

Seongah Yoon's

Giselle

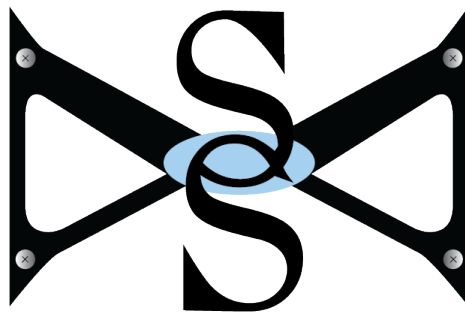
"A tragic haunting love story"



Seongah Yoon's

2026 s/s

"Giselle's new wardrobe"
collection



Seongah Yoon

Seongah Yoon's

GISELLE

Creative direction and Garments design by Seongah yoon

Welcome to this performance by SY ballet of Seongah Yoon's *Giselle*.
This project is a reinterpretation of the romantic ballet called *Giselle* into
a brutal revenge story.

In the original *Giselle* from the 19th century,
there was a tragic sorrowful love story of a heart broken girl betrayed by her lover.

The young creative director, Seongah Yoon reimagined *Giselle* through dark punk
lenses by distorting the traditional femininity.

The floaty tutu dress clashing with leather and heavy metallic elements lead you to
unexpected transformation of *Giselle*.

Whatever you see in Giselle's new wardrobe, will be beyond
clothes but story tellers convey her emotions and strength.

This collection is for someone looking for one of a kind clothes
to make them feel like Giselle, fascinating ballerina , floaty and soft yet
powerful.

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SYNOPSIS

Act I. Who is Giselle? Her daily look







Giselle is a peasant girl from a small village in Rhineland.
She moved to London after she'd got betrayed by her lover, Albretch.

Her new life has begun here in the big city. A ballerina met London punk.





Since Albretch betrayed her, Giselle has been glowing up just as her desire for revenge growing up inside her.

She plans for the right moment to take a revenge while enjoying her London life.







Her daily outfit made of satin and fur colliding with metal eyelets and chain tells her story how innocent peasant girl turned into a cruel avenger.





Seongah Yoon













Giselle meets punk, soft materials meet metal.

All the small details are telling who she is.

Act II. Giselle at work



Look 2
Giselle's office look







Giselle, successful career women is no longer innocent enough to be betrayed by anyone. The tutu necktie decorated with metal chain tells her character, elegance yet rebellious.





Even at work, she never forgets why she is here.
Giselle works hard to become more powerful to fulfill her revenge plan.









Is it a leather jacket or tailored top?

Her tailored suit made in baby blue leather and tulle instead of wool delivers how unusual women she is.







Belongs to *"Giselle"*

Act III. Giselle's secret life after work





Look 3
Giselle's club look with jacket





After work, end of the day, Giselle's secret life now begins.
Taking off her persona at work, she changes into this leather jacket.

Giselle heads to a club under the blue moon light.



Giselle is stretching before her performance.
Here, at this club, Giselle transforms into a ballerina who transmits her emotions
into movements.
The betrayal, rage toward Albretch, woe and tears become irresistible dances.







Seonga



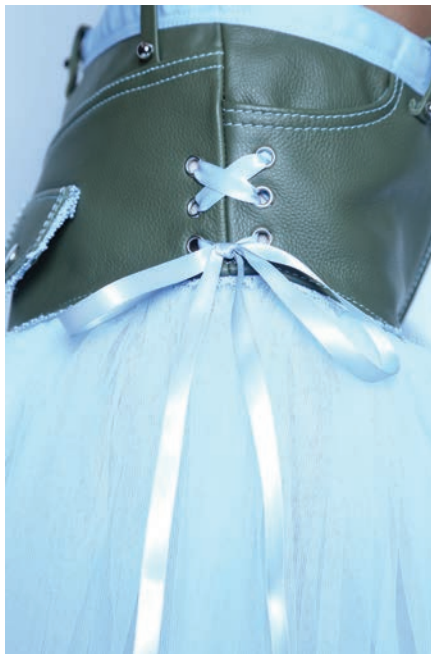
h Yoon













People don't know what brutal plan is behind those beautiful dances.
No one can expect they are the weapon to cut off Albretch breath.

*Giselle practices the move
Thinking of the final day she*



*over and over, every night.
takes Albretch's breath away .*



A blue-toned photograph of two women in denim clothing. The woman on the left is wearing a denim jacket with a fur collar and a denim skirt with a belt. The woman on the right is wearing a denim jacket and a denim skirt. They are both looking towards each other. A small, dark-colored dog is sitting on the ground between them, being held by the woman on the right. The background is a plain, light-colored wall.

