

Developing My Brand

MINJI KIM
BUF 4900 Internship
Professor Alyssa Adomaitis
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Who Am I in Today's Society

My Brand

Minji Kim's brand *Kim and Bantle* seeks to challenge and innovation in a tedious society. Modern society has been changed many times with customers' frequent whim caprice. However, the change in a society has been repeated which led to customers to feel bored. This situation has impacted to fashion market too. Most customers today desire something new in a fast-paced environment than something new but repeated items. So, in accordance with customers' need today, *Kim and Bantle* aims a challenge and innovation, but classic. However, *Kim and Bantle's* goal and brand identity are not only based on customers' need today, but significantly based on *Kim and Bantle's* founder Minji Kim's identification.

Identify Myself

Minji Kim is an adventurer, who enjoys and suffers a challenge in abroad than stays in a safe and comfortable condition like her home country. For her living abroad is not easy like other foreigners because she feels sick and exhausted from time to time. However, despite difficulties of living in other countries, she never gives up and be scared of travelling and living in other countries for her goals. Instead of being scared of facing to a challenge, she has enjoyed the challenge because she has learned about life from the challenge as well.

Describe Myself

Minji Kim has gone on trips many countries her alone, with her friends, family, and boyfriend. While travelling, she has faced to many challenges. The challenges were sometimes racism based on gender and nationality, policies and rules she had to follow to stay or to achieve what she wanted in other countries. All the time when she has faced to the challenges, even though she

has sometimes cried because she has felt frustrated or disappointed of the situations she could do nothing, she never gives up. Instead of giving up, she has enjoyed and appreciated to learn something from the challenges. Also, from the challenges, she has learned she has to be careful of everything all the time as long as she stays abroad because nobody knows what will happen. First time when she faced to the challenges, she was very afraid of because she had no idea how to figure out solutions. However, now she loves the challenges, her life experience and the challenges have impacted to her personal characteristics.

Describe My Best Personal, Individual Characteristics

Before she travelled to other countries, she was very shy and even could not express anything what she thought and wanted based on her background in her youth. However, since she went France to study for fashion and she got along with many friends from many different countries like Argentina, Brazil, Hungary, Germany, and France, her personal characteristics were changed from negative and passive to positive and active. Also, before she went abroad, because she was under her parent's care in her country, she lived inside a bubble.

She had a passion for her dream, but she was very lazy to achieve her goal and she did not know anything about life and how to solve problems. However, after she started to live alone in another country, as she had to deal with all the situations and problems herself, she learned how to plan and solve issues. In these steps, she has become to focus on details and attentions. Also, she has become to do her best for her goals because she has realized life gives nothing to her as long as she tries her best to achieve her dream. From travelling, living abroad, and facing to the challenges, she has also gotten out from the bubble. So, although the challenges sometimes make her feel frustrated, she never gives up achieving her goals and she actually loves challenges since she can always experience new from the challenges too.

Brand Logo



Kim and Bantle's brand logo reflects Minji Kim's identification and herself. When she travelled to other countries, she couldn't live aboard herself if there was no her family. When she has had hard times in other countries, her family has always been there to give her power; her family has supported and trusted her for her dream and what she has done. Because her family has been there all the times for her, she could have challenges, experience new culture and society, and have a chance to improve herself. So, to appreciate her family, she uses her family name as brand logo and puts her family name in her home language alphabet.

Also, while living abroad, she has learned a person sometimes needs to be flexible than stick to his or her own personality without no change in Today's society because life style and people's needs are changed all the time very fast. These changes and needs impact to fashion industry and other markets too. Many customers still prefer elegant, fancy, and formal writing style in brand logo. However, a society is changed, will be changed, and new customers who prefer unique and friendly are coming now and will come more in the future. So, to give unique and friendly image to customers and to adapt to new customers' taste, Minji Kim uses hand writing for brand logo. Her all the ideas for brand logo and her identification are connected to *Kim and Bantle's* mission statement directly.

Mission Statement About Myself

As *Kim and Bantle* seeks to challenges and innovation, the brand aims “Enjoy challenges. Don’t be afraid of a new experience. Challenges and new experiences always give us innovative ideas that can satisfy the brand itself as well as our customers’ needs”. While living in a society, one gets to face to difficulties. If one tries to run away from the difficulties, then one’s insight will be stuck in a small frame and will stay away from new changes and trends. Also, if one enjoys challenges and new experiences, then the one can be a leader who will lead new trends than a follower. So, the brand seeks to enjoy challenges and new experiences. Based on the brand’s goals and mission statement, the brand will open its business like below.

My Direction

Women apparel have developed and produced by many great designers in accordance with changed societies and histories. Out of them, in the history of women garments, the most remarkable designers who enjoyed challenges and innovation were the French designer Paul Poiret and Gabrielle Coco Chanel for Minji Kim.

