

JI YEONG YUN

DESIGN PORTFOLIO

jiyeongyun018@gmail.com
+82) 10. 9775. 3432

2023 - 2025
3D Modeling
UX/UI
Graphic Design

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3D MODELING

ROULETTE

A motion graphics project exploring 3D modeling of a wristwatch, using visual effects and storytelling to highlight the mechanism's intricate design elements.



Duration :

Sept - Dec, 2023

Tools :

Cinema 4D, After Effects

Role :

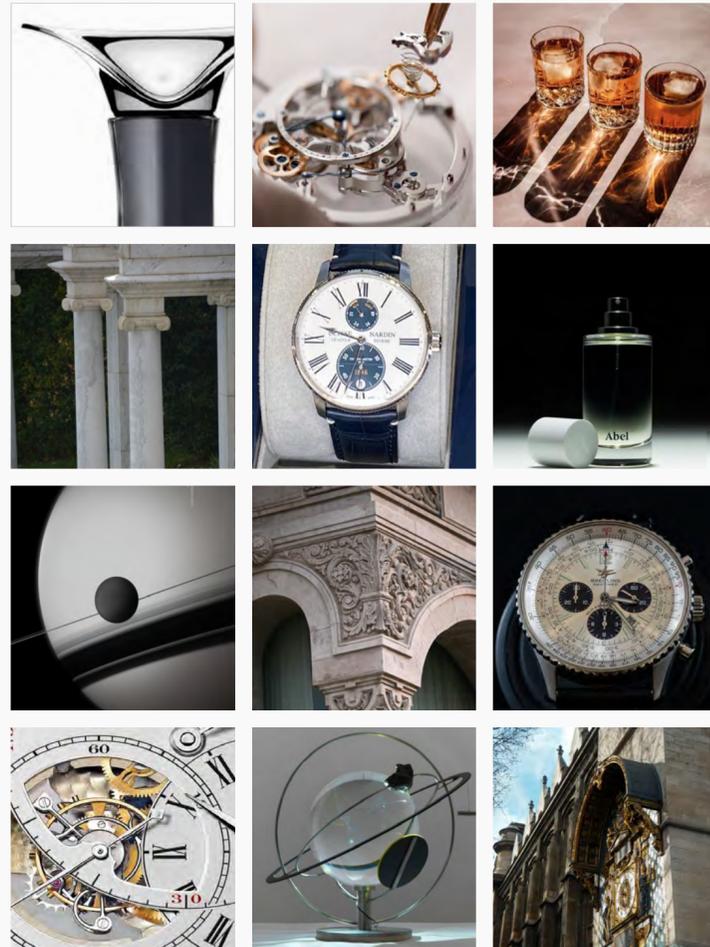
3D Designer (Senior Project)

