

# ASHLYN

*Modern artistry. Impeccable tailoring. Timeless presence.*



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# INTRODUCTION

## Why We Exist

- Where Intention Meets Form

ASHLYN, founded in 2020 by designer and creative director Ashlynn Park, exists as a mindful reflection on presence—on what it means to craft with care and to value products made with purpose. Rooted in the precision of modern tailoring, the brand honors the rigors of craftsmanship, the productive discipline of its studio, and a philosophy that values time, people, and the environment in equal measure.

Recognized for its sartorial wit and zero-waste design intelligence, ASHLYN is a 2022 LVMH Prize Finalist and the 18th winner of Samsung’s SFDF Prize. In the same year, the brand was selected to participate in MATCHESFASHION Innovator and BERGDORF GOODMAN’s Radar Programs as it continues to shape its path not through trend, but through intent.

In 2021, The Anna Wintour Costume Center at the Metropolitan Museum of Art invited ASHLYN to present Quinn—a gown conceived as a vessel of light—for its landmark exhibition In America: A Lexicon of Fashion. Several of the brand’s pieces now live in the museum’s permanent collection, testament to a design language that speaks in silhouettes and silence.

In a world of excess, ASHLYN offers restraint. It is an ongoing gesture—measured, meaningful—that invites the wearer not just to dress, but to inhabit. To choose with clarity. To move with conviction.





# Letter from Ashlynn Park

- Woven Through Time and Place



I have always believed that clothing holds a quiet kind of magic — it carries memory, emotion, and identity without ever speaking a word.

My journey has taken me from Seoul to Tokyo to New York, with each place shaping not only my craft, but my understanding of beauty and purpose. In Tokyo, at Yohji Yamamoto, I learned the power of restraint and the poetry of precision. In New York, at Alexander Wang and Calvin Klein 205W39NYC, I discovered the energy of modernity and the art of tension between simplicity and complexity.

In 2020, I created ASHLYN as a home for everything I hold dear: craft with meaning, design with emotion, a balance of dualities. It is a space where fashion meets art, where we design for real women, and where we create not to chase trends, but to offer something lasting and meaningful.

When The Metropolitan Museum of Art acquired three of our dresses — including the Quinn Dress — it was a profound reminder of why I create. To make something that endures. To leave behind a trace of beauty and care. Like the winter persimmon, I believe that the most beautiful things become sweeter through time, through patience, and through quiet resilience.

Ashlynn Park



# PHILOSOPHY AND IDENTITY

*Our Foundation - Duality, Design with Emotion*





# Our Foundation - Duality

- Balance Within Contrast

At the core of ASHLYN lies a vibrant tension—a meeting of opposites, a dialogue between worlds. The interplay of contrast is not an abstract idea - it is woven into Ashlynn Park’s own path, and into every piece the brand creates. Park’s design career began in menswear – a discipline that shaped her understanding of form, structure, and restraint. Through this lens, clothing became more than expression; it became architecture for identity and a mediation on how garments can hold memory and meaning.

As the focus shifted to womenswear, that early sensibility endured – guiding Park away from feminine extremes, toward a kind of equilibrium. Softness is anchored by precision. Park’s work resists the expected, choosing to explore the threshold: finding harmony in opposition.

ASHLYN stands at the intersection where the masculine and feminine coexist without erasure, where restraint reveals depth. From this vantage point, it allows Park to create garments that move beyond trend and noise. Park creates pieces that live powerfully on the body and the wearer becomes part of the poetry.





