid social

JIGSAW



J I G S A W
LONDON

[New in](#) [Shop](#) [Discover](#)

[Search](#)

RADIATE SUMMER SS—24

[SHOP NOW](#)



JIGSAW

NEW IN SHOP DISCOVER SEARCH

RADIATE SUMMER
SS—24

SHOP NOW

JIGSAW



SHOP THE LATEST LINEN COLLECTION



NEW IN LINEN DRESSES



THE SUMMER 24
LOOKBOOK

Jigsaw+

Access Jigsaw+,
our in-house loyalty service.
A smorgasbord of 'off-menu' treats.

1£ = 1 point	
Premium status From 400 points	Free item From 800 points

FIND OUT MORE

Try it on at home with Harper

A luxury home delivery service
offering the convenience
and service expertise of in-store shopping,
all from the comfort of your home.

FIND OUT MORE

NEWSLETTER:

Sign up to our newsletter to hear about new releases
and be the first in line for exclusive events and promotions.

Email

Social

- Facebook
- Instagram
- Youtube
- Pinterest

Customer Experience

- Delivery & Returns
- FAQs
- Jigsaw by Appointment
- Harper Try At Home
- Klarna
- Size Guide
- Gift Cards
- Store Locator
- Contact Us

Our Company

- Careers
- Press & Media
- Sourcing Principles
- Modern Slavery Statement
- Become an Ambassador

Legal & Cookies

- Terms & Conditions
- Privacy Policy
- Cookie Policy

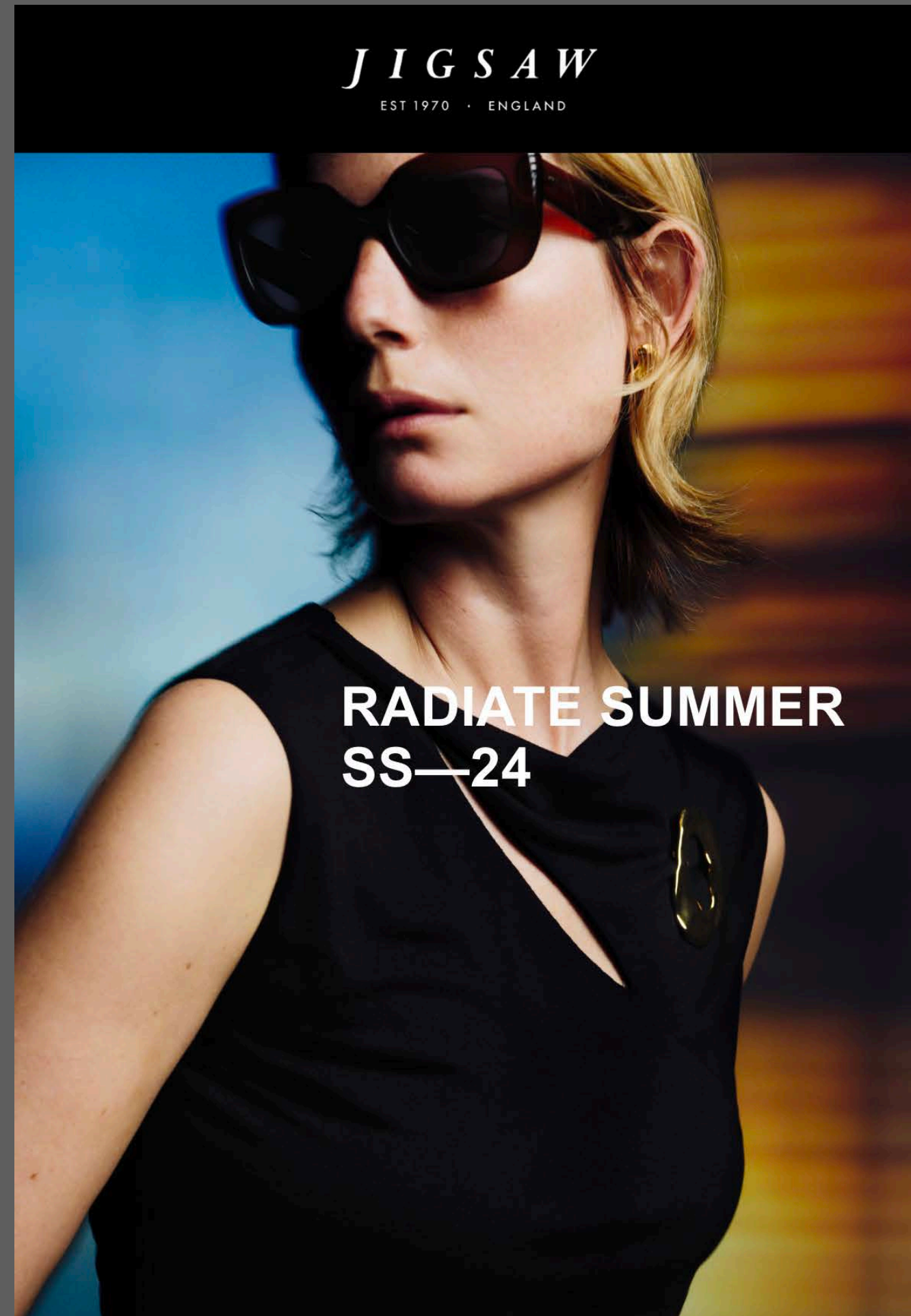
JIGSAW

RADIATE SUMMER
SS—24

SHOP NOW

JIGSAW

SHOP THE LATEST LINEN COLLECTION



RADIATE SUMMER
SS—24

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type.

[Shop Holiday](#)

SHOP THE RADIATE EDIT

LINEN BLEND EMBROIDERY TUNIC

AVAILABLE IN BLACK, MATCHING SET

HALTER NECK CHEESECLOTH DRESS

AVAILABLE IN BURGUNDY, NAVY

LINEN SLEEVELESS JUMPSUIT

AVAILABLE IN BURAVAILABLE IN BLACK

LINEN SLEEVELESS PIPED DRESS

AVAILABLE IN NAVY, CREAM

RUCHED ORGANZA MINI BAG

AVAILABLE IN BURGUNDY, CREAM

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type.

NEW COLLECTION PREVIEW
LINEN BLEND EMBROIDERY TUNIC
 AVAILABLE IN BLACK, MATCHING SET



Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type.

+

LOYALTY NUMBER	POINTS	FREE ITEM
85042	472	0

[SEE ALL](#)