IDEATION & PLANNING

CONCEPT

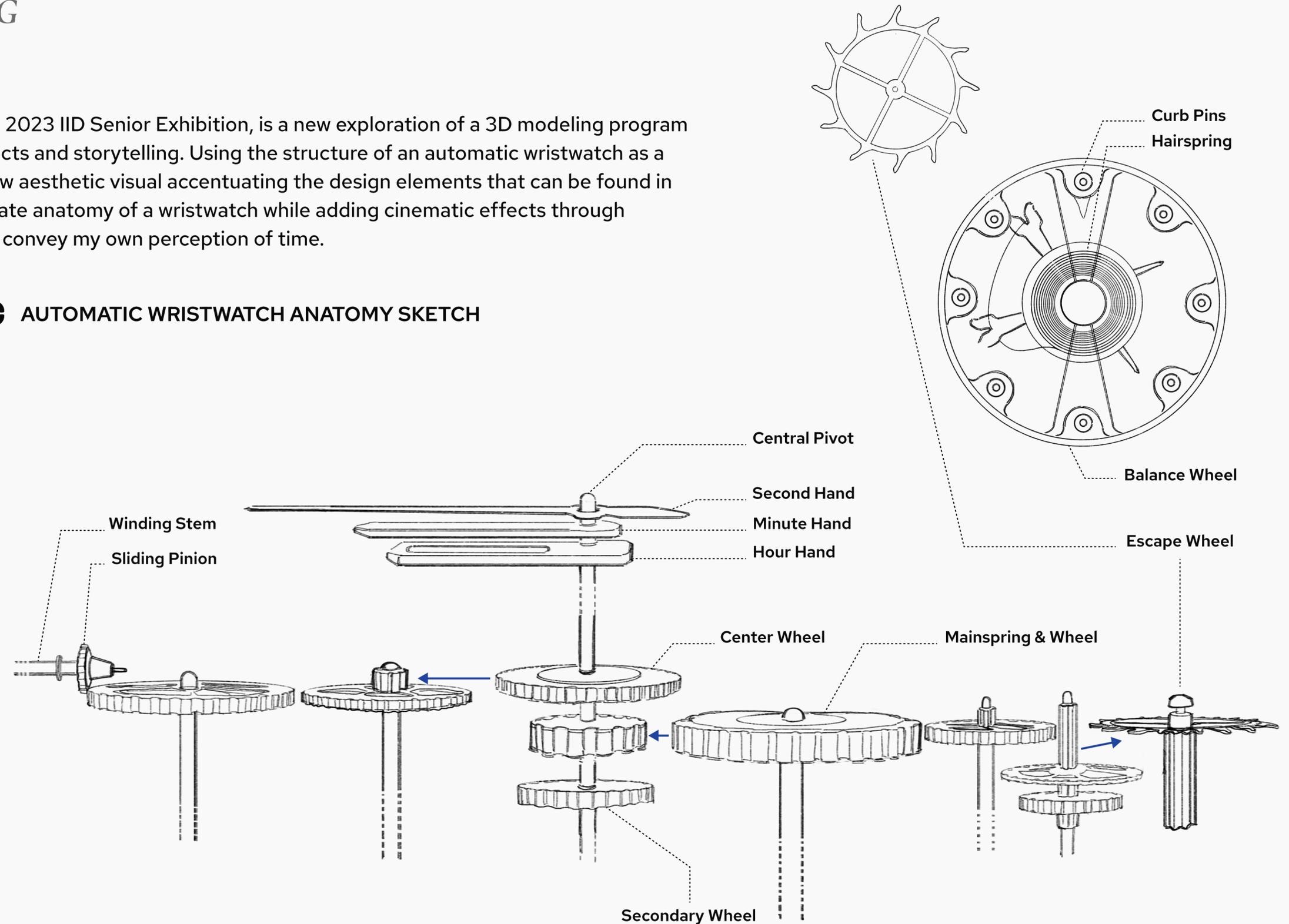
This project, which was later exhibited through the 2023 IID Senior Exhibition, is a new exploration of a 3D modeling program through a motion graphic focused upon visual effects and storytelling. Using the structure of an automatic wristwatch as a motif, this project is centered around creating a new aesthetic visual accentuating the design elements that can be found in this intricate mechanism. By highlighting the intricate anatomy of a wristwatch while adding cinematic effects through texturing, keyframing, and camerawork, I aimed to convey my own perception of time.

MOODBOARD



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AUTOMATIC WRISTWATCH ANATOMY SKETCH