## Design with Emotion

- When Fabric Becomes Gesture

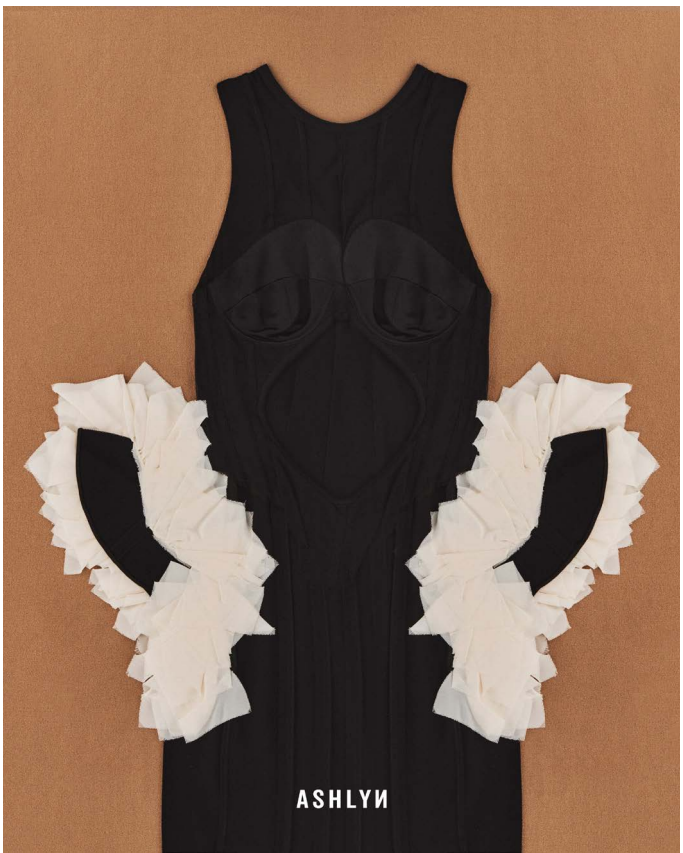
At ASHLYN, every piece begins not with fabric, but with feeling. Each design is an offering—an invitation to awaken strength, clarity, and confidence. Proportion, silhouette, movement are not just technical choices, but emotional ones, made to shape not only how a garment is seen, but how it lives on the body. A raised waistline that elongates; a sculpted shoulder that empowers; a softened edge that welcomes. In between construction and emotion, the ASHLYN silhouette emerges—formed in concert with the body, not merely for it. This philosophy was revealed in the Spring/Summer 2023 runway show, where choreographer Yin Yue opened with a solo performance that traced the collection's deeper currents—resilience, renewal, re-birth. Further exploring the intersection of fashion and movement, ASHLYN contributed costume design to Realismo Mágico, a multidisciplinary performance at BAM Fisher in February 2025 in collaboration with Cuban dancer and choreographer Claudia Hilda. These collaborations reflect a core belief: that clothing should not only be seen, but felt. It should move with the body, speak without words, and carry emotion in every line, every gesture.





# ARTISTRY AND COLLABORATION

*Fashion, Art, Puzzle Concept, Persimmon Metaphor*





FASHION, ART  
- Collaboration , Preservation

ASHLYN approaches fashion not just as product, but as presence—as a form of art that endures beyond season or spectacle.

In dialogue with artists and curators like Claire Watson, Yin Yue, Cristina Grajales and Sophie Mainier-Jullerot, the brand’s garments converse with sculpture, paintings, choreography, and design—each piece an invitation to communicate across disciplines, to see clothing not as utility, but as another form of expression.

ASHLYN dresses real women, not ideals—creating with the belief that fashion, like art, should be preserved, not consumed; cherished, not discarded. To make something that lasts is to resist ephemerality. It is an act of care and commitment. This is not a passing moment—it is the foundation of the brand’s future.