Act IV. Wilis : The revenge club

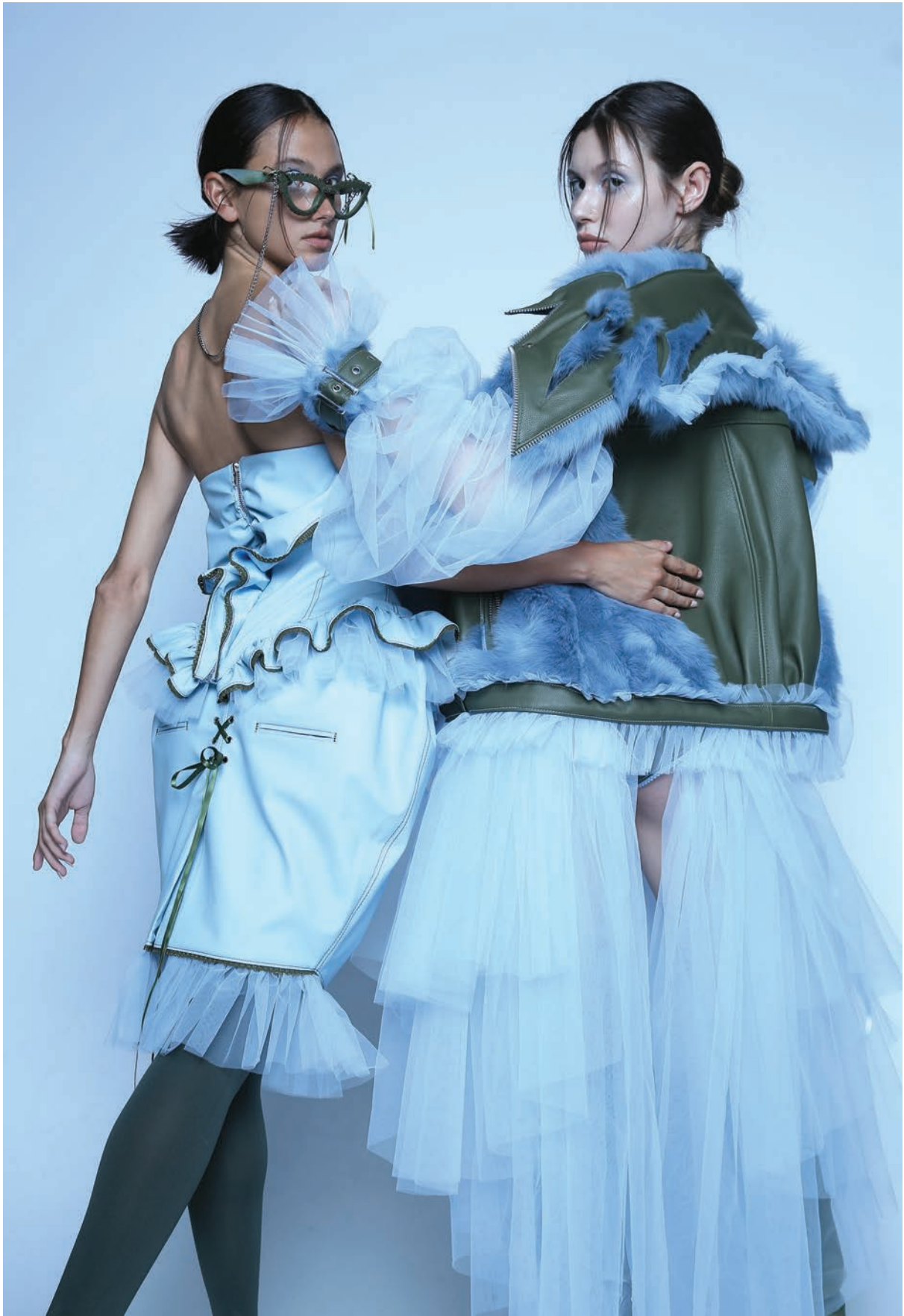
Giselle joins the club called Wilis, at there, she meets girls who went through the same misery as her. They call themselves Wilis, the ghosts taking revenge on men betrayed them by making them dance till they die exhausted.











