

Jungmyoung Huh



Hello, my name is Jungmyoung Huh, and I'm a final year student in Creative Direction for Fashion at LASALLE College of the Arts. I have developed diverse experiences about fashion and culture, which have accumulated my approach to creative vision and strategic communication in the field of high fashion marketing .

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EDUCATION

2023 - 2026 **Lasalle College of the Arts, University of the Arts Singapore**
expected in May 2026 Diploma Creative Direction for Fashion

EXPERIENCES

2026
Jan 2026 - Present **Industry Project with Elle Magazine**
Developed and produced a High Summer 2026 editorial fashion story for ELLE Singapore in partnership with LASALLE College of the Arts. Interpreted global Summer 2026 trends through a Singaporean lens, delivering stills, motion visuals, and exhibition outputs.

2025
Aug 2025 - Oct 2025 **Fashion media project Intern**
Conducted research on selected local fashion brand present findings as a series of Instagram Reels. Developed creative and digital communication skills relevant to fashion media. The experimental project enabled me to apply contextual knowledge and technical skills gained in my studies to a real-world research and media project.

2025
Jan 2025 - April 2025 **Love Bonito Collaboration**
Collaborated with Love, Bonito, and LASALLE College of the Arts to develop Beyond Limits, a campaign celebrating femininity and empowerment in active women. The project challenged stereotypes around masculinity in active lifestyles and concluded with the production of a comprehensive brand book.

CREATIVE SKILLS

Digital marketing
Trend forecasting
Branding & Communication
Fashion business & marketing
Editorial & art direction

LANGUAGE

English
Korean
Chinese

DIGITAL SKILLS

Illustrator
Photoshop
InDesign
Figma
Canva