MODELING

FINAL MODEL WIREFRAME

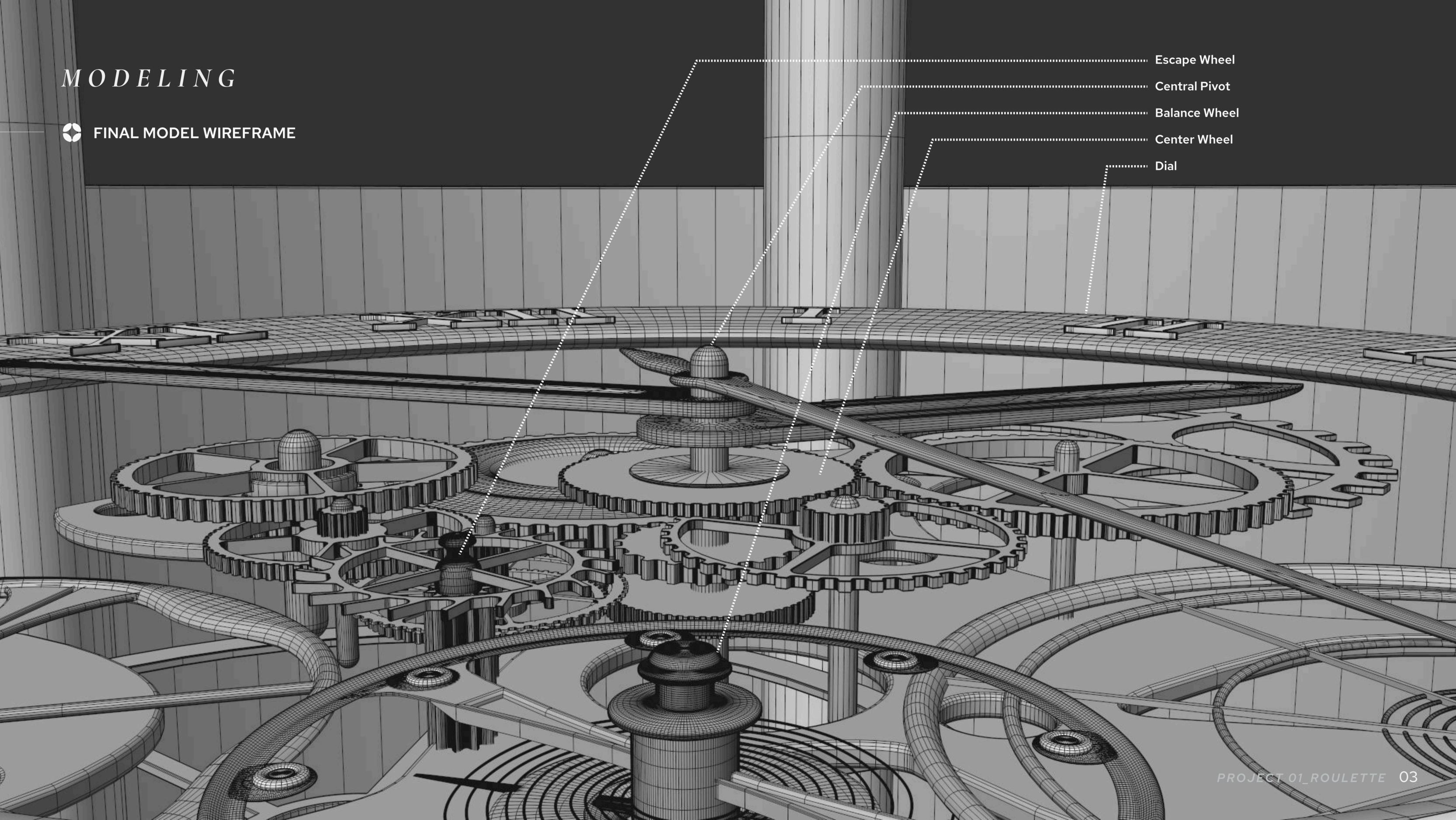
Escape Wheel

Central Pivot

Balance Wheel

Center Wheel

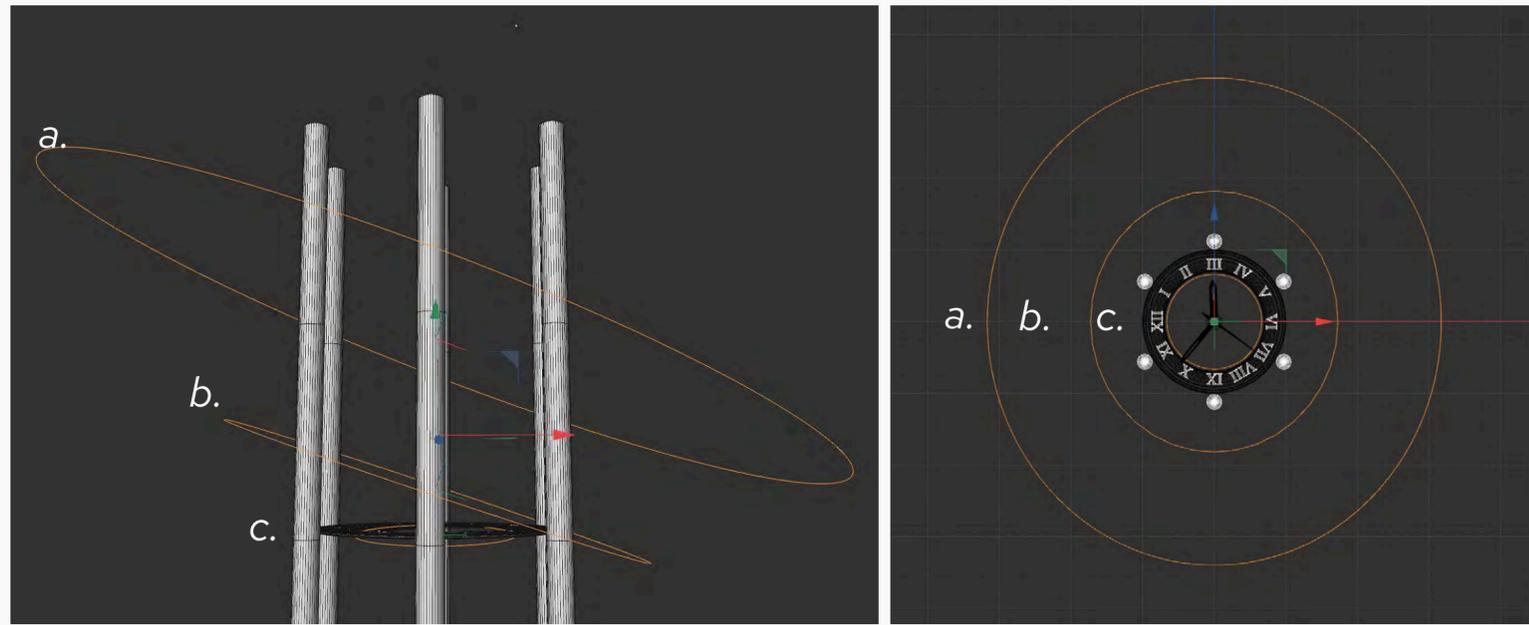
Dial



CAMERA WORK

CAMERA PATHS

A 'camera target' was placed on the central pivot using a null object. The target animation tag was used on each of the octane cameras and centered towards the target in order to align the camera's direction and focus onto a single point throughout the video.