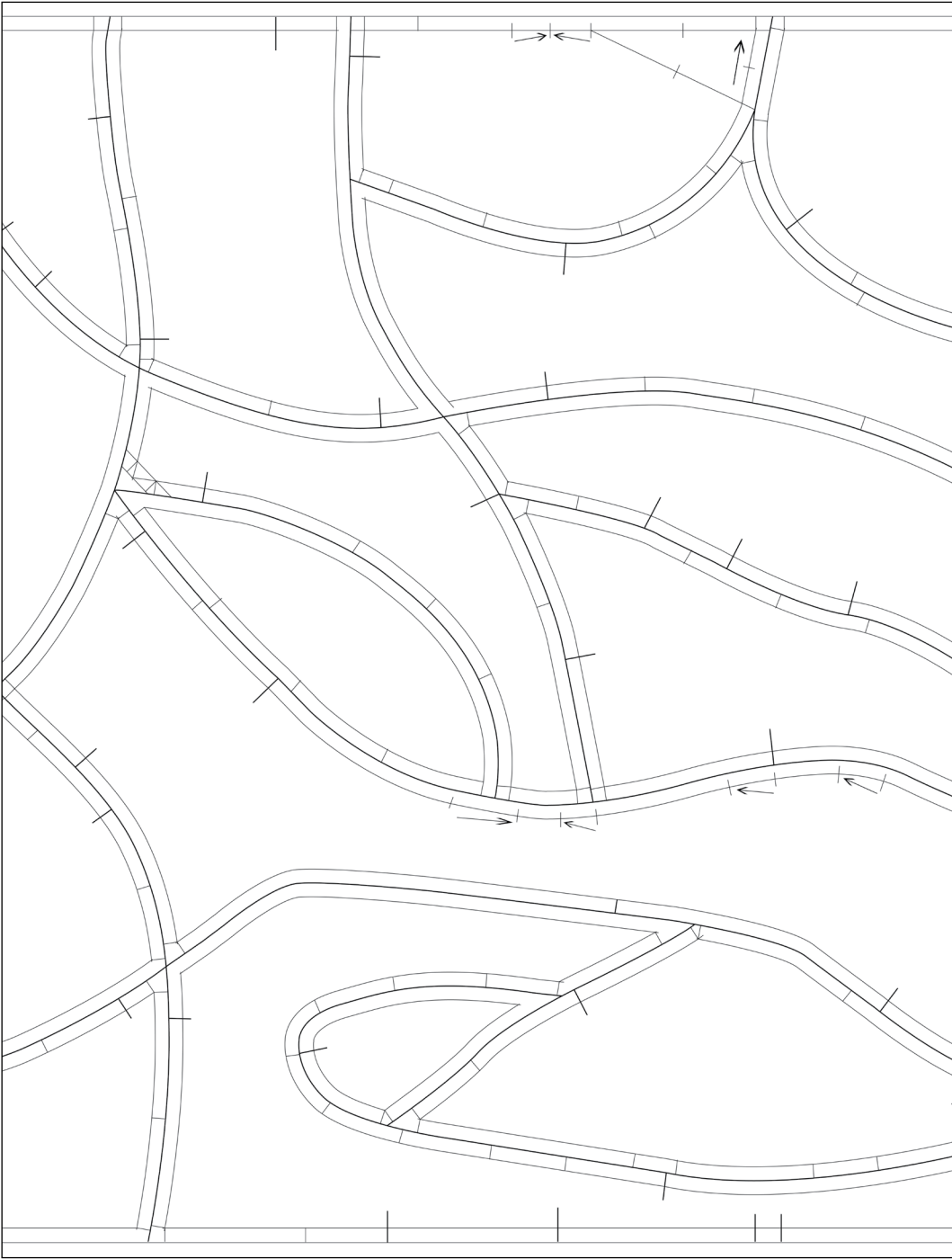
# THE PUZZLE CONCEPT

- Creating Structure from Spontaneity

Born of a commitment to use every fragment of fabric, ASHLYN's Puzzle Concept is a zero-waste pattern design technique that transforms each piece into a mindful whole. Concept, cut and make with care, not a scrap left behind.

The result is sculptural clothing that honors the body while refusing waste. These garments do not follow convention; they expand it. Puzzle pieces are placed, joined, and juxtaposed with intent, forming dresses, tops, and gowns that move between the organic and the architectural.

Puzzle is also a space for unpredictability—a willingness to meet chaos with curiosity. Park's perspective on creativity, influenced by Deleuze's thinking, embraces the idea that creativity arises not from predefined paths but from discovering new possibilities within chaos. By embracing unpredictability, Park aims to capture the fleeting beauty of a moment and translate it into form.