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- PERSONAL STYLIST

JIGSAW



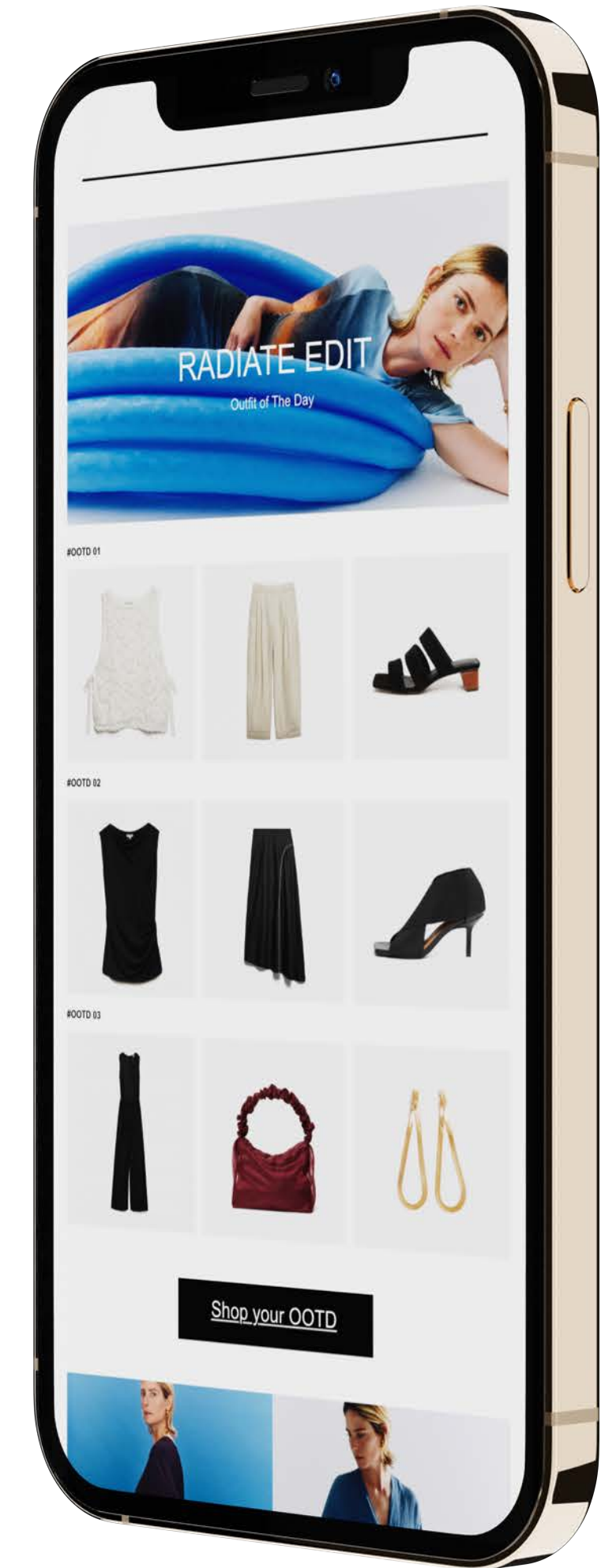
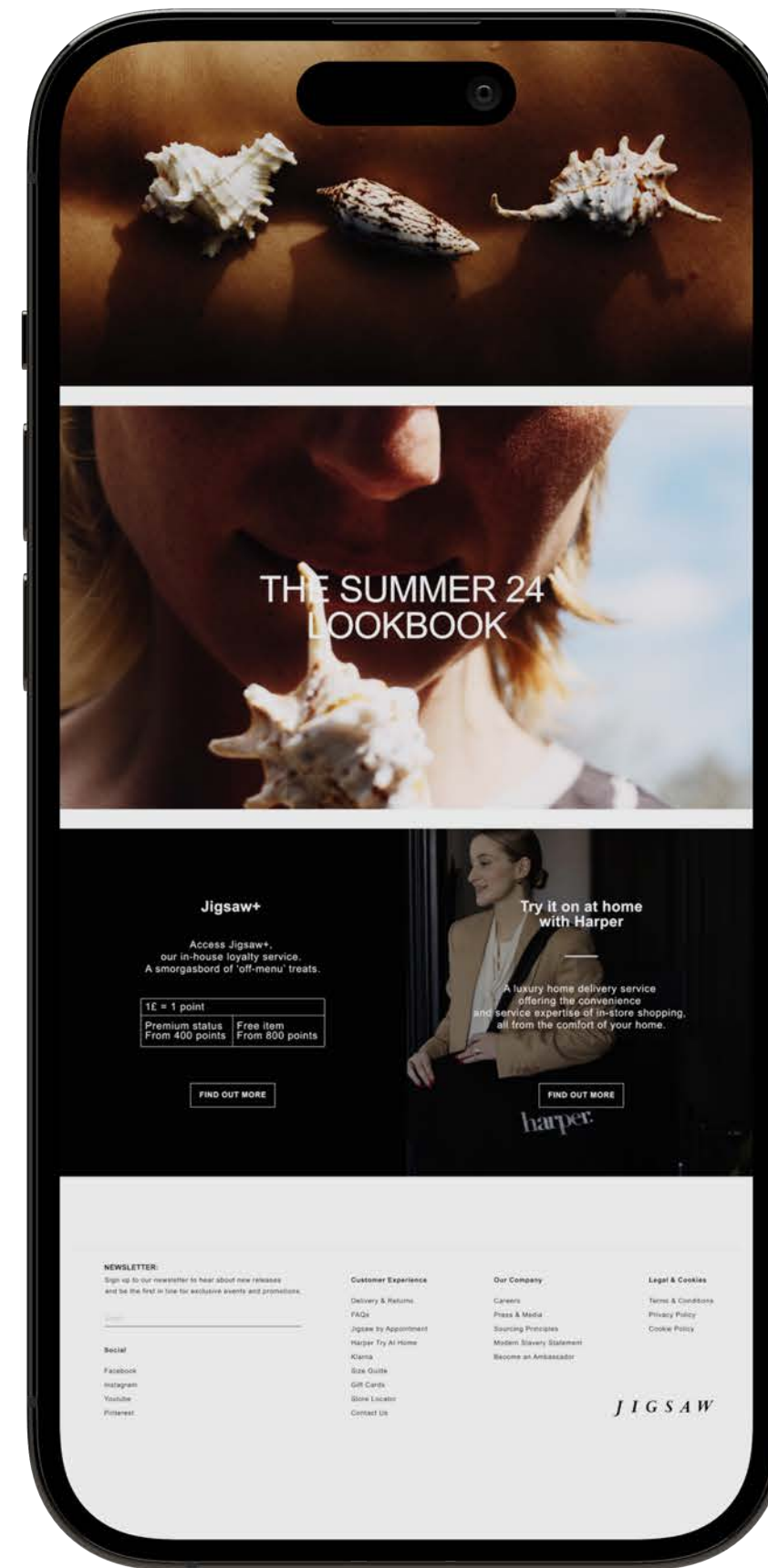
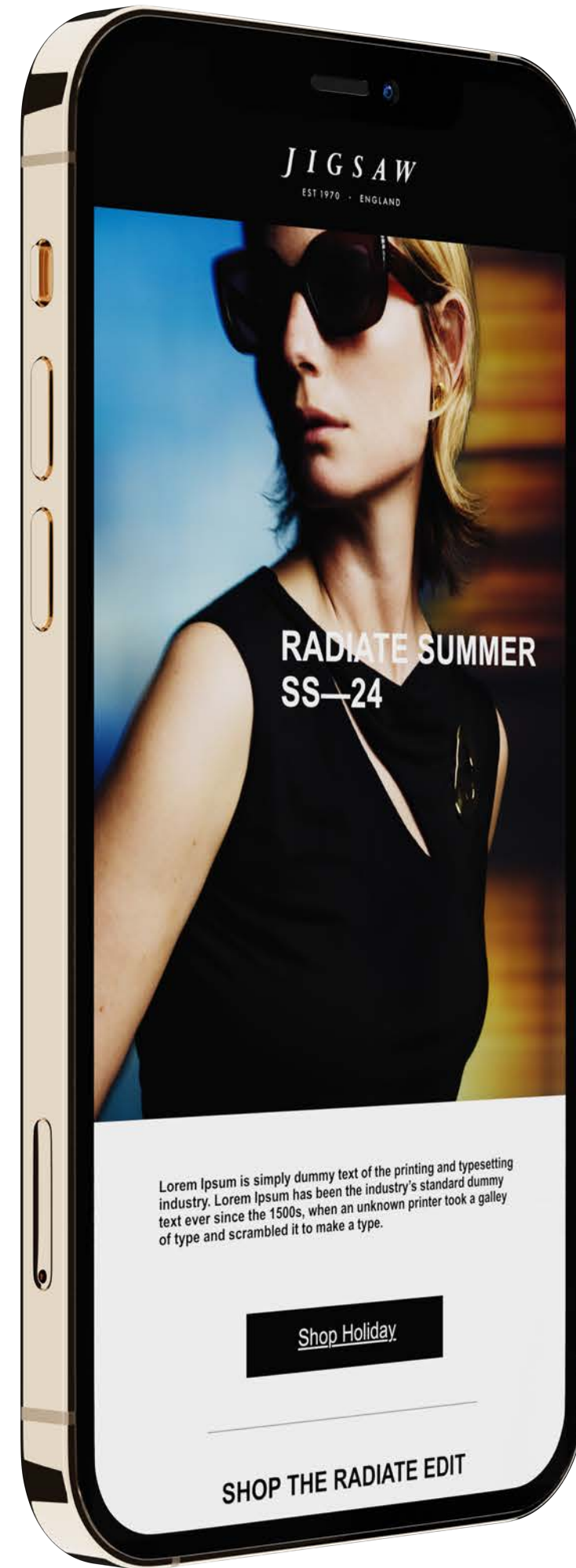
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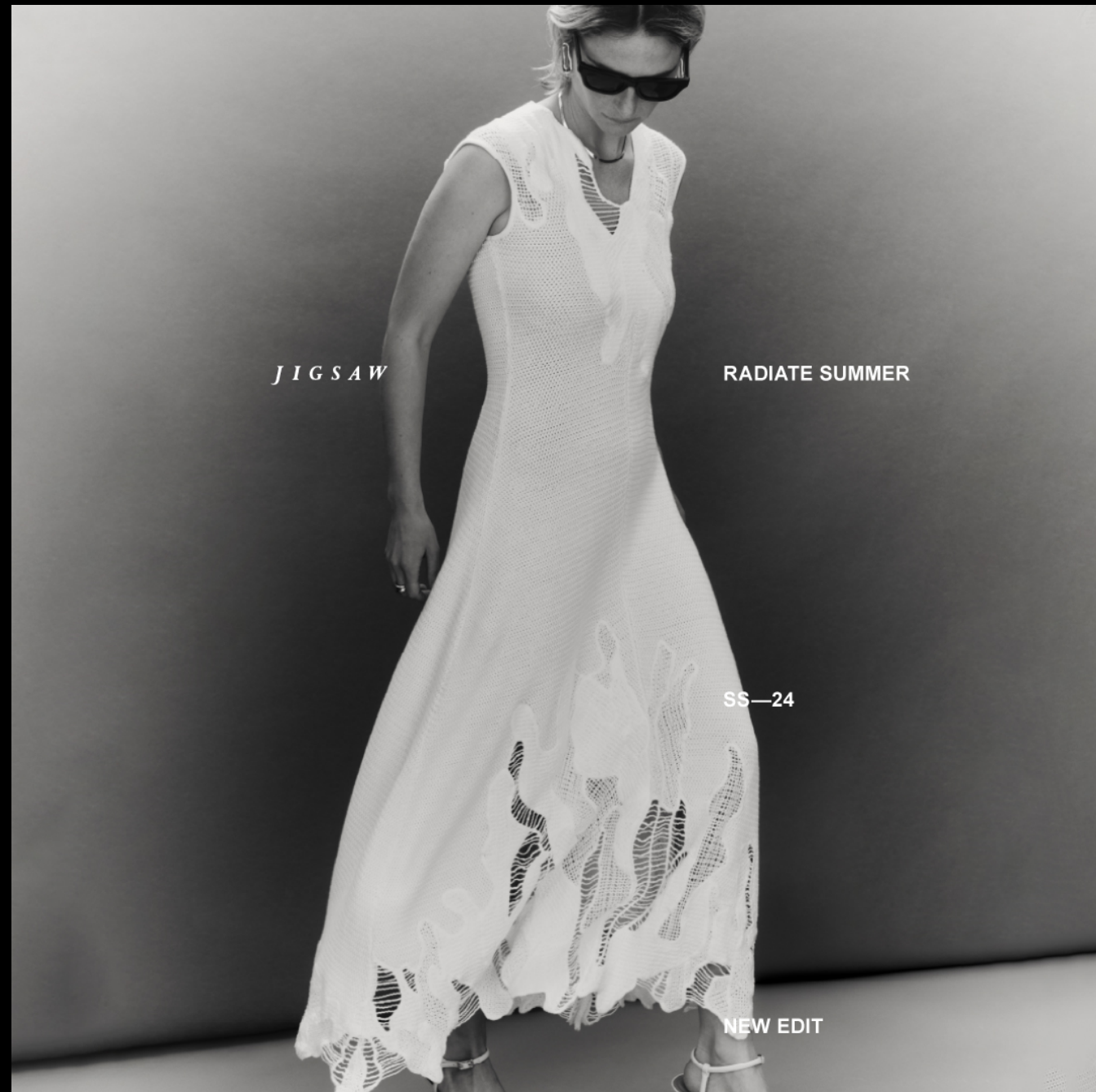
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Email us [comments](#). Want us to stop contacting you entirely?
[Unsubscribe](#) from all future correspondence.