Perspective View

Top View



a. Long Shot

b. Mid Shot

c. Close-up Shot

CAMERA FOCUS TARGETTING

The focal point of the camera was fixed upon the top of the clock pivot as it traversed around the circular path. The depth of field was slightly adjusted as the camera transitioned between long and close-up shots.



Camera Focal Point

RENDER & COMPOSITION

EXPERIMENTING HDRI & TEXTURES

Rather than limiting watch components to metal, I experimented with new materials such as colorful plaster and clear glass to create more intriguing variations. I also tested varying color tones, transparency, surface curvature, and roughness levels. I adjusted the HDRI to express similar illumination levels according to the overall atmosphere of the watch components.



Test Render with Basic Material



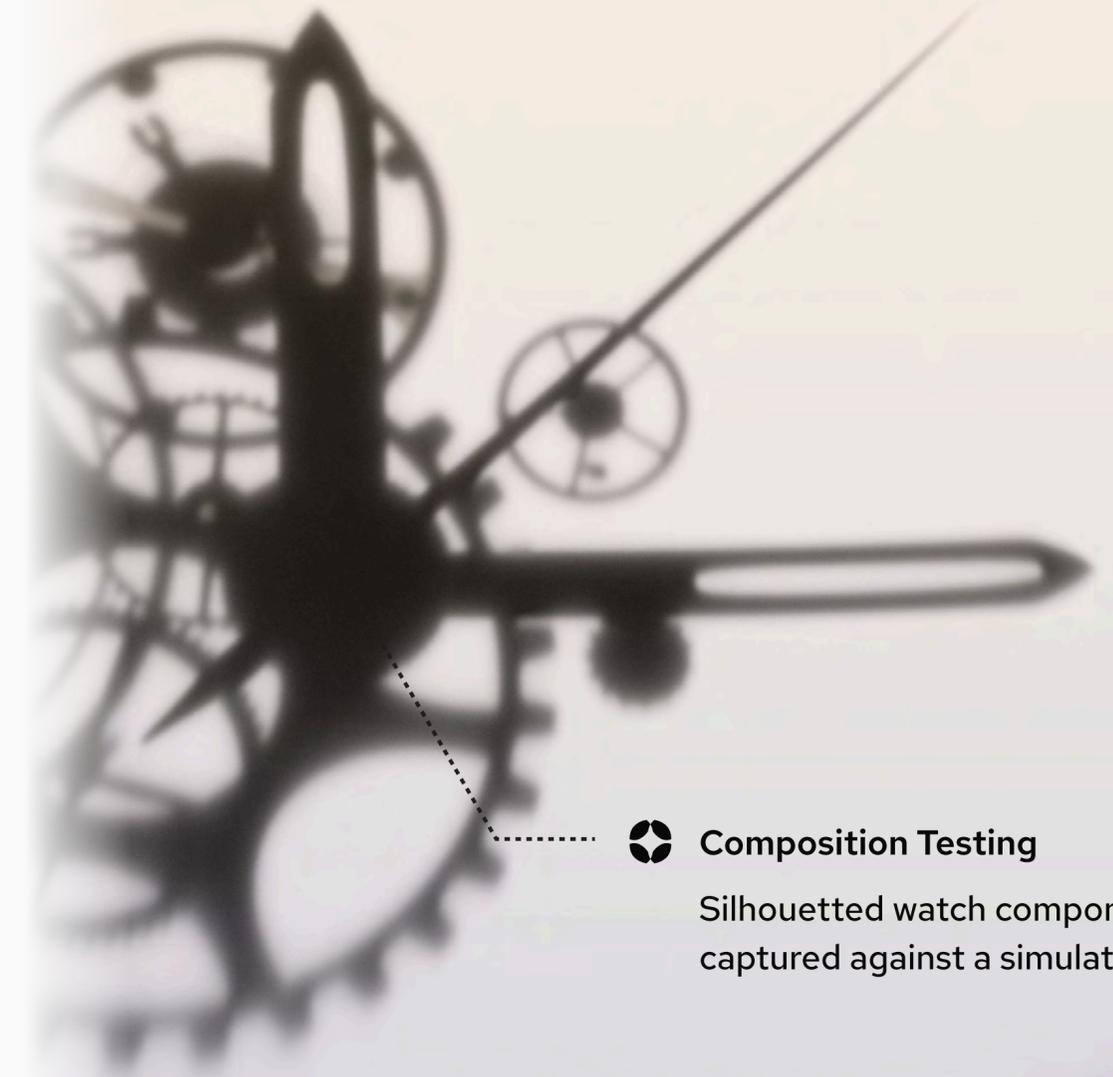
Watch Casing Design



Metallic Material Render Testing



Dynamic Camera Angle Testing



Composition Testing

Silhouetted watch components captured against a simulated lightbox

FINAL RENDER

ROULETTE : CHAPTER 02

**Please use the following link for the full video, or the QR Code in page 1.
<https://youtu.be/AQtfnmkRk4>*

FINAL RENDER

ROULETTE : CHAPTER 06

**Please use the following link for the full video, or the QR Code in page 1.
<https://youtu.be/AQtfnmkRk4>*

FINAL RENDER

ROULETTE : CHAPTER 08



**Please use the following link for the full video, or the QR Code in page 1.
<https://youtu.be/AQtfnmkRk4>*

3D MODELING

BLOSSOM

An exploration of 3D animation rigging and UV mapping, featuring a 3D sculpted and animated guppy fish floating among a sea of translucent coral petals.



Duration :

Feb - Mar, 2024

Tools :

Cinema 4D, Octane Render, Illustrator, Photoshop, Procreate

Role :

3D Designer (Independent Study)

