



The Final Major Project

se dépendre | Jaehyo Park

"Se dépendre provide an opportunity to rediscover yourself,
dream freely, and live intentionally. All while staying true to who
you are in a world that often tries to shape you."

DEFINE YOURSELF

Dream Boldly

se dépeindre | resort 2025

*"Thank you for joining our journey. We're here to inspire you to dream boldly
and reflect your truest self through every piece we create."*





Se Dépeindre means "to depict oneself" in French, a phrase that beautifully reflects our philosophy and vision. For us, it signifies a quiet invitation to gently express our emotions and reconnect with our true selves. In today's fast-paced world, many people lose sight of themselves. Through collections inspired by our creative director's childhood memories, we rediscover and document forgotten pieces of the heart. These emotions come alive in simple, memorable moments like "a morning when it was hard to get up," "a bowl of cereal in the morning," or "a day shared with a friend". Blend seamlessly with your own stories, shared in the language of feelings.

We create more than just clothing. We offer a way to wear your emotions and embrace memories in everyday life. Beyond garments, Se Dépeindre is expanding into labels that send your heart like a postcard, lookbooks that record feelings like a diary, and soon, quiet spaces where you can find rest and reflection. We hope Se Dépeindre becomes a safe haven for your heart, and a gentle beginning for loving yourself once more. "Our clothes are the emotions your heart wants to wear today."



se dépeindre; a quiet invitation to remember.

Se Dépeindre's collection is a quiet invitation to rediscover yourself. Made in small batches and guided by a gentle, deliberate pace, each piece is crafted to feel like a tender memory, softening the rush of everyday life. Natural fabrics, such as flowing cotton jersey, airy seersucker cotton, and linen blends, drape lightly and comfortably against the skin, while pastel colours are carefully washed and faded to evoke the gentle marks of time. Unlike mass-produced garments, these pieces embrace subtle variations and quiet irregularities, creating a sense of authenticity and warmth.

More than just clothing, Se Dépeindre's garments are small, personal pauses—moments to breathe, feel, and reconnect with the quiet joy and wonder of your younger self. Softly drawn prints, delicate embroidery, ribbons, and handwritten notes are like the hidden secrets of a childhood diary, inviting you to see each piece as part of your own story. Each fold and seam holds space for your emotions to echo, turning the simple act of dressing into a soft journey of remembrance and self-discovery.

Dream Portrait



Portrait

of

Dreaming

Self



My favorite month is January because it's the month of my birthday, which makes it extra special to me. On my birthday, I always loved fruit cake, and I clearly remember how my mom and dad would bring one home every year. It became a little tradition that I looked forward to each time.



We would always have a birthday party as a family, and those moments are some of my fondest memories. I especially loved how we all took a moment to think of our wishes together before blowing out the candles on the cake. Those simple yet meaningful traditions made my birthday feel magical.

Childhood
Dreamscape
Timeless
Memory

My mother told me that before I started kindergarten in March, she began teaching me how to write in Korean. Naturally, I ended up scribbling all over the place. Around that time, I was really into Hello Kitty, so most of my doodles were of cats.

In March, when I first started kindergarten, I remember acting a bit clingy with my new friends. One of them, I later found out, was actually a year younger than me. I still recall feeling a bit embarrassed when I realized that!



재호

012

Spring



Dream Portrait

Primary Research



Children's Day 5th of May

In Korea, May is celebrated as Family Month, with families often starting preparations in April. With holidays like Children's Day, Parents' Day, and Buddha's Birthday, it's a time when many families come together. I remember that in kindergarten, we had an event where we dressed up as characters from our favorite fantasies and spent time with our parents. As someone who loved ballet, I was particularly fond of fairies wearing skirts that resembled tutus.

Hello kitty



"우리 모두는 어린 시절의 행복을 기억합니다. 그 시절의 꿈과 희망, 순수함을 다시 느끼게 해주는 PETITE SOUVENIRS는 당신의 일상에 특별한 감성을 더합니다."

Be Si Es

without
a doubt,

you're all
I dream
about



Did I love a dream?





