

## YONG BAE SEOK

**Yong Bae Seok** grew up in Seoul (South Korea) and completed his degree in industrial design at Hansung University in Seoul.

In 2000 he moved to Italy to continue his education at the IED (Istituto Europeo del Design) in Torino where he got his master's degree in industrial design in 2002. He immediately won a sponsorship by **MOTOROLA** and various design collaborations followed, such as with the **PININFARINA DESIGN CENTER** and **FILA EUROPE**.

He was hired as creative director by ROBE DI KAPPA (BasicNet) to run their International Footwear Development and Design Center with focus on sports performance footwear. His competence in footwear design was also much appreciated by several brands in the Marche shoe district, such as Fornarina, Hvana, Barleycorn.

In June 2008 Yong Bae Seok was employed by **DOLCE & GABBANA** in their Headquarter in Milan as head of design for **D&G** and **DOLCE & GABBANA** casual and sneaker collections. He contributed to the growth of the company performance results with a sharp increase in terms of revenues for the shoes division, in complete contrast with the global economic crisis that began to spread in those years.

In 2010 **Yong Bae Seok** decided to open its own design studio being able to offer his international customers unique, innovative and absolutely contemporary solutions, ranging from sneakers to high heels and elegant footwear for men and women. He also provides his design services for apparel, leather goods and fashion accessories. Among his main customers **BALLY**, **GEOX** and **Diesel**.

**Yong Bae Seok** is also the creator and founder of his own brand **CAMOTARTAN**, whose hallmark is the very distinctive graphic pattern that fuses the graphics camouflage with tartan. In collaboration with GEOX he launched the capsule collection of handbags and footwear **CAMOTARTAN for GEOX designed by Yong Bae Seok**, which is distributed in the most important retail shops in the world. The graphic pattern CAMOTARTAN lends itself to many different uses both in the fashion, in the furnishing and in the design in general.