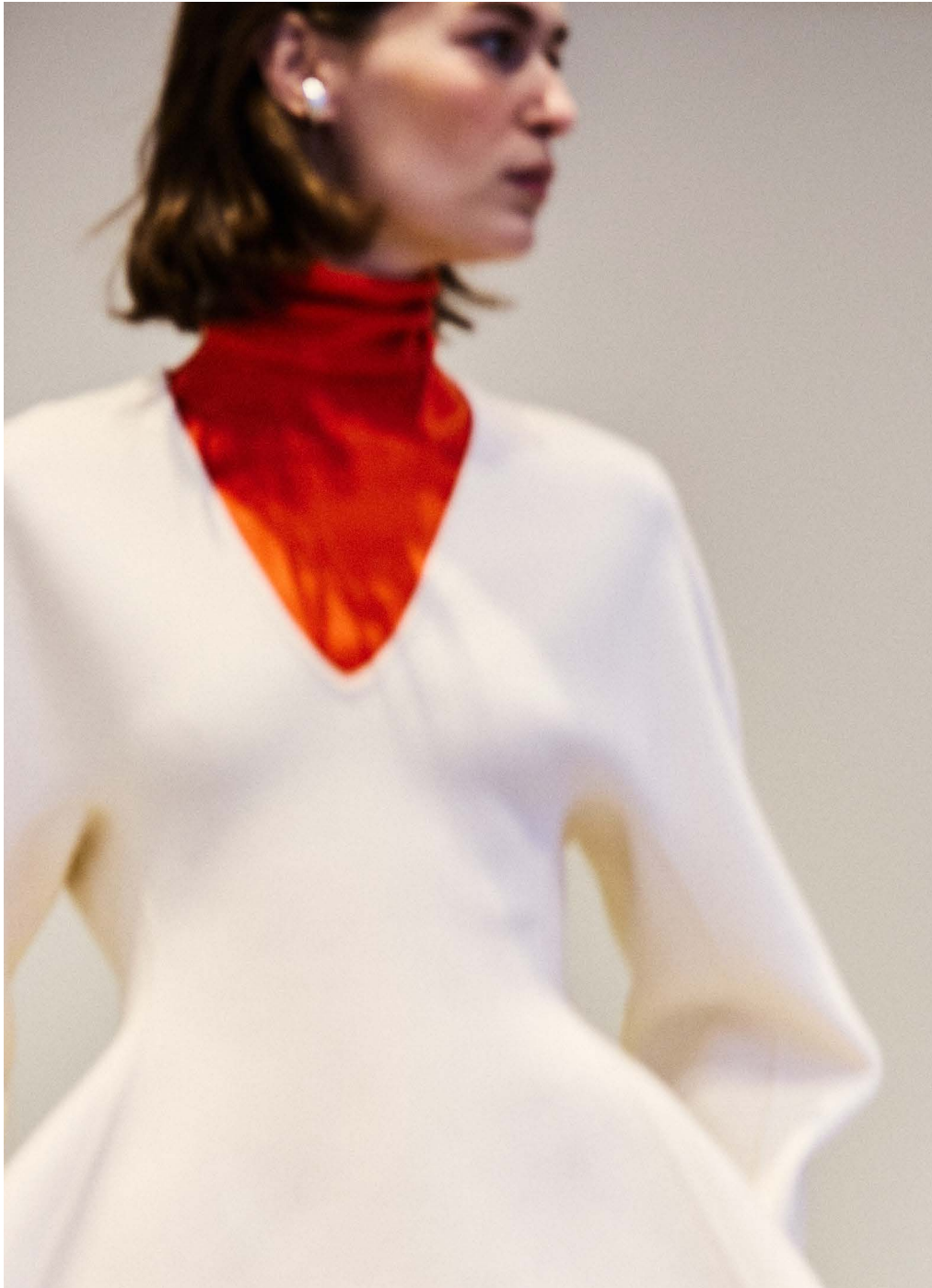




# THE PERSIMMON METAPHOR

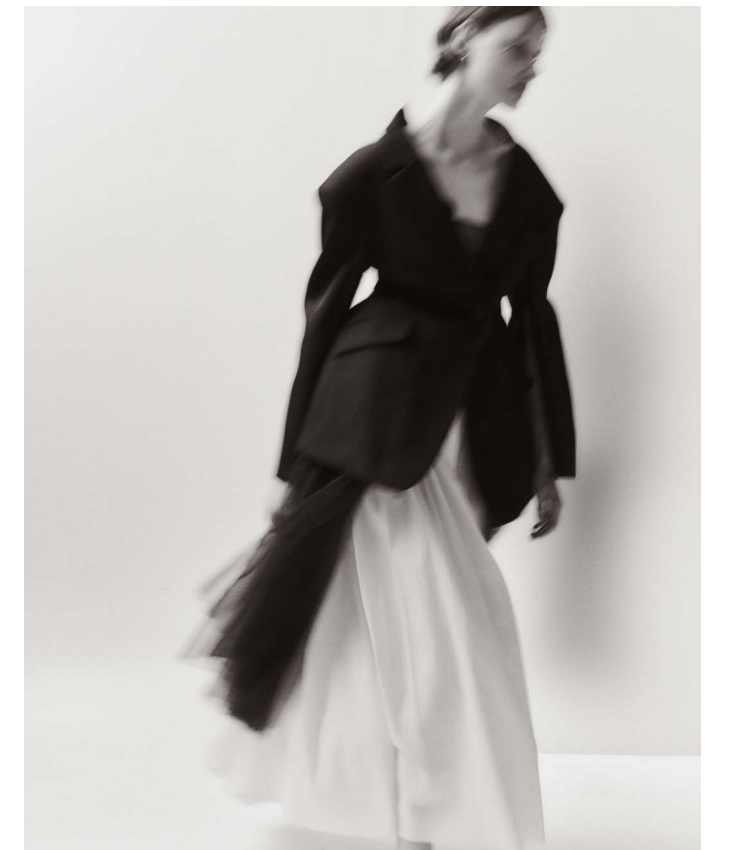
- Where Beauty Unfolds With Time

ASHLYN often returns to the story of the persimmon—a fruit that ripens in winter, growing sweeter through hardship. It is a symbol that mirrors the path we walk and the women we design for: shaped by challenge, softened by time, made luminous through resilience. The persimmon reminds us that not all beauty is immediate. Some beauty arrives slowly—after waiting, after loss, after enduring the cold. And when it does arrive, it stays. Quietly unforgettable. The Fall/Winter 2025 collection draws from this metaphor not only in spirit, but in form. The color of ripened skin, the softened curves, the quiet depth of winter fruit—all are distilled into silhouette and textile, woven into the architecture of the collection.



# WORK AND PRACTICE

*Craft, Passed-on, Tailoring as Language, Collection Evolution, Studio Culture, Susuainability in Practice*





Craft, Passed On  
- In the Hands of Tomorrow



At ASHLYN, craft is not just technique – it’s memory carried through hands. We honor the artisanship that came before us, preserving endangered techniques while opening possibilities for new expressions. Within the studio, mentorship is as central as making: guiding young designers, passing on knowledge, and allowing tradition to evolve. In this way, every piece becomes part of a lineage – a bridge between past and future, between what is learned and what is yet to be discovered.





# Tailoring as Language

- Where Pattern Becomes Poetry



For ASHLYN, tailoring is a kind of language — a conversation between material, maker, and wearer. It is through cut, line, and proportion that we speak: of restraint, of strength, of beauty refined to its essence. Every seam carries intention. Every silhouette holds a message. Precision does not confine; it frees. It offers the wearer clarity, grace, and a kind of armor in a world of noise.





# Collection Evolution

- A Living Archive

## FW25

This season, the persimmon “감” serves as my muse. Its soft curves and rounded forms reflect a quiet grace, evolving from flower to fruit. The persimmon’s journey—enduring cold winters to emerge sweeter—mirrors life’s profound truth: hard-fought beauty holds the deepest meaning.

The collection begins with the shape—a design element that has always captivated me. Fluid silhouettes are juxtaposed with structured elements, fragility meets strength, and an underlying sense of resilience and transformation. Through this lens, I hope to preserve the fleeting beauty of these inspirations, translating them into timeless, evocative visuals.

The collection captures the interplay of order and freedom, constraint and chance. It’s an exploration of originality—where moments of unpredictability and intention collide to create designs that feel both personal and universal.



