



# Label to Watch: Kai-aakmann

By LAUREN SHERMAN



There's a prominent batch of talented designers working out of Korea these days. Bumsuk Choi—the designer behind menswear label General Idea—is one. Soonjin Park—whose label, [Kai-aakmann](#), is sold at [OAK](#) and on [Revolve.com](#)—is another.

Most of Park's designs are unisex, which fits perfectly into the idea of what women *and* men want to wear now: Nothing too frilly, nothing too butch—everything's clean and minimal, with some utilitarian elements thrown in for good measure.

There's a great pair of red-pleated chinos that will work well in my wardrobe, and for fall, you'd be hard pressed to find a better-looking down-filled anorak, trench or cropped shearing. The colors are classic—grey, khaki, red—but so saturated that they look special.

And the best part? Everything is priced between \$50 and \$500. Click through for more images from the fall lookbook.

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