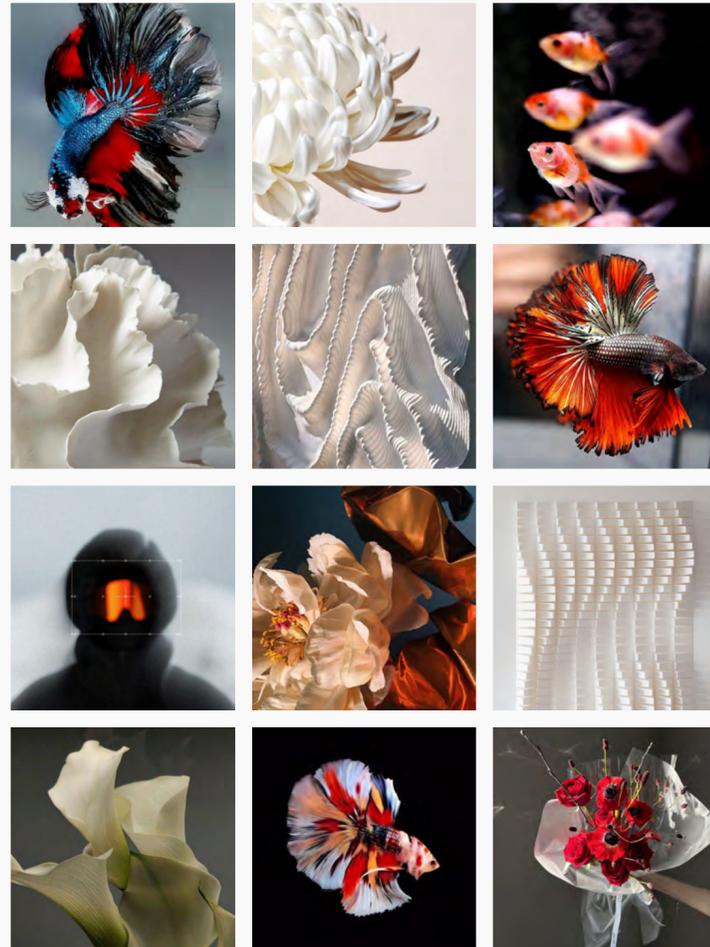


IDEATION & PLANNING

CONCEPT

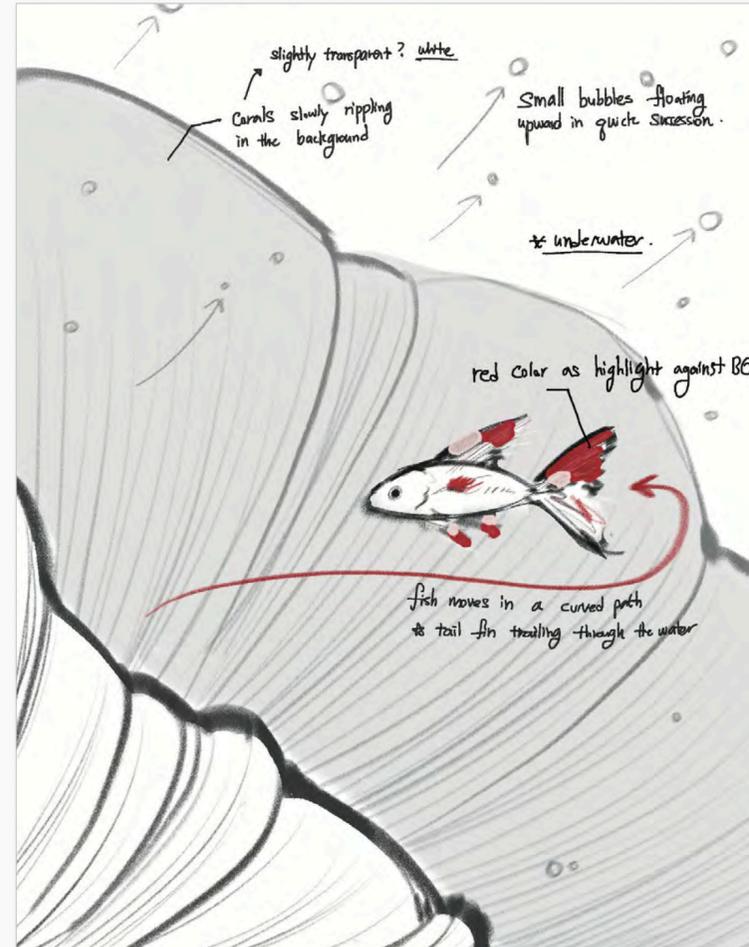
Blossom is a self-led project where I tested my boundaries with 3D modeling by experimenting with character rigging and animation. Being deeply interested in animals and their natural movements, I wanted to bring a small yet elegant