MOCKUP (MOBILE)



PAID SOCIAL - CONCEPT 1 (ELEGANT)



3 x 3 grid for alignment of the images and type

PAID SOCIAL - CONCEPT 2 (SUMMER VIBE)





ITEM: 700J48099
 AVAILABLE NOW

PRODUCT: RUSSO KITTEN HEEL
 PRICE: £175

PRODUCT DETAILS:

The ultimate kitten heel. Crafted in a glossy box leather, with adjustable straps and a padded sock for additional comfort, the Russo is an timeless cool investment.

FIT AND FEATURES:

- 1. Glossy leather
- 2. Padded insock
- 3. Adjustable strap

MATERIALS AND CARE:

- 1. Upper - Leather
- 2. Lining - Leather
- 3. Sole - Other
- 4. Heel Height - 62mm

Colour in
 Black&Tan

Leather Crossbody Phone Bag

07

'24

ITEM:
 7100J49324
 FEEL SPECIAL



BY

JIGSAW



JIGSAW

COLOUR

(ITEM: 1032J48657 / SLASH NECK DRESS)

DETAILS

Cleverly placed ruching sits softly on the silhouette, whilst a strategically positioned slash at the neck reveals a flash of skin. Cut from a lightweight crepe stretch jersey and featuring a flattering, fit-and-flare shape, the Slash Neck Dress embodies fuss-free summertime elegance – finished with a generous sprinkling of fun.

Deep blue

SIZE

XS S

M L

XL

Menswear Magazine

FELLAS is a fashion-forward design magazine that showcases the latest fashion trends.

Brand Values: Visual first, Bold

Details: Logo, Magazine design, Stationery design

FELLAS

BELLAS



NO FACE

The Mystique Jacket

Inspired by the concept of anonymity and the enigmatic, the Faceless Jacket features a seamless silhouette with subtle yet striking details. Its low and minimalist aesthetic evokes a sense of mystery, inviting the viewer to ponder the mysteries of the Faceless. Constructed with precision and attention to detail, the Faceless Jacket offers both style and functionality. Its lightweight yet durable fabric provides comfort and breathability, making it suitable for any occasion. Whether worn as a statement piece or layered with other garments, this jacket is sure to turn heads and spark conversation wherever you go.

PASSWORD: My 8-day

In my case
9 2 0 1 2 3

@fellas
fellasmenswear.com
+44 (0) 789 903 2813

31 Denver Building,
6 Salthouse Road,
W1U 6RQ, London

FELLAS



Brand Identity

SS24

Spring/Summer 2024 Collection: Fresh Looks and Bold Styles
Timeless Classics, Essential Wardrobe Staples, Seasonal Trends
Elevate Your Everyday Routine: Street Style Inspiration, Capturing Urban Chic
Exclusive Editorials: Meet the Designer Behind the Trends, Fashion & Beauty: Top for Styling in Shape
Travel in Style: Packing Smart for Your Next Adventure

COLLECTION

FELLAS

IN COLLABORATION WITH
MARK WILSON

CREATIVE DIRECTOR
HENRY KIM

Hey fellas, time to upgrade from Dad jeans.