In September or October, we celebrated Chuseok, a traditional Korean holiday, by visiting my grandmother's house and spending time with family.



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TEDDY BEAR





This primary research gently weaves together the small, vivid memories of childhood birthday cakes shared with family, playful moments with friends, and the quiet wonder in a child's eyes. Each image, softly blurred and delicately captured, is like a page from a forgotten diary, preserving the simple joys and tender magic of those early years.

These photographs become more than simple records; they are an emotional map that guides Se Dépeindre's collections. The pastel colours, gentle textures, and hand-drawn illustrations all originate from these personal memories. In the soft folds of a dress or the careful stitching of a ribbon, the echoes of these innocent days linger, reminding us that the quiet act of remembering can be as powerful as the clothes we wear.

A Quiet Gentle

Crafted Brand

se dépeindre

Our

The logo design is inspired by the butterfly, a symbol of dreams and transformation. To convey a sense of playfulness and freedom reminiscent of a child's innocence, the Se dépeindre lettering was crafted using a warp tool to create a whimsical, organic effect.



Brand Logo and



Se dépeindre emphasizes romantic details and refined elegance to embody its contemporary romantic lifestyle image, combining Helvetica and Orpheus Pro for a balanced visual identity.

Typography

e2d2c1

f0e2d1

e8cec1

a2bac9

edd5a8

Memorywear



*Sometimes, we forget who we once were.
In the rush of reality, feelings fade, words
disappear, and the landscapes of our
memories become distant.*

*So Dépeindre begins from those very
memories~
the moments in childhood when emotions
were truly alive.*

This brand is about redrawing ourselves



Wearable Emotions



Diary Aesthetic



Nostalgic Storytelling



Soft Innocence

A Quiet Gentle



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Name. Eunice Chin
Date of birth. 180302

Tastes & Lifestyle

I love to find quiet moments of peace in my busy city life. I enjoy reading my favourite books at a small café or taking sunset walks bathed in soft pastel skies. In my room, filled with gentle light and cozy textures, I love to create a space that reflects her calm and dreamy spirit.

Fashion Style

I enjoy wearing clothes in soft pastel tones and natural textures. I like to pair lightweight knits or loose sweatshirts with subtly flared mini skirts, and I often wear blouses with small ribbons for a sweet, feminine touch. I finish my look with a cozy cardigan and floral socks peeking from her loafers or soft sneakers.

Hobbies & Leisure

I like to jot down little phrases in my floral sketchbook or listen to soft playlists while making tiny crafts. On weekends, I enjoy exploring flea markets with friends, hunting for vintage treasures that add a touch of nostalgia and whimsy to my world.



se dépeindre

Name. Stella Park
Date of birth. 090101

Tastes & Lifestyle

My days are filled with a soft, poetic calm. I love quiet mornings with a cup of tea and vintage photos that remind me of childhood memories. I enjoy adding delicate touches to my room, like small ribbons, dainty lace, and cozy knits that make me feel warm and nostalgic. I find comfort in simple moments curling up in her favorite sweater or looking out the window, lost in thought.

Fashion Style

I gravitate towards vintage-inspired, romantic looks. I pair simple, soft white tops with delicate lace details and small bows to create an effortlessly sweet style. My wardrobe is full of cozy socks, light layering pieces, and airy blouses that echo the soft, ethereal feel of my world. I like to add playful details like a printed tee or a ribbon tied around her wrist, giving every outfit a hint of whimsy.

Hobbies & Leisure

My favorite way to spend time is flipping through old photo albums and sketching in her journal. She also loves to experiment with tiny, handmade crafts like sewing ribbons onto my clothes or making dreamy collages with soft colours and textures. I find beauty in the little things and always carry a camera to capture fleeting moments of magic.

Se Dépeindre values the slow rhythm of creation, taking the time to craft each piece with care and intention. We do not follow fleeting trends; instead, we offer clothing that wraps gently around both body and mind. From the first steps of making to the final touches, we reject mechanical uniformity and embrace the warmth that only a human touch can bring.