creature of my own design to life. I made sketches of various angles of guppy fish using Procreate so as to understand the natural movements and fin pattern details, as well as how the fan-like tail fin ripples in water.

MOODBOARD



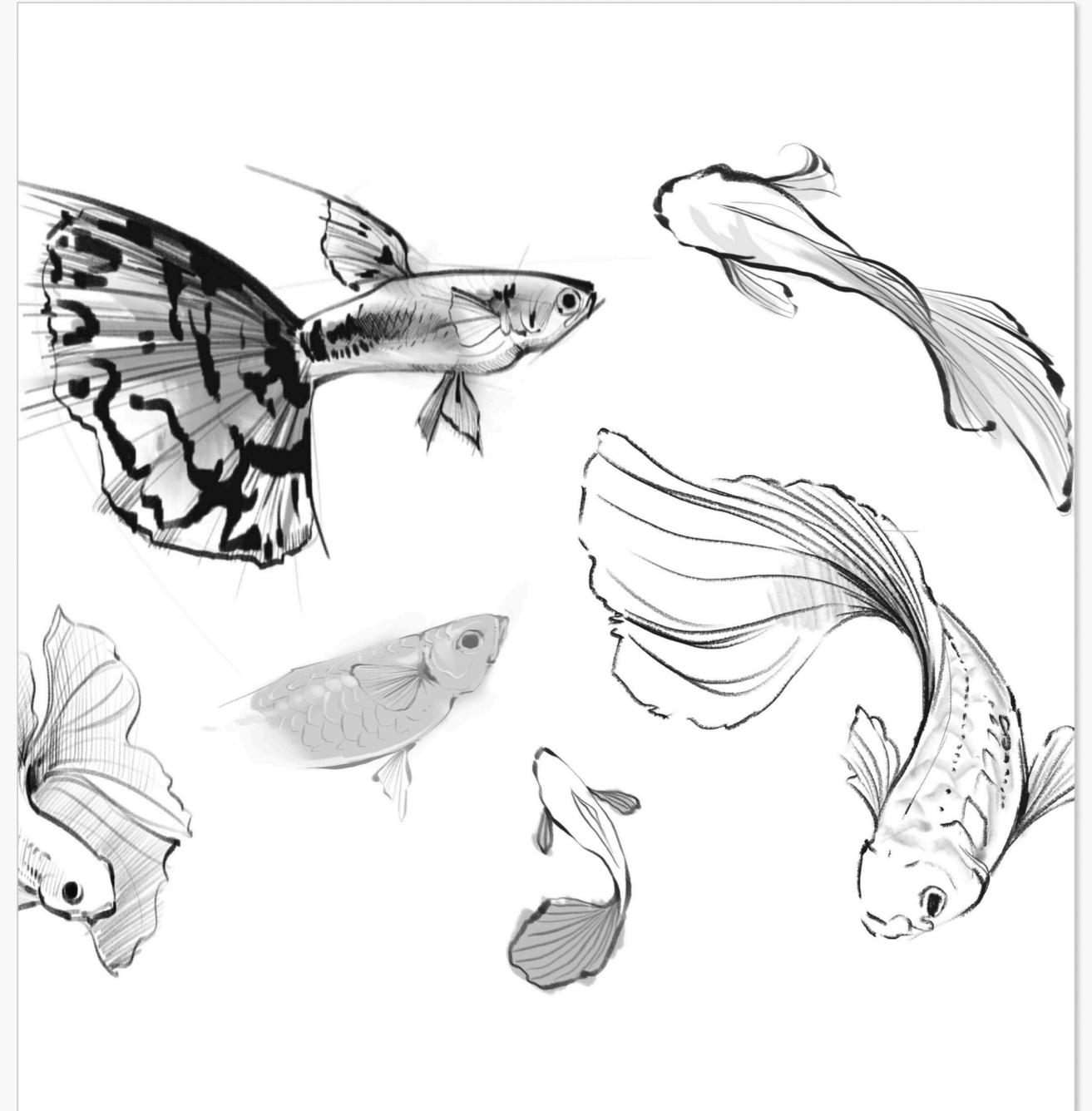
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CONCEPT BRAINSTORMING