0002N12F
57P

MENSWEAR

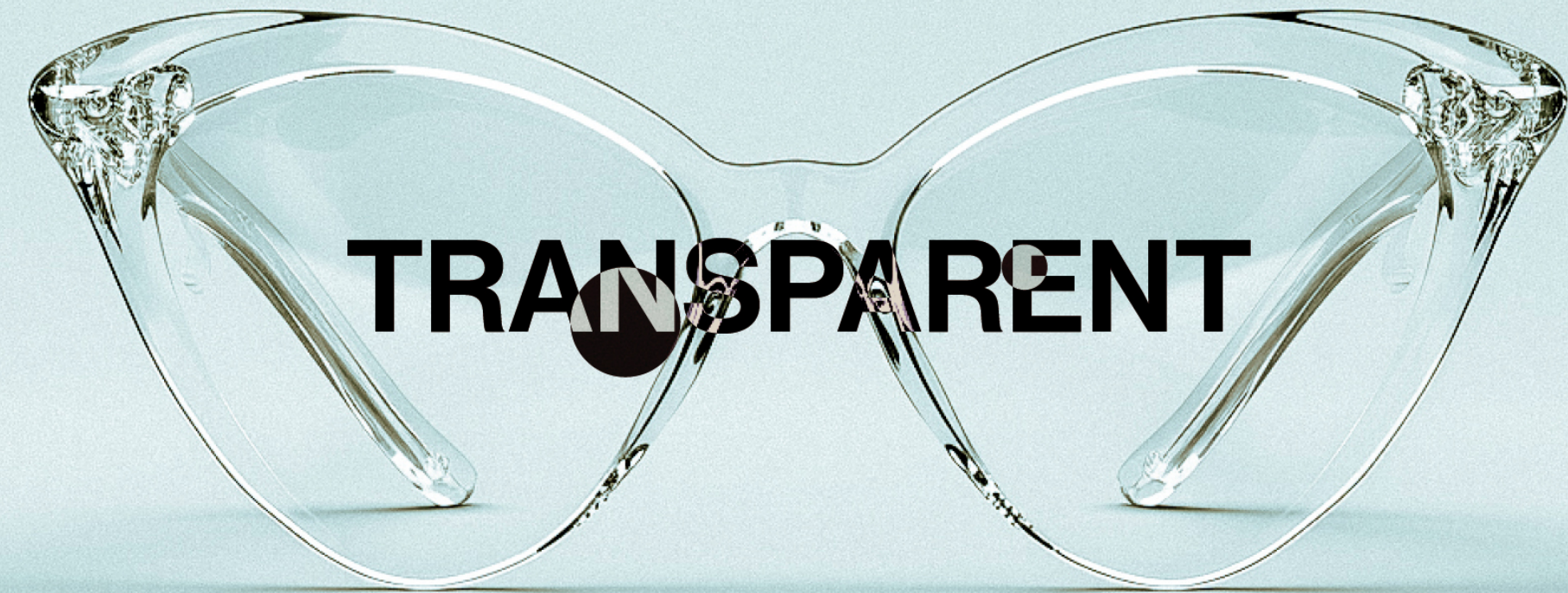
FELLAS

Story: Chris Smith Creative Director: Emily Turner Fashion Editor: Michael Anderson Senior Writer: Lewis Bennett
Photography Director: David Campbell Art Director: Sarah Miller Grooming Editor: Alex Harrison
Fitness Editor: James Carter Travel Editor: Olivia Parker Contributing Writer: Rachel Johnson Graphic Designer: Tom

152

Transparent fabrics aren't just for the daring; they offer endless layering possibilities, adding depth and dimension to any outfit.

So, how do you pull off transparent fashion without feeling overexposed? It's all about balance. Mix transparent pieces with classic staples – think a sheer top under a denim jacket or a translucent raincoat over a monochrome ensemble.



—S®

The New Wave of Style



Breeze Linen 10123 Cureated by (4)SeaSons

Attending a summer soiree.

Dress Code

Guests usually wear stylish, semi-formal, or formal attire suitable for the season, such as light dresses, linen suits, or other fashionable summer clothing.

*Fashion Designer - Elliot Sterling
Stylist - Maya Archer
Photographer - Sebastian Blake*



Artistic fashion is a form of self-expression that transcends traditional boundaries, allowing individuals to convey their unique identity, emotions, and perspectives through clothing, accessories, and overall style. It involves experimenting with unconventional shapes, textures, colors, and patterns to create visually striking and thought-provoking ensembles. Artistic fashion often incorporates elements of avant-garde, surrealism, or other artistic movements, challenging societal norms and sparking conversations. It celebrates individuality, creativity, and personal narrative, serving as a canvas for self-expression and exploration.

Breeze Linen 10123 sets and Runaway sneakers Cureated by (4)SeaSons

37
—
38

NO FACE —

The Mystique Veil Jacket

Inspired by the concept of anonymity and the enigmatic allure of the unknown, the **Faceless** Jacket features a seamless silhouette with subtle yet striking details. Its sleek lines and minimalist aesthetic evoke a sense of intrigue, inviting the viewer to ponder the mysteries concealed within. Constructed with precision and attention to detail, the **Faceless** Jacket offers both style and functionality. Its lightweight yet durable fabric provides comfort and versatility, making it suitable for any occasion. Whether worn as a statement piece or layered with other garments, this jacket is sure to turn heads and spark conversation wherever you go.

PASSWORD: Your B-day

In my case
9 2 0 1 2 3

You need a password to reveal the face.

Jeans—evolution 24: Leave Dad's Denim in the Past, Nostalgia won't keep you stylish—dad's jeans are a fashion faux pas in the denim evolution.

The evolution of jeans has made dad's denim obsolete. Keep your look current by choosing stylish cuts that flatter and fit well.

By Fit

1. Skinny Jeans

Tight fit from waist to ankle
Often made with stretchy fabric for comfort

2. Slim Fit Jeans

Slightly looser than skinny jeans
Tapered through the leg for a streamlined look

3. Straight Leg Jeans

Consistent width from the hip to the hem
Classic, timeless style

4. Bootcut Jeans

Slightly flared from the knee down to accommodate boots
Fitted through the thigh

(No Dad's Jeans) 5. Flare Jeans

Dramatically wider from the knee down
Popular in the '70s, making a comeback in fashion

6. Wide Leg Jeans

Loose fit from the waist down
Comfortable and trendy

7. Relaxed Fit Jeans

Looser through the thigh and leg
Great for a more casual, laid-back look

8. Boyfriend Jeans

Loose, relaxed fit
Often cuffed at the ankle for a casual style

9. Mom Jeans

High-waisted with a relaxed fit through the thigh
Tapered at the ankle

Specialty Jeans

1. Stretch Jeans

Made with elastane or spandex for extra flexibility
Comfortable for all-day wear

2. Jeggings

Leggings made to look like jeans
Very stretchy and form-fitting

3. Cargo Jeans

Equipped with large pockets on the sides
Practical and stylish

4. Cropped Jeans

Cut above the ankle
Perfect for showing off shoes or for a summery look

5. Embellished Jeans

Decorated with embroidery, sequins, patches, etc.
Adds a unique, personalized touch

(No Dad's Jeans)

By Wash

1. Dark Wash Jeans

Deep indigo or black
Versatile, can be dressed up or down

2. Medium Wash Jeans

Classic blue color
Everyday casual style

3. Light Wash Jeans

Pale blue, often with a vintage feel
Great for a relaxed, summery look

4. Acid Wash Jeans

Bleached, mottled appearance
Iconic '80s style

5. Distressed Jeans

Pre-ripped, frayed, or faded areas
Adds an edgy, worn-in look

6. Raw Denim Jeans

Untreated, dark denim
Develops unique fades with wear

By Rise

1. High-Rise Jeans

Sit above the natural waist
Provides a vintage look and can accentuate the waist

2. Mid-Rise Jeans

Sit at or just below the natural waist
Offers a balanced fit for most body types

(No Dad's Jeans) 3. Low-Rise Jeans

Sit below the natural waist, often on the hips
Casual, relaxed style



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fellasmenswear.com
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FELLAS



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FELLAS

Hey fellas,
upgrade from Dad jeans.

Hey fellas,
time to upgrade from Dad jeans.

FELLAS

FELLAS

Time to upgrade from Dad jeans

FELLAS

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31 Danver Building,
6 Salthouse Road,
W1U 6RQ, London



The softest pillow brand

CIRRO has bold plans of launching this one of a kind sleeping companion with a premium brand identity. The audience-Anyone would like to sleep better during the night and perform better during the day within the budget.