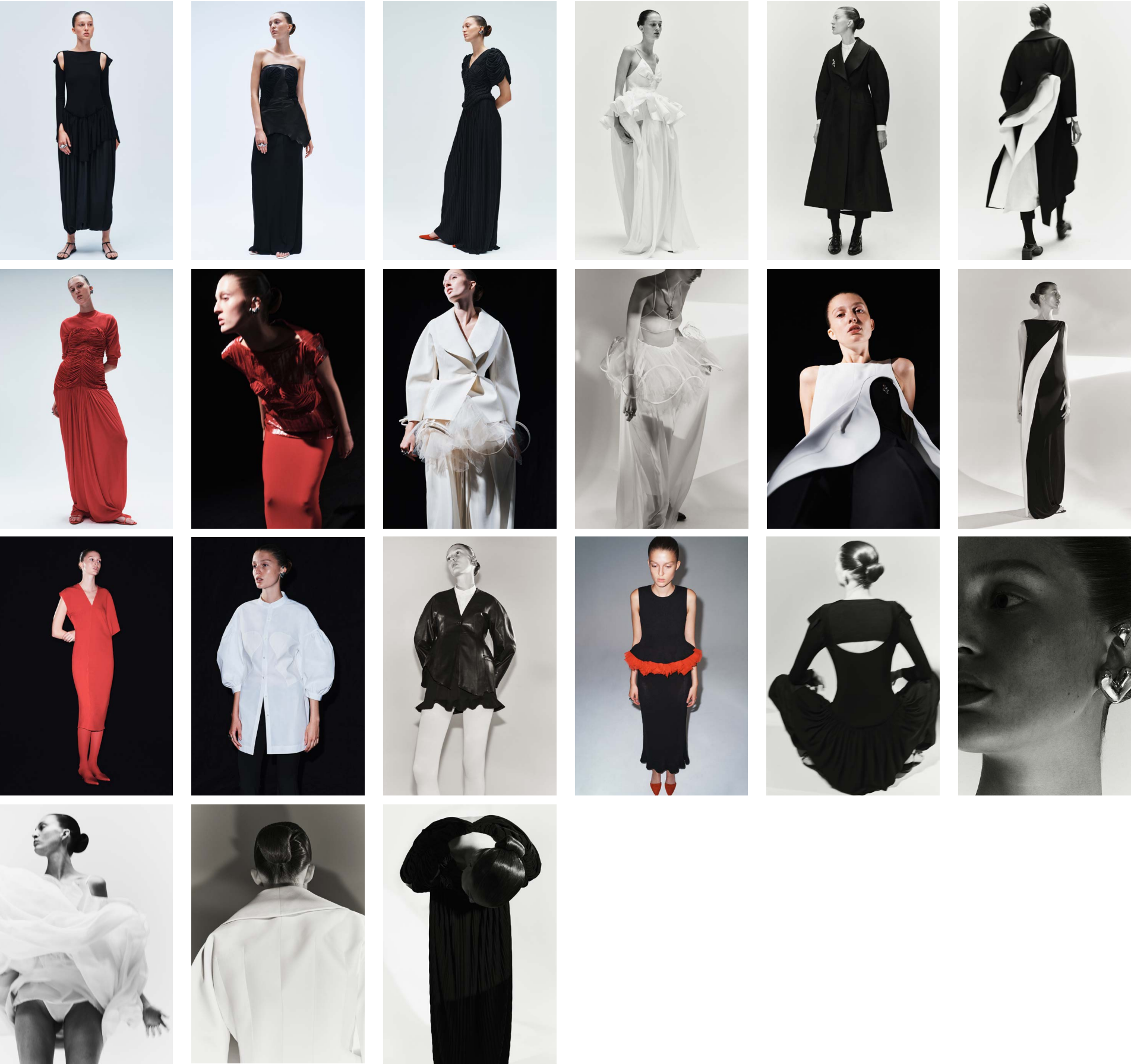


SS25

“*Reverie is my sanctuary, a haven where creativity knows no bounds.*”  
— Ashlynn Park

ASHLYN’s Spring-Summer 2025 Ready to Wear collection begins with her on-going dialogue with fashion history, the ideas and inventions of her design predecessors, re-situated in our current times and guided by the principles of the house.

“Reverie” is an investigation into how one might close the gap between dreams and reality. Each one of the 15 looks is a couture study through Park’s lens and the rigour of the New York studio. Taking cues from Madame Grès’ sensual draping and sensitivity to the body and from Yohji Yamamoto’s avant-garde, deconstructed silhouettes, this collection brings closer the relationship between fantasy and function, magic and performance.





## SS24

“Puzzle” is the primary theme of the season as Ashlynn Park continues her exploration of pattern-making, finding new ways to challenge herself in creating zero waste patterns, piecing panels together like a puzzle. Since the inception of her collection, Park’s ambition was to create a collection in the most efficient manner while maintaining innovation at its core. She brings this practice in her creative process as well as in how she runs her studio. While this Spring Summer ‘24 season is based on the idea of puzzles, the most archetypical application of her process is seen in taking a rectangular fabric and splicing it and sculpting it into a v-neck top with tulip-like sleeves or instead of cutting the fabric in curves to create ruffles, cutting them in squares and layering them to create the ruffle effect. Park’s love of play and discovery leads her on-going experimentation with patterns and materials sourced for their superior quality and low environmental impact.

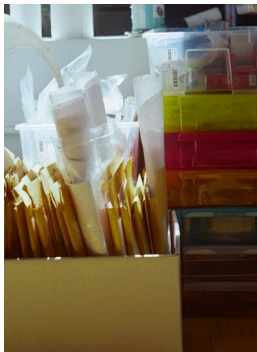
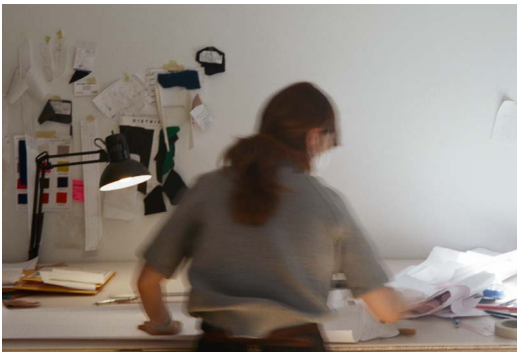




Studio Culture  
- Hands, Minds, and Dialogue



Inside the ASHLYN studio, the work is both meticulous and alive. It is a space of collaboration and care, where ideas are tested, shapes are refined, and the craft is held to its highest standard. Here, each team member is part of a shared pursuit — not just to make clothing, but to create meaning. The studio is where learning happens in motion, where tradition and innovation meet, and where every piece begins its life with hands, heart, and conversation.