Concept Sketch

REFERENCE SKETCH

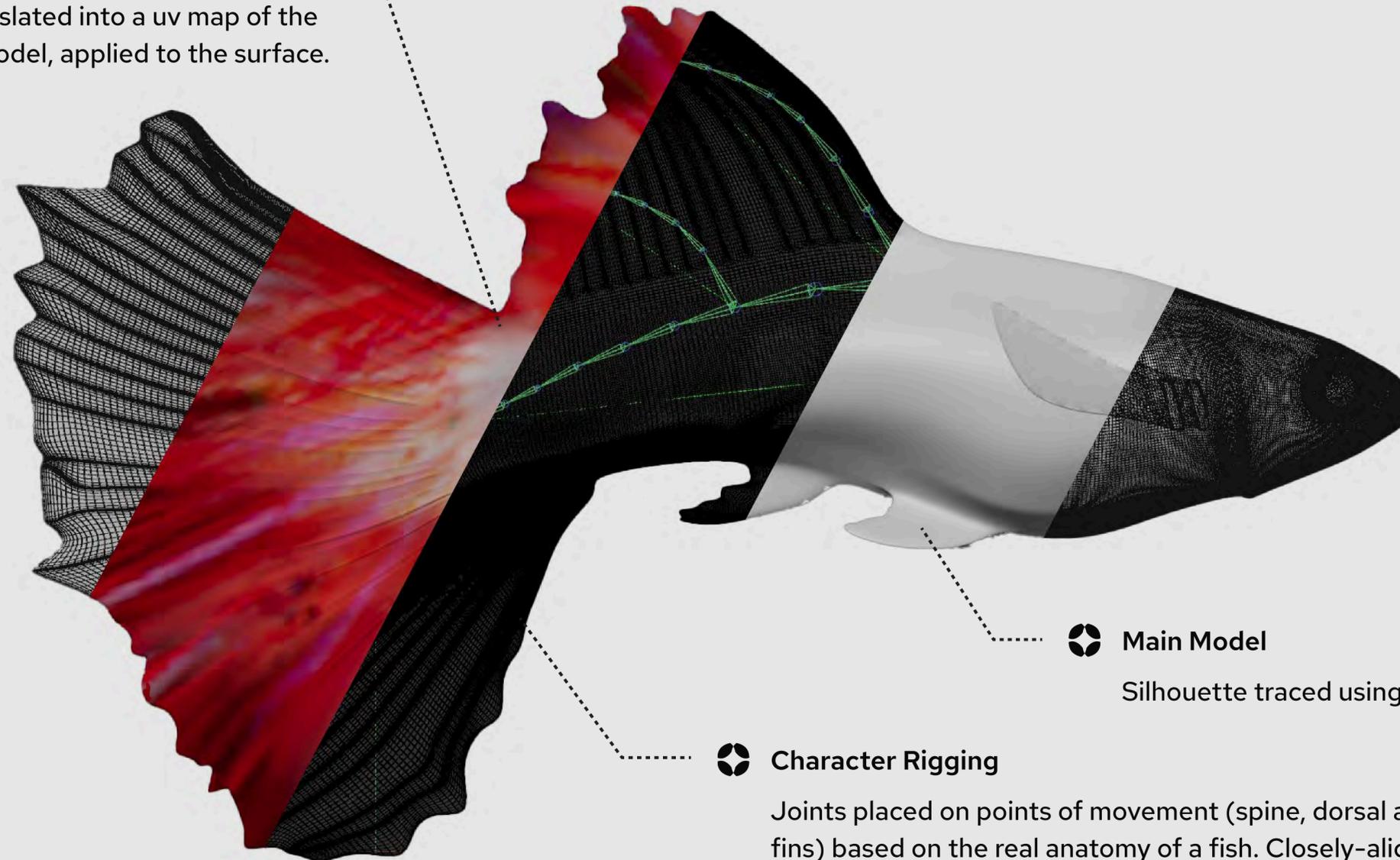


Guppy Fish: Reference Sketches

MODELING & RIGGING

UV Mapping

Patterns and vibrant colors of the scales translated into a uv map of the finished model, applied to the surface.