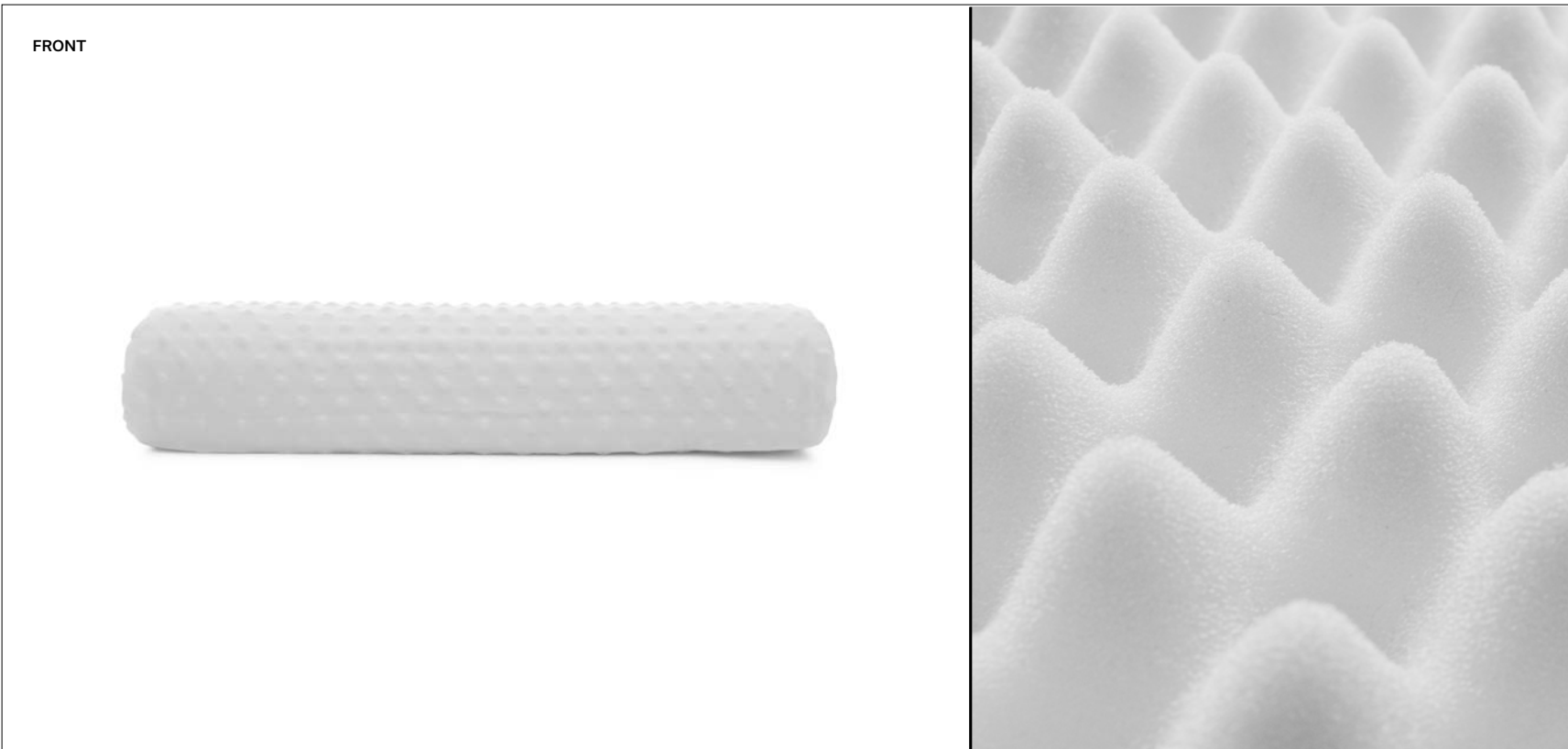
Brand Values: Minimalistic, High quality, Comfort

Details: Brand identity, Logo, Packaging design, Website

CIRRO

Cirro





FRONT

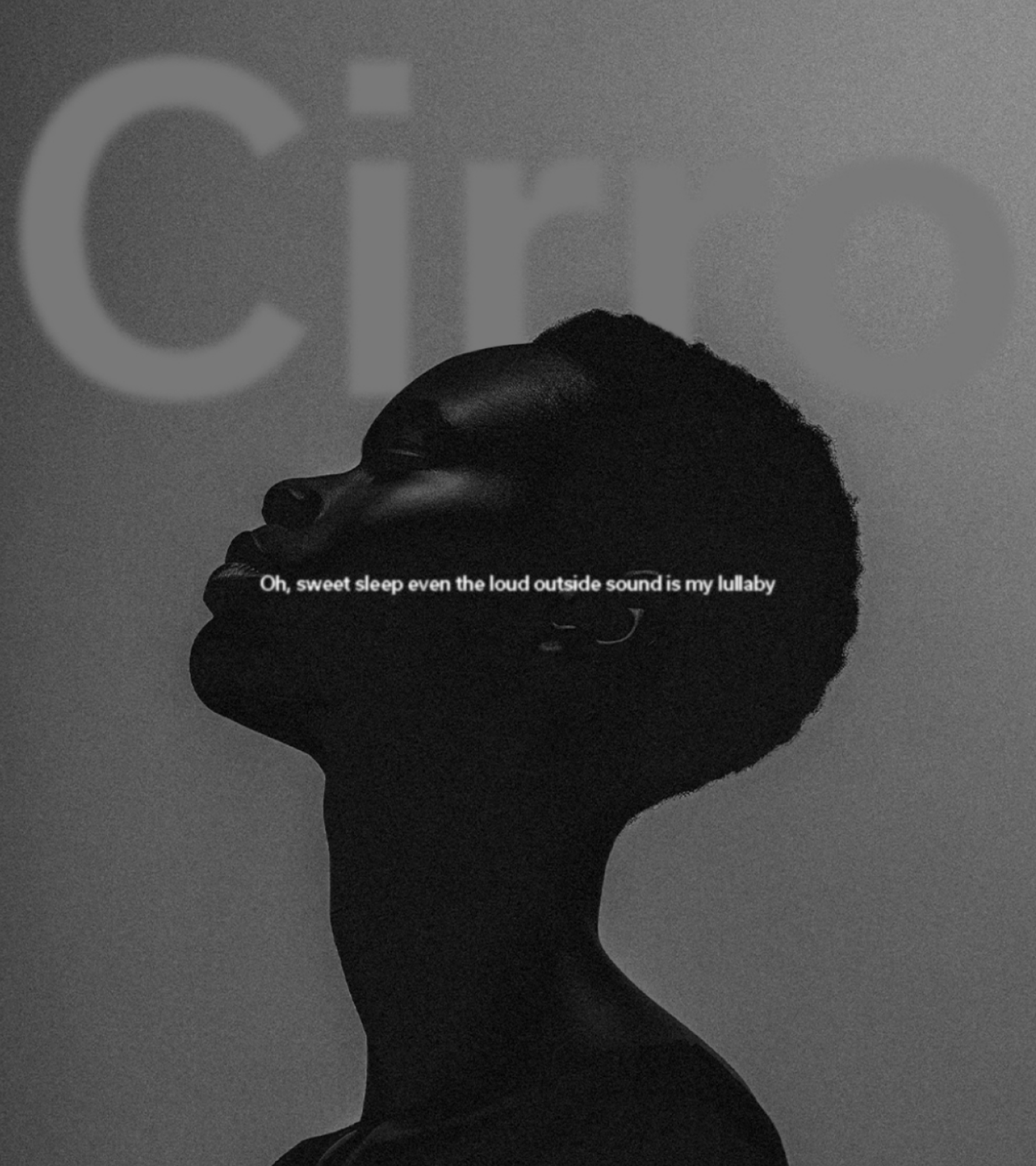
Cirro

2024

(Cloud)

The Cirro Cloud—a revolution in sleep comfort and support. Crafted with advanced materials and thoughtful design, this pillow is poised to transform your sleep experience. Dive into a realm of unparalleled softness and ergonomic bliss with every restful moment on (Cloud).

Designed to cradle your head and neck in cloud-like comfort, this pillow combines luxurious foam with innovative cooling technology, ensuring a



Oh, sweet sleep even the loud outside sound is my lullaby

Cirro

Endless dream, good night

Deluxe | Foam base | 3D Gel layer

NOTES:
A innovation in sleep comfort and support
(poised to transform your sleep experience).

