

INSANED

Men Hopes, Insaned Creates

PREMIUM DESIGN

BESPOKE TAILORING



INSANED

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ABOUT US

INSANED

BRAND NAMING

INSANED is to express our own values through deep inner reflection.

We define this process as 'the aesthetics of self'.
Based on this, we aim to achieve grace and elegance.

INSANED dose not mean a unique style
but expresses its own presence and makes you feel
confident and personality.

We pay attention to the study of body shape,
the considerations for selecting material,
delicate detail and we strive to make elegant products.



BRAND IDENTITY

LOGO, PATTERN, COLOR SCHEME

“신에 의해서 주어진 것 중에서 광기는 좋은 것 중에서도 가장 좋은 것”
- 플라톤 (BC 427 ~ BC 347)



INSANED
2017 FALL / WINTER

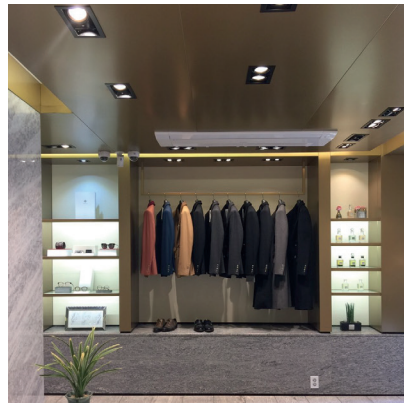
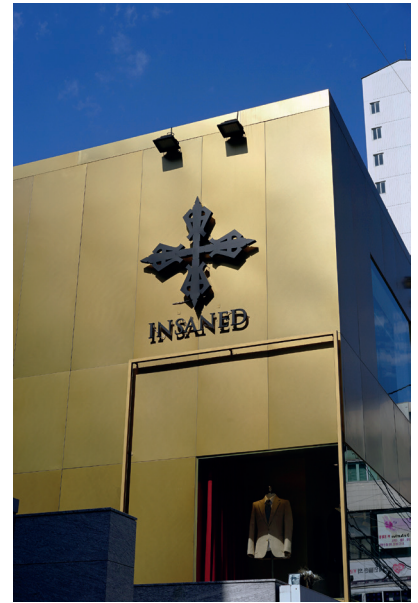
老子

“衆妙之門”



STORE & SHOWROOM

1F 657-6 SINSA-DONG, GANGNAM-GU, SEOUL, KOREA





WEBSITE DESIGN

WWW.INSANED.COM

CAPABILITY

HIGH QUALITY



BESPOKE TAILORING

Bespoke tailoring is about more than clothes, it's a way of life: celebrating the very best that the human hand can make and that money can buy.



SUIT FABRIC

CONTEMPORARY CLASSIC



CLOTH FOR EVERY OCCATION

A light wool suit for the boardroom.
A tweed sports jacket for the country.
A velvet smoking jacket for cocktail parties.
For every occasion there is the perfect choice of cloth.

HANDMADE IN KOREA

Clients return again and again to INSANED for the pleasure of wearing clothes that fit like a glove. Our reputation rests on that achievement, realised by generations of talented craftsmen and women over many years.





2017 F/W LOOKBOOK

READY TO WEAR

2017 F/W SEASON CONCEPT

INSANED is inspired a great philosopher, Lao-tzu(老子).
The Lao-tzu project begins with striving diverse senses of INSANED to identify the label.































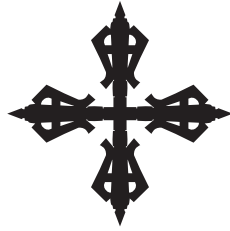












INSANED

Men Hopes, Insaned Creates

DESIGNER

LEE MYOUNG KYU

PHOTOGRAPHER

OSCARSCAR

HAIR/MAKE UP

HA YOUNG KYOUNG

MODEL

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