Main Model

Silhouette traced using the Polygon Pen tool.

Character Rigging

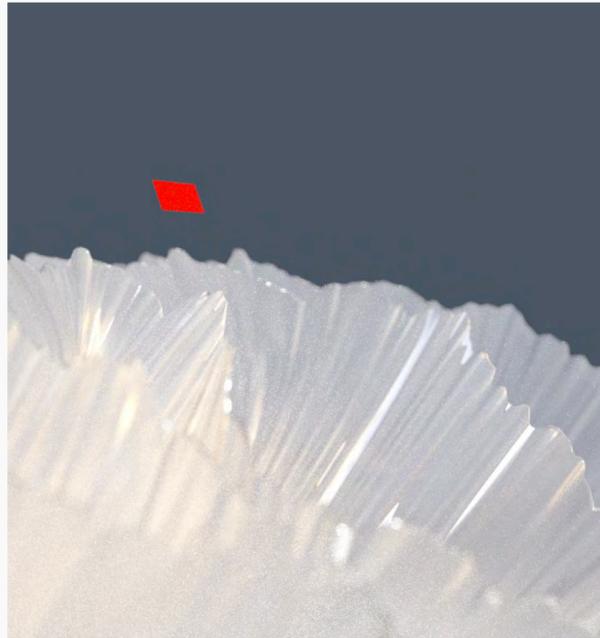
Joints placed on points of movement (spine, dorsal and tail fins) based on the real anatomy of a fish. Closely-aligned joints towards the end of each 'limb' to create a natural flow.

FINAL RENDER

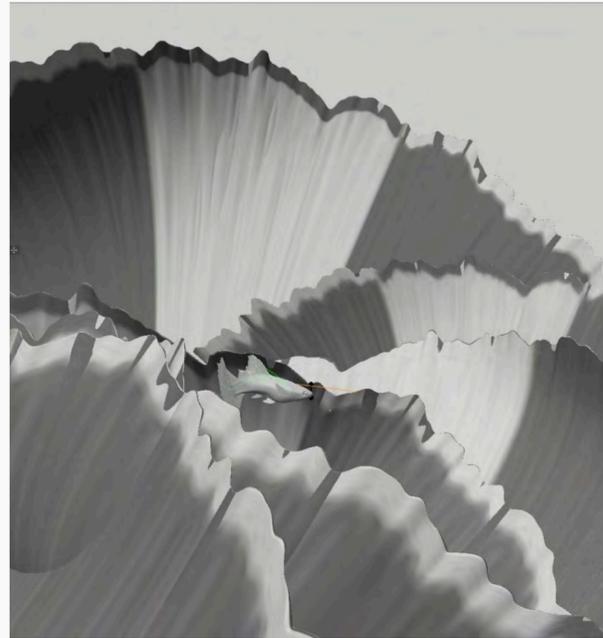


ENVIRONMENT BUILDING

ENVIRONMENT COMPOSITION TESTING



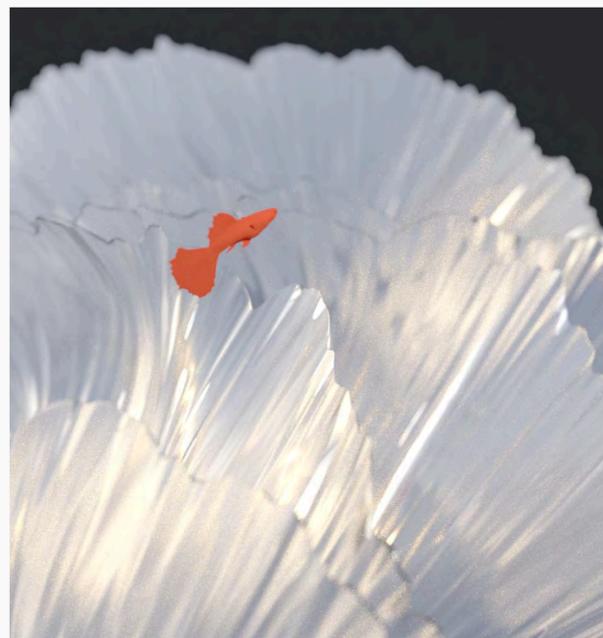
Test Render #1



Test Render #2