ORIGIN: Italy

ITEM: (Cloud)

QUALITY CHECK:

A PREMIUM PILLOW

Cirro



0107398355950063



Cirro

Endless dream, good night

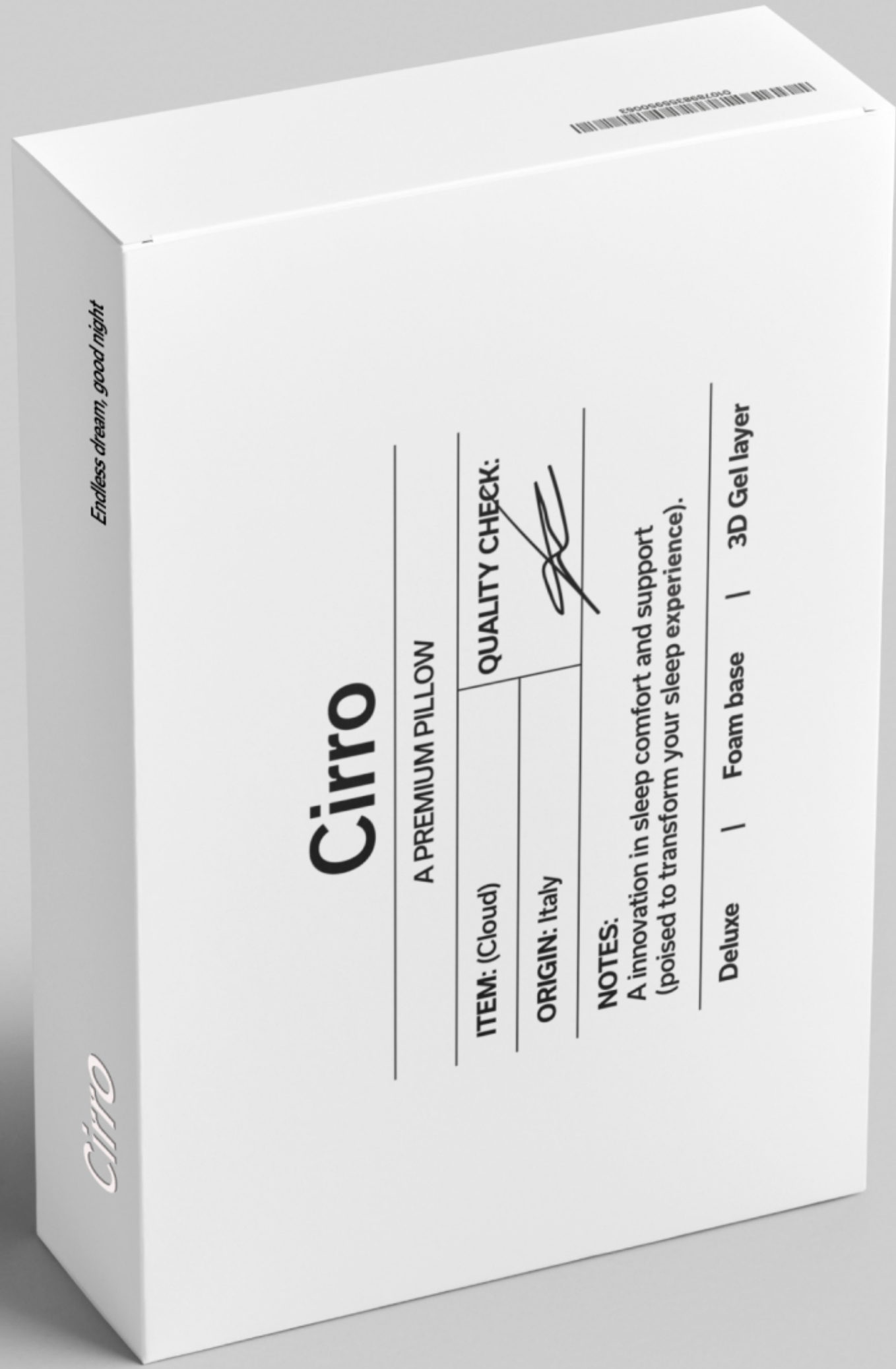
Cirro



(Cloud)



Packaging Design



Cirro

Endless dream, good night

Cirro

A PREMIUM PILLOW

ITEM: (Cloud)

ORIGIN: Italy

QUALITY CHECK:

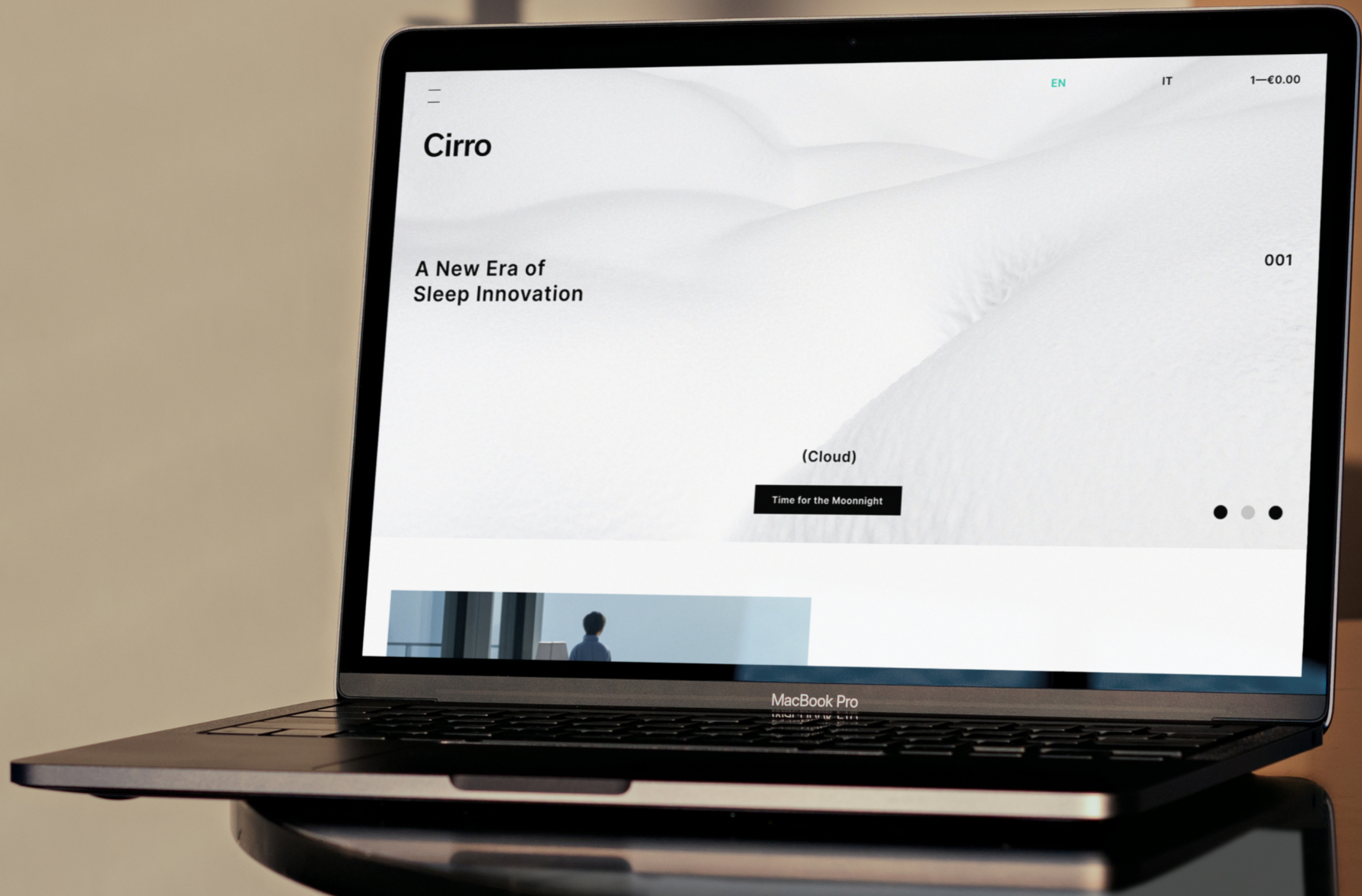
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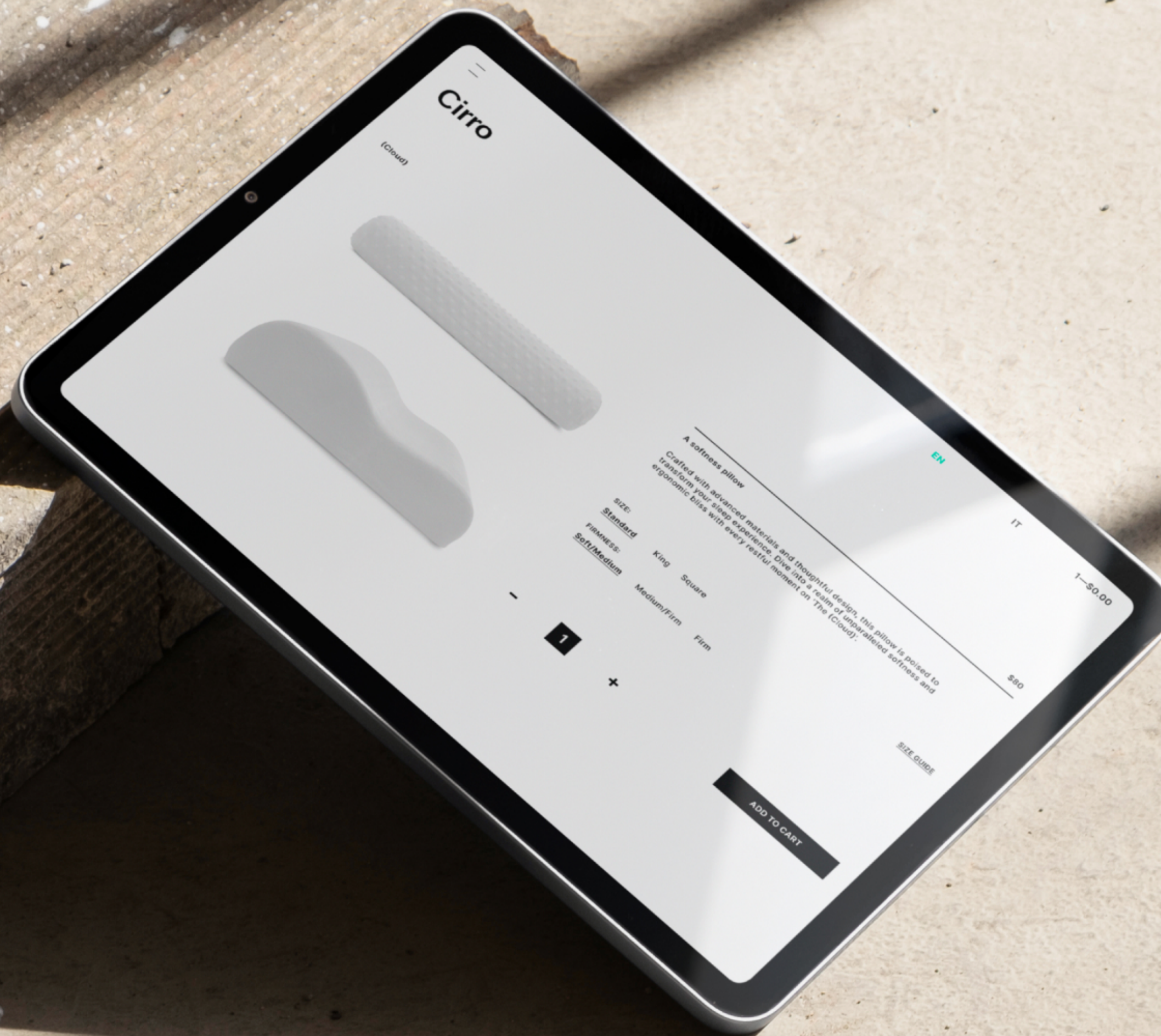
A innovation in sleep comfort and support
(poised to transform your sleep experience).