The materials we choose feel soft against the skin and grow even gentler with time. Airy cotton jersey, light seersucker cotton, and densely woven yet breathable linen blends are not selected for elaborate decoration, but to flow naturally with the body's movement and provide quiet comfort above all else.

The colours we use are not perfectly refined, but softly imperfect pastels that feel organic and real. Gentle washes and natural fades create garments that seem to have lived alongside you for years. Our prints are never harsh or mechanical; they capture the soft blur and hand-drawn warmth of sketches, inviting new stories with every wear.

Details like ribbons, embroidery, and small handwritten words are more than simple decoration. They are quiet marks of the care and intention behind each piece, offering small moments of joy as you discover them. In this way, Se Dépeindre's clothing is neat but never dull, unadorned yet resonant and full of quiet beauty.

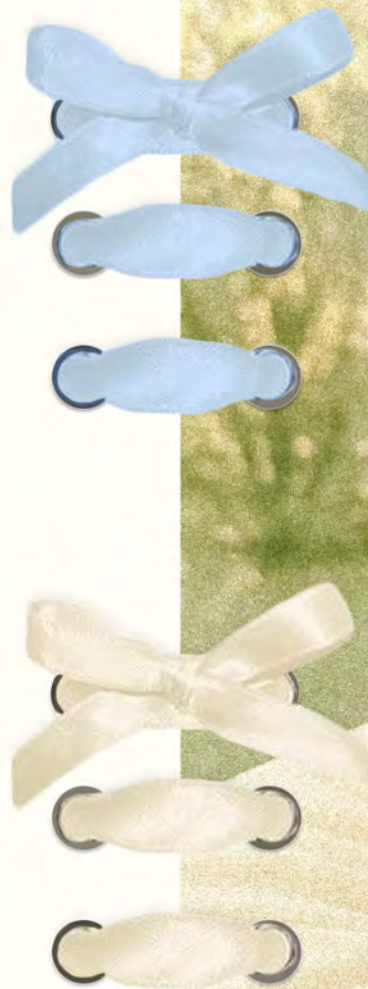
Through these garments, Se Dépeindre invites you to pause and see yourself again in the rush of daily life, helping you begin each day with a new sense of calm and purpose. This is how we make clothes and this is the quiet voice of Se Dépeindre.

se dépeindre

*Dream
Boldly*



se dépeindre 25 S/S campaign





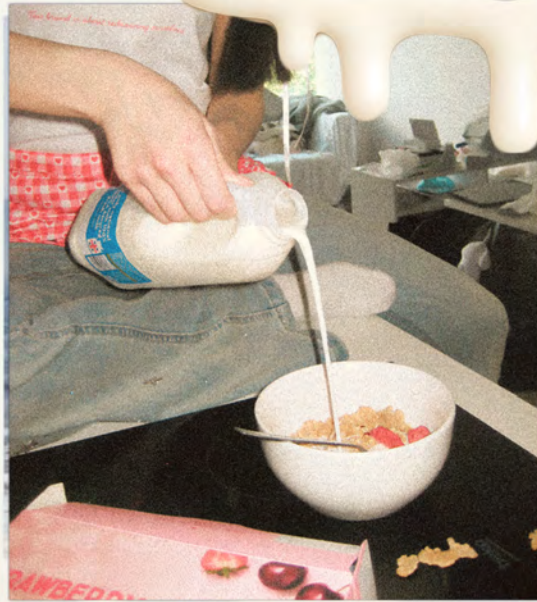




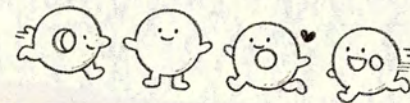
We lounged around in my bed.

cereals
cereals
cereals





cereal squad assembled 🍓🥣



We laughed, fed each other,
and just enjoyed the little things.

