



SENSE OF TIME

HAUTE COUTURE 2024

HEEYOUNG YOO



Sustainability & Ethical Statement:

The *Sense of Time* collection is grounded in a conscious design philosophy that prioritises longevity, biodegradability, and emotional durability. Crafted with a strong emphasis on natural fibres and sustainable practices, it utilises materials such as 100% wool, cotton, linen and wool blends—chosen for their low environmental impact, natural origins, and graceful ageing qualities. The use of sinamay, a natural form created by alpaca, adds both strength and structural elegance, while reinforcing a fully biodegradable lifecycle.

Each garment in the collection is meticulously constructed using slow, intentional techniques that emphasise longevity and craftsmanship. Garment structures are purposefully shaped to support the conceptual narrative of time—whether through draping that reflects memory, movement that captures the present, or surface detailing that symbolises ageing. Seams, finishes, and fabric manipulations are designed to minimise waste and maximise durability, reflecting a commitment to ethical making processes that honour the life cycle of both the wearer and the garment itself.

By minimising synthetic content and embracing textiles and construction methods that reflect the lived experience of ageing, Sense of Time aligns with ethical design values that honour material integrity, emotional connection, and environmental stewardship. Each piece not only represents a phase of time, but also embodies a mindful respect for the planet and the enduring beauty of slow fashion.

THE MEMORY

THE MOTION

THE AGEING

SENSE OF TIME







THE MOTION



THE MOTION