Deluxe

| Foam base

| 3D Gel layer





A new ice tea brand

Zest is an incredibly refreshing ice tea that's made from organic lemons straight from Amalfi. This naturally sweet soft drink can be ordered at Europe's finest cafes and restaurants.

Brand Values: Refreshing, High quality, Elevated

Details: Brand identity, Logo, Bottle design, Packaging design, Brand motion

ZEST

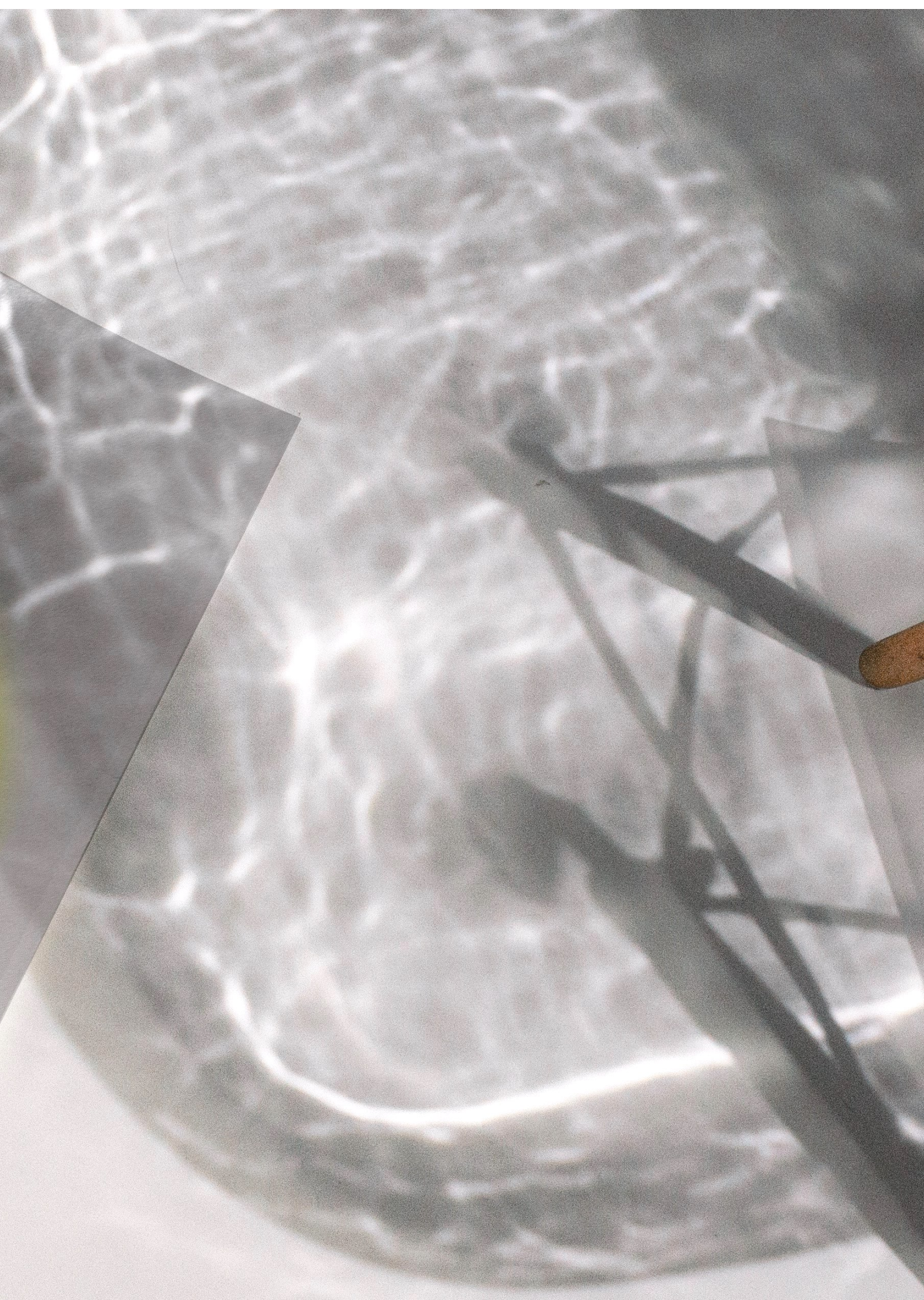
ZEST

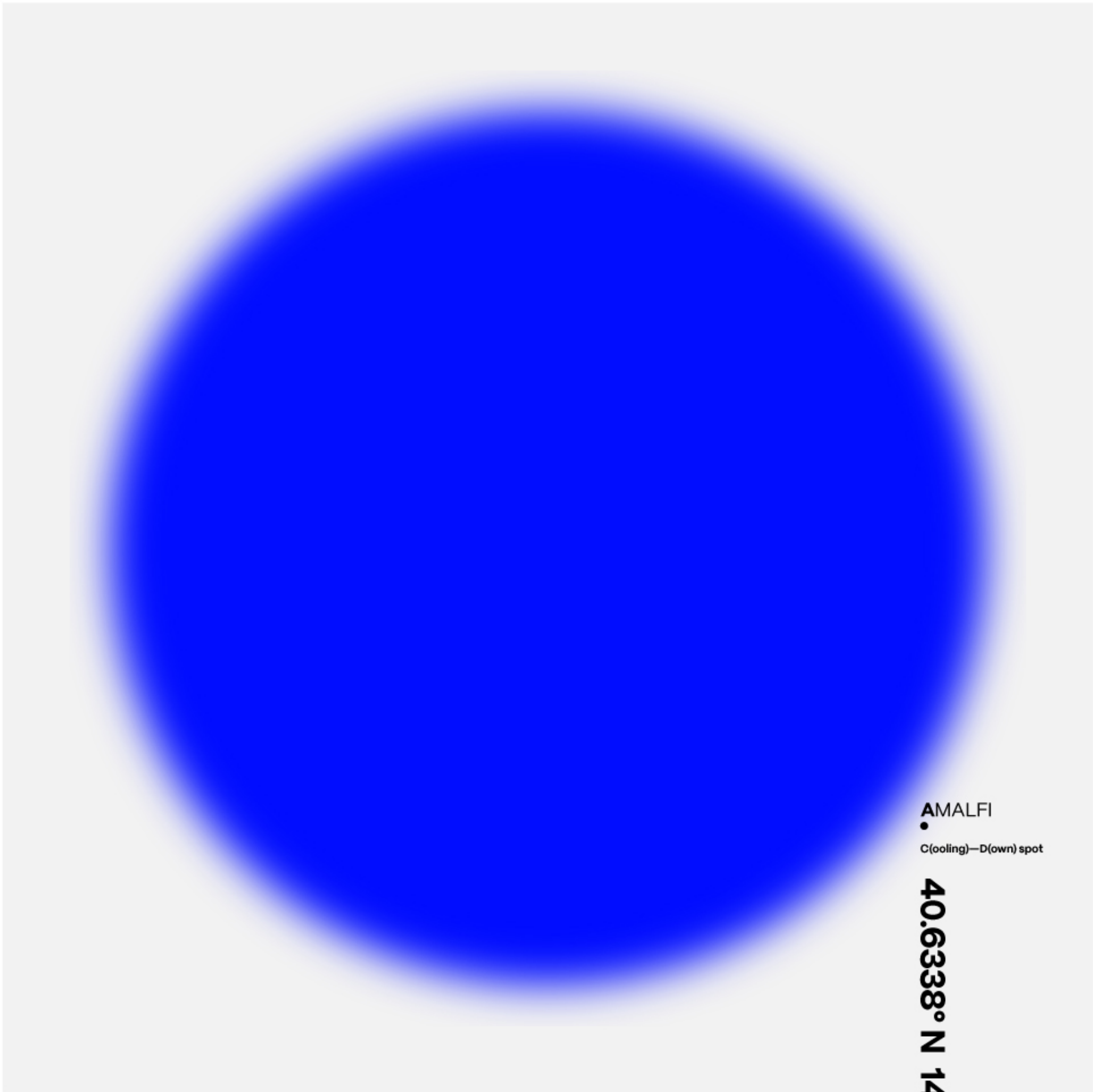
ZEST

NEON LEMON ICED TEA

Experience the ultimate refreshment with Zest, a Premium iced tea crafted from organic Amalfi lemons. Each sip of this naturally sweet beverage captures the essence of the Mediterranean, delivering unparalleled quality and taste.

AMALFI
C(ooling)—D(own) spot
40.6338° N 14.6028° E





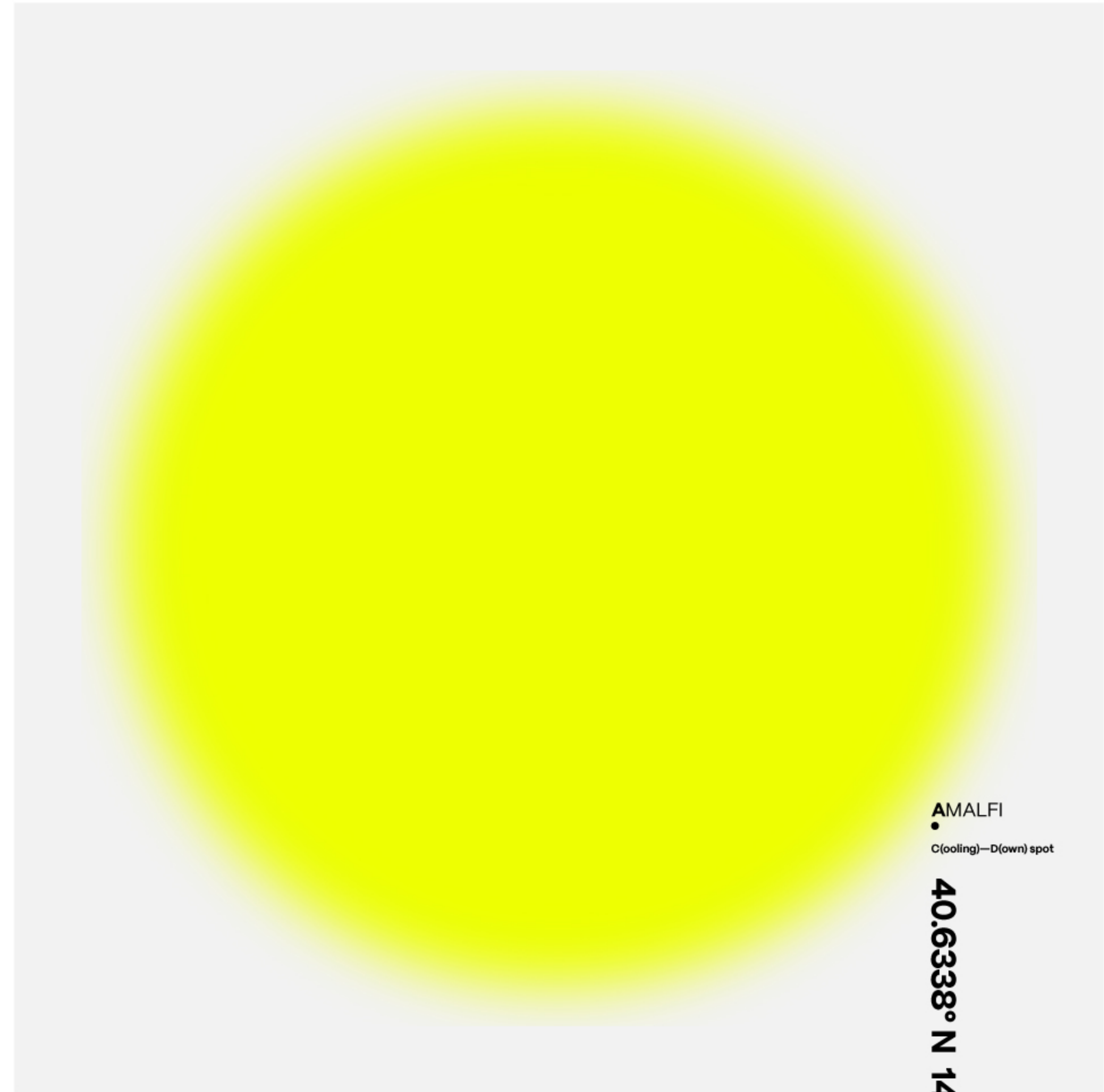
• AMALFI
C(ooling)—D(own) spot

40.6338° N 14.6028° E

ZEST

BLUE LEMON ICED TEA

Experience the ultimate refreshment with Zest, a premium iced tea crafted from organic Amalfi lemons. Each sip of this naturally sweet beverage captures the essence of the Mediterranean, delivering unparalleled quality and taste.