Since Renaissance, female’s body shape and garments were emphasized by the corset that made female feel very uncomfortable in their daily lives. However, in 1906 female garments’ history was changed by the French designer Paul Poiret. Poiret created dress with uncorseted silhouette which made women felt free (Koda, Harold, and Andrew Bolton 2008). With Poiret, Gabrielle Coco Chanel contributed to an innovative female garment. Basically, Chanel enjoyed making clothing using her boyfriend’s clothing. Based on her boyfriend’s clothing, when World War I happened, because fabric to make clothing was not enough to support for military, Chanel made inexpensive machine-knit wool jersey. Chanel transformed fabric into chemise dresses; shortened hems to above the ankle so that women could move freely (Rubin 2018). What Paul Poiret and Gabrielle Coco Chanel achieved were a great innovation and

challenge that nobody could think and try in the fashion history. Many fashion designers have tried to create new, but what most of them have done is that revising existing items to the style of today and at that time. Nobody has tried the challenges what Poiret and Chanel did. So, Minji Kim and her brand *Kim and Bantle* seeks to a pioneer who faces to challenges and innovation that never happen and can lead a new trend in the fashion history. To achieve Kim's goals, there are many ways and opportunities.

My Opportunity

Today, many designers like Iris Van Herpen try to produce garments grafted onto technology and science. Herpen's process to make garments is based on experiment, innovation, collaborations with architects and scientists (Herpen, 2019). As with Herpen, many designers try to graft garments and fashion onto art, culture, and technology at that time. These ideas are general and traditional, but it can be a good chance for Kim because she is able to look for new one that nobody never tries. Based on news, information by social media, general knowledge she has had so far and will have had in the future, and a rural life experience she had in her youth, she can graft design and garments onto food, materials from nature as fabrics, and a different shape. These opportunities are very significant to achieve her dream.

My Significance

Through experiencing new ones, Kim's life and herself become meaningful. For her everything what she has earned so far is significant; while living in rural area with some animals like rabbits, ducks, dogs, and birds and witnessing some animals were dead by her and her family's indifference or excessive affection, she learned once she did not focus on details and minor things, she could lose her treasure. Also, all the time when she faced to new conditions and

cultures, she learned she could not obtain anything if she did not take care of both of major and minor issues and if she did not enjoy the conditions at that moment.

My Achievement

Based on her life experiences, because she has faced to, enjoyed, and suffered challenges, she has learned how to make and keep a good relationship with professors, friends, and colleagues, has planned the next steps in her life, has had internship experiences for her future jobs, has been a student, in particular an honor student at New York City College of Technology, City University of New York and has learned what she can do and cannot do for the next steps and jobs. As she loves challenges, she will learn more, make more job experiences, make more network, and will open her own female apparel business in the future.

My Value

In one of courses Kim has taken at New York City College of Technology, City University of New York, her professor advised her if she had to describe who she was in words, the appropriate word for her would be “gracefulness” which was very unique. All people have their own value based on their personalities or background. In Kim’s case, her value “gracefulness” is from her experiences facing on challenges so far. If she just stayed in her home country, she would have no clue what she was doing now. Because she went France to study alone, travelled to Europe alone to experience more, came in New York and studied alone, made living expense, lived both of alone and with roommates in New York, she knew learning and experiencing new cultures positively motivated her for her next steps and taught her what kind of attitude, mind, and thinking she had to have for her goals and life. So, she believes her value is made by the

challenges and learning as well. Also, she is sure for her value will be interested to her future employers.

My Personal and Professional Mission Statement for My Employers

As Minji Kim always prefers challenges, her personal and professional mission statement is “do not be afraid of experiencing new because innovation comes from the new experiences”. Her mission statement is not only based on her identification and value, but is also based on the fashion designers Gabrielle Coco Chanel and Jean Paul Gaultier, who she respects. Chanel’s internal mission is to maintain the conditions where creation is and providing good conditions for creation makes a positive power for changes in the world (Chanel 2018). Gaultier, a French fashion designer sees himself as a revolutionary, systematically calling into standards, conventions, and traditions; he shifts and destroys the standards, conventions, and traditions (N.a and n.d). Both of Chanel and Gaultier seek to challenges and innovation although they see creations in different ways; Chanel sees creations and changes as a business mind, whereas Gaultier sees creations as a tool to break conventions as an artist and designer for Kim. Both’s ideas for innovation inspire Kim to face to more challenges because she learns how to take and understand norms under a given or new society and culture as a fashion learner and because she learns how to see standards of a new or given condition as an opportunity to change for her goals as a business woman. So, she enjoys challenges than being afraid of which will be preferred by employers too.

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