

On Seoul Style

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When it comes to fashion, it's no wonder Sung Hee Kim likes to "mix and match." How's a girl to choose a favorite when a day's work consists of modeling everything from Joe Fresh to Prada and catwalking for the likes of Dior, Chanel and Burberry? Luckily, this 5-foot-10, 27-year-old fashion veteran from Korea's most populous province, Gyeonggi-do, has found a similarly eclectic home base in Seoul. Here, she breaks down this fashion-obsessed city's youthful style.

HOW WOULD YOU DESCRIBE FASHION IN SEOUL?

Koreans are very fashionable. They love the industry. Currently, I think the Korean sense of style skews more unique and young.

HOW SO?

People wear a lot of looks that pair a high-end structured piece with a more relaxed, comfortable one. For instance, oversize sweatshirts and short pants.

IS THERE A TYPICAL WAY A VISITOR SHOULD DRESS?

I don't think there's one way in particular, but if you want to look like Korea's youth, then pack baggy pants and a sweatshirt with lettering.

WHERE IN THE CITY DO YOU SHOP?

Rare Market, which is located in the Cheongdam district of the city. They've done collaborations with French label Jacquemus and accessory designer Delphine Delafon. My other favorite store is Mixop, which is in the Apgujeong district. They carry only Korean designers, and it's a great place to shop before I travel overseas, so I have unique items to take with me.

TELL US ABOUT YOUR LOOK TODAY.

I did the Tod's show in Milan last season, and this coat really captured me, so I bought it myself when I was in Paris. Today, I'm wearing it with a shirt from Opening Ceremony and Marché pants. I wanted to add something funny or unusual, so I have the Raf Simons clutch and the Adidas by Jeremy Scott sneakers.