• AMALFI
C(ooling)—D(own) spot

40.6338° N 14.6028° E

ZEST

NEON LEMON ICED TEA

Experience the ultimate refreshment with Zest, a premium iced tea crafted from organic Amalfi lemons. Each sip of this naturally sweet beverage captures the essence of the Mediterranean, delivering unparalleled quality and taste.



AMALFI
●

AMALFI
●

40.6338° N 14.6028° E
C(ooling)—D(own) spot

**ZE
ST**

NEON LEMON
ICED TEA

40.6338° N 14.6028° E
C(ooling)—D(own) spot

Made with Real Lemon Zest

No Artificial Preservatives

Eco-Friendly Packaging



Experience the ultimate refreshment with Zest, a premium iced tea crafted from organic Amalfi lemons. Each sip of this naturally sweet beverage captures the essence of the Mediterranean, delivering unparalleled quality and taste.

INFUSED WITH
REAL AMALFI LEMON

**ZE
ST**

NEON LEMON
ICED TEA

330ml

Follow Us:
@zest_amalfi

Distributed by:
Zestful Beverages
123 Refresh Lane, Citrus City, CA 90001
www.zestfultea.com

Box packaging for Zest bottle





Box packaging for Zest bottle



Brand identity

PLAYGROUND

HENRYKIM.CO.UK