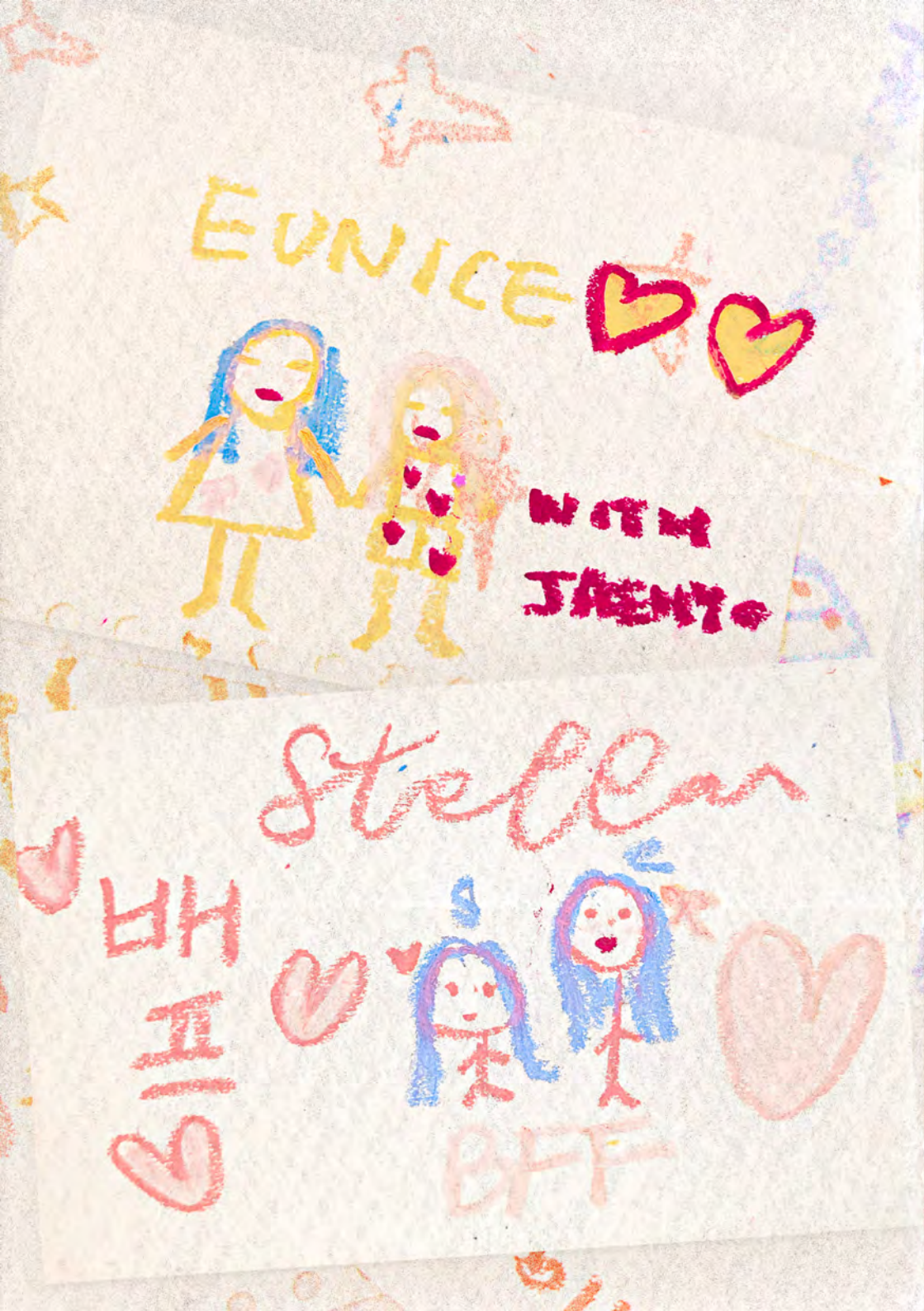




se dépeindre

M

The world we painted was quiet
and kind in candy-colored
lines, smudged with wonder.



"Will we draw hearts
and stars forever?

We will be 
best friends even
when  we 're big?"



"Don't grow yet, i'm still coloring us."



*"They said we can't draw forever.
But I won't forget these colors."*





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"We colored the dress, just like we colored our hearts to remember how bold our little dreams were."







dream

boldly





2025 S/S Campaign

Dream Boldly

by Jaehyo Park





What color are
you today?







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The End..

25 S/S campaign