

Men Can't Get Enough of This Cozy Cashmere Sweatshirt

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Courtesy of Rejina Pyo

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Instead of having a blowout show to celebrate her eponymous brand's 10th anniversary, [Rejina Pyo](#) decided to curate an exhibition celebrating 19 female artists instead, entitled *As She Is*. "I'm not a person who can do things when I'm not excited about it; it has to be aligned with my heart," the Korean-born, London-based designer tells *Vogue*. "When we were talking about what has inspired me over the years, it just really spoke to me to share these amazing women doing incredible work all around the world."

It's testament to the relationships that Pyo has built in the art world that she was able to get the likes of [Ángela de la Cruz](#), Chantal Joffe, Nengi Omuku and Rachel Cusk to show their works together, across three floors at the Soho Revue gallery. "My friend who's worked at big Mayfair galleries said it's crazy how all these people have said yes," the designer shares. "Some of the artists I've admired for a long time; sometimes I've got to meet them, and have more of a deep conversation about each other's practice, and what we are going through."



The exhibition, curated by Rejina Pyo, includes the works of Eileen Cooper, Cece Phillips, Antonia Showering and Cassi Namoda (pictured above). Courtesy of Rejina Pyo

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Many of the works explore ideas of womanhood and motherhood – themes that have long underpinned her brand. Take the nude self-portrait by Joffe, or Cusk's recording of *The Summerman*, originally published in the *New Yorker*. "The aim is celebrating all different types of experiences," Pyo explains. "All these life experiences that come out in these different mediums; I find that so fascinating."

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For the first time, the designer has included one of her own paintings, entitled *The Ruler* – a depiction of the stringent law in Korea during the '70s that banned women from wearing skirts that ended 20 centimetres above the knee. "I've been painting for a long time," she says. "It's funny because these days, I think people are really afraid of doing something different. You're known for one thing, and then you kind of have to stay in your box. At some point, you have to have self-belief that, 'Okay, you can do this.' I thought [the painting] was the right fit for the show."

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It's clear that Pyo's own mother, a designer and collector in her own right, has had an enormous influence on her work – which is why she decided to include her collection of objects, furniture and art from South Korea as part of the exhibition. "Immediately, when the objects arrived, I felt like part of my home and my mother had arrived in London," she reflects.

Pyo also included her mother's collection of objects, furniture and art from South Korea as part of the exhibition. Courtesy of Rejina Pyo

Of course, Pyo's fashion offering – including her signature Greta dress – is hugely popular with the art set, which is another reason that it makes sense to celebrate her brand's 10-year anniversary with an exhibition (while no clothes are on display, she notes that her store is a three-minute walk away). Indeed, the designer, who hasn't shown at [London Fashion Week](#) since 2022, has long forged her own path in the industry. "I felt I'd rather connect directly with more people, than spend all this energy, time and effort [for a] 10-minute show one season," she explains. "The biggest learning [has been] whatever you do, you have to do it in the most authentic, genuine way."

As for what's next for the brand, it seems that Pyo is keen to continue her collaborative approach – as also seen with her [recent partnership with Mulberry](#) – going forward. "I'm a very curious person; I don't want to be doing the same thing over and over again," she reflects, noting that lifestyle and food are areas she might explore in the future. "Watch this space and see what happens."

*As She Is* runs at *Soho Revue* from 23 October to 2 November.

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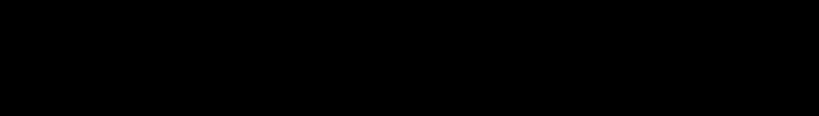


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