# Sustainability in Practice

- Conscious Creation

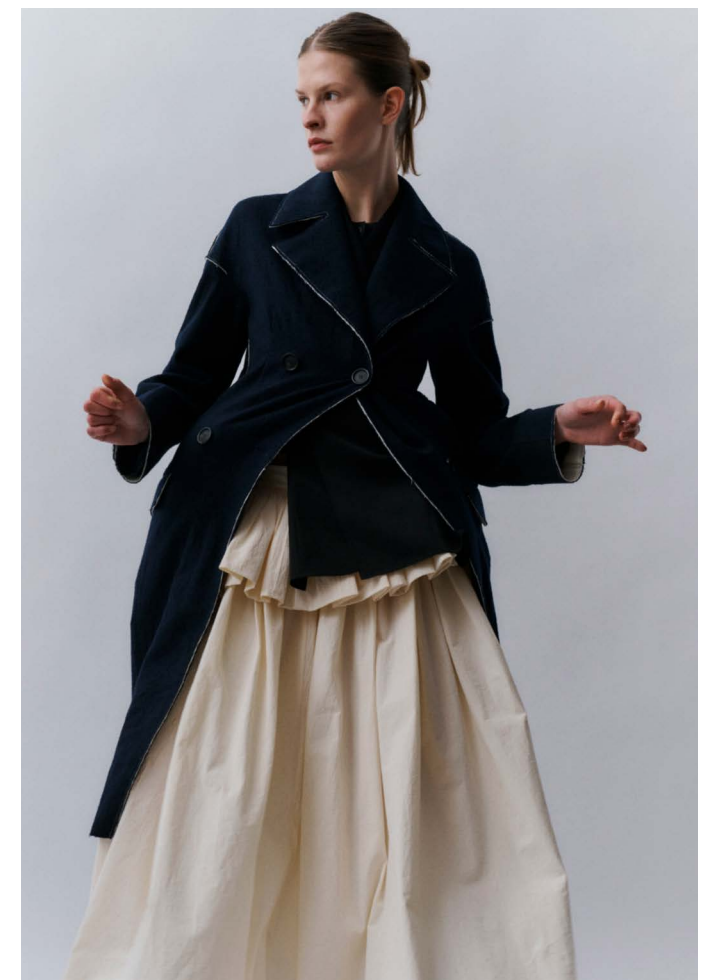
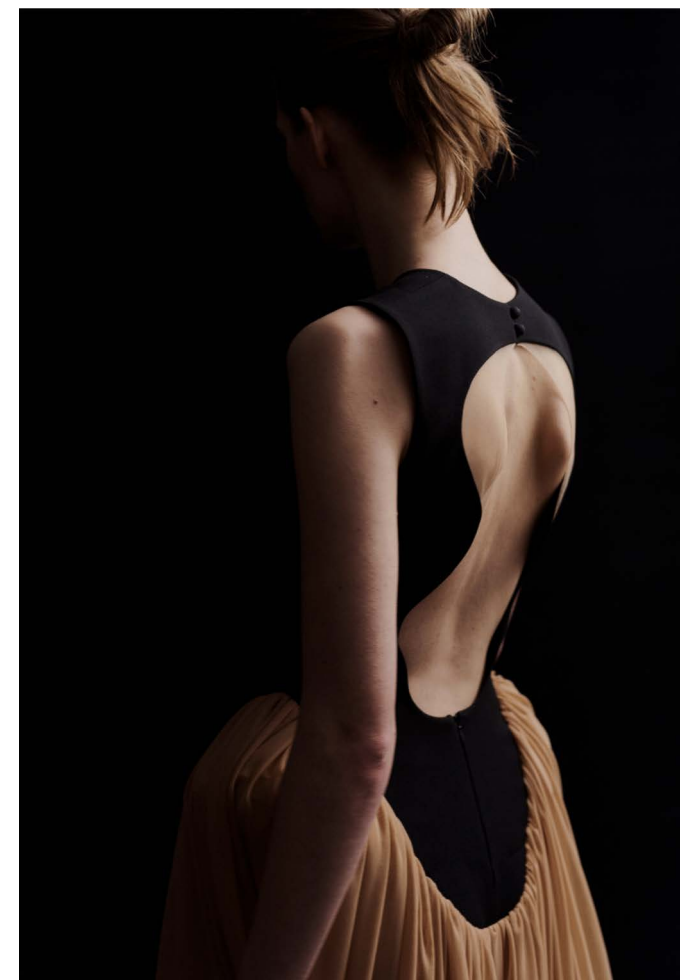
For ASHLYN, sustainability is not a marketing word — it is a slow and steady practice. We were born in a moment of global pause. ASHLYN was launched during the uncertainty of the COVID era — a time when the world was forced to slow down, reflect, and reconsider what truly matters. That experience shaped the heart of our brand. We approach design with zero-waste techniques, source materials with care, and counter overproduction at every step. Through pre-order and made-to-order models, we produce only what is needed, ensuring that no piece is wasted, and no excess fills the world. We believe sustainability means respecting time, people, and the planet — creating with intention, not excess. Out of a time of limitation came clarity: to make less, but to make it matter. This is how we honor the world we live in — by creating pieces that carry care, purpose, and a sense of responsibility.