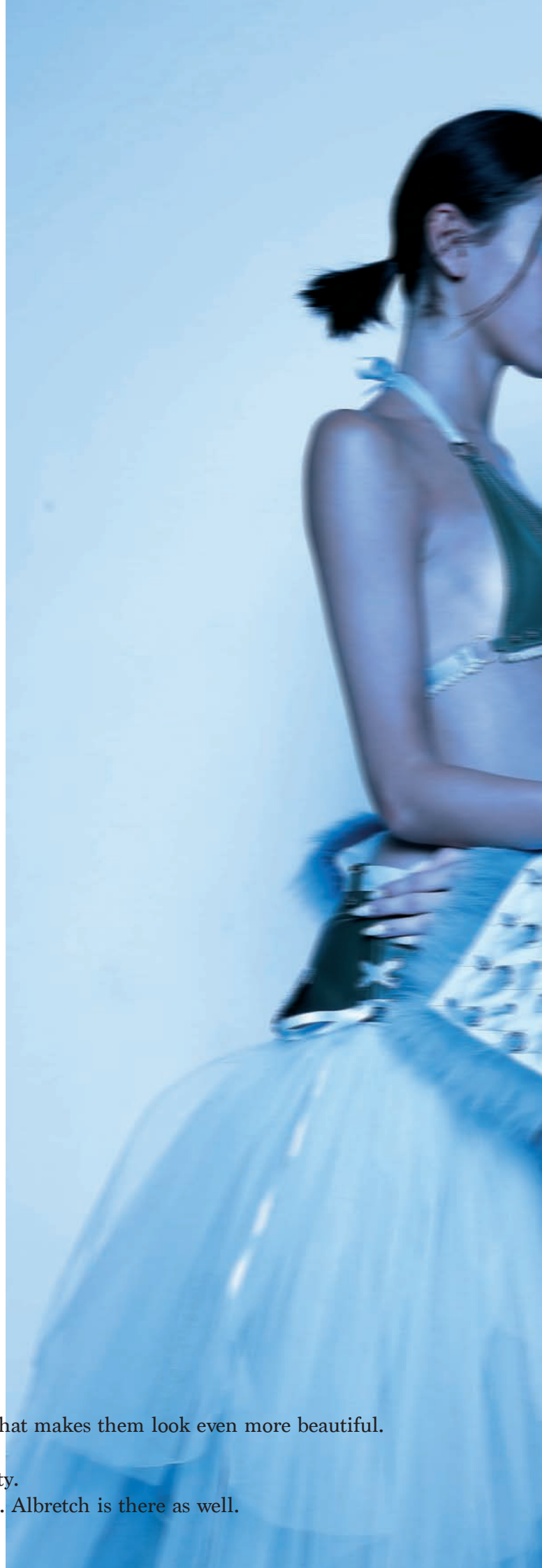
Now Giselle is not alone.
Wilis and Giselle practice the dance of death all night.

The final night comes.

The blue full mood shines all over Wilis that makes them look even more beautiful.

Giselle and her friends throw a dance party.

All the guys broke their hearts are invited. Albretch is there as well.



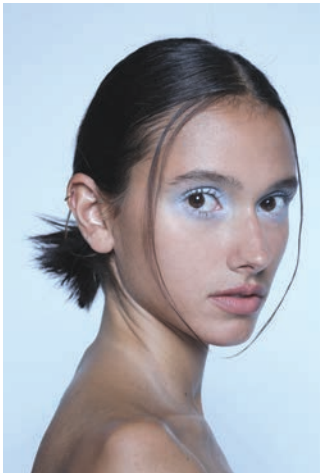


They get enchanted by Wilis' attractive movements and join the dance.

They dance and dance and dance until the arrival of dawn, until they all die exhausted.....

Cast and Creatives

Cast



Giselle

Lauren Tiffin

@laurentiffin



Myrtha (Leader of Wilis)

Matylda Kotecka

@matityla

Creatives

Garment and accessory design: Seongah Yoon @seongah_yoon

Photographer: Simran Kaur @simran_k_01

Shoot assistant: C June @cjune.sbr, Sylvie @sseditionaries

Makeup artist: Ayami Okano @ayami_okano__

Hair stylist: Saya Hashimoto @saya___hashimoto

Photoshoot creative direction: Seongah Yoon, Sylvie

Reviews



“You’ve never seen ballet like this before.
This is ballet reworked with grit, attitude, and a London edge”

The Vanilla Issue



“An authentic aesthetic of punk and elegance. Seongah Yoon is one to watch”

Asthetik Magazine



“Ballet meets brutality. The result is unforgettable.”

Leaders Inspiring Future Talents at UAL



“Uneasy elegance, a magnetic tension and a nameless drama of identity”

Pap Fashion Magazine

Support Us



Seongah Yoon is a fashion brand founded in 2025 based in London.

She was born in Daejeon in Korea and moved to London in 2021 to study fashion and graduated from Womenswear course at London College of Fashion in 2025.

Seongah Yoon presents the mixture of elegance and brutality as the signature of her work. She recreates punk in her authentic way by adding soft elements from ballet.

Support her creativity so she can continue to bring more interesting ideas to fashion.

Contact

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SY Ballet