



Courtesy jayoon jeong

**JAEYOON JEONG | SHOWROOM SERIES**

**Jaeyoon Jeong**- Korean fashion designer opened his first store in Nolita - 29 Spring St. New York , NY 10012 in July 2009, showcasing his collection of contemporary menswear and womenswear in a sleek, all-white space.

Jeong studied fashion design at Drexel University and won the 2006 Arts of Fashion Award allowing him to intern with Jean-Charles de Castelbajac in Paris before launching his own eponymous label this year.

His first line was full of versatile warm-weather basics. Jeong's fall line, is focusing on dresses and an upscale array of cashmere and wool outerwear, including fox and rabbit fur-lined styles for women. His design line empowers with embellishing details and intricate pattern work. He shows women's firmness by designing women's wear with men's suit fabric but still having that feminine detailing.

**JAEYOONJEONG.COM**