# LEGACY AND FUTURE

*Notable Acquisitions, Legacy, Echoes in Time, Vision Forward*





# Notable Acquisitions & Legacy

- Woven Into History



When The Metropolitan Museum of Art acquired three ASHLYN dresses — including the Quinn Dress — it was a profound affirmation of why we create. To know that these pieces live not only in wardrobes but in a museum’s permanent collection is to know they carry meaning beyond fashion. They become part of culture, part of history, part of what is preserved to last. For us, this moment was not just recognition — it was an affirmation of our promise to keep creating with care, with purpose, and with a belief in beauty that endures.





ECHOS IN TIME  
- Worn, Seen, Remembered



ASHLYN lives not only in garments, but in the moments they create — worn by icons, captured in pages, remembered in whispers. From the undeniable power of celebrity dressing to the lasting imprint of global press, and the personal story of Ashlynn Park herself, this is where presence lingers and the brand’s voice echoes across time and culture.





# ECHOS IN TIME

- Press

*“Ashlynn Park is writing her own fashion bible.”*

Ysenia Valdez, **W Magazine**

*“.....noteworthy was Ashlynn Park’s [FW25]collection, with its rounded shapes, and a cool range of neutrals spiced up with a bit of red. Park, whose label is called Ashlyn, made a leap forward this season with her designs”*

Cathy Horyn, **The Cut**,

*“ASHLYN is the New York label broadening the lexicon of American fashion.”*

Dal Chodha, **i-D**

*“This [FW25] season, Park was focused on bringing extraordinary touches to clothes that work in real-life scenarios.”*

Laird Borrelli-Persson, **Vogue Runway**

*“Designer Ashlynn Park Learned From Fashion Legends—Now, She’s Forging Her Own Legacy.”*

Emma Childs, **Marie Claire**

*“Ashlynn Park is bringing craftsmanship back, one stitch at a time.”*

Aemilia Madden, **L’Officiel**

*“ASHLYN’s pieces are sculptural, sensual, and built to last.”*

Kaitlyn Lai, **Vogue Hong Kong**



ECHOS IN TIME

- Retail Partners

NORTH AMERICA

BERGDORF GOODMAN  
A'MAREE'S  
BLAKE  
BOC NYC  
THE CONSERVATORY  
DES KOHAN  
JOAN SHEPP  
MAXFIELD  
L'ENSEMBLE  
RE:AL  
RELISH  
RTW  
SUSAN  
TENDER  
VIOLA LOVELY  
WEINSTEIN'S  
ABSOLUTELY FABRICS  
MAISON 4110

EUROPE

LE BON MARCHÉ  
MODA IN  
THE ICON

ONLINE

ashlynnewyork.com  
bergdorfgoodman.com  
modaoperandi.com  
24sevres.com

MIDDLE EAST

CLOSET CASE  
MWAZ  
PIAFF

ASIA

UNITED ARROWS ROKU  
TAKASHIMAYA  
10 CORSO COMO  
SPACE MUE  
BOON THE SHOP  
AUTUMN SONATA  
ASSEMBLE BY REEL



## VISION FORWARD



*ASHLYN has made a promise – to create clothes that hold meaning for the wearer and for its partners. ASHLYN's future builds upon innovation, agility, and collaboration.*

*In the face of a complex, global environment, the need to create sustainable value becomes ever more important.*

*In its fifth year, the brand is poised for transformation – strategic and financial. The vision forward is to develop and activate the brand's unique levers to create meaningful growth.*

*To reach the next milestone, ASHLYN is ready to embrace collaboration with committed partners who share its vision and embody its core values.*