PARIS
SPRING/SUMMER 2018

SERO is a fashion label based in Paris,
led by Séro OH,
a finalist at the International Talent Support 2016.

The label tries to incorporate the Zeitgeist
into garments to draw a self-portrait of our time.

Mostly, inspired by contemporary art and subculture,
SERO wants to reflect this era
by plating layers of the most representative elements
of current phenomenon onto garment.

SERO tries to communicate, discuss and struggle
with real-life scenes
by connecting to modern youth life-style
to create a social movement.

SERO aims at an equal society
through the consciousness of responsibility.

SERO supports the originality of each person
and SERO wants a society
where people respect each other
as precious existences.

**Don’t be afraid to be different,
nothing is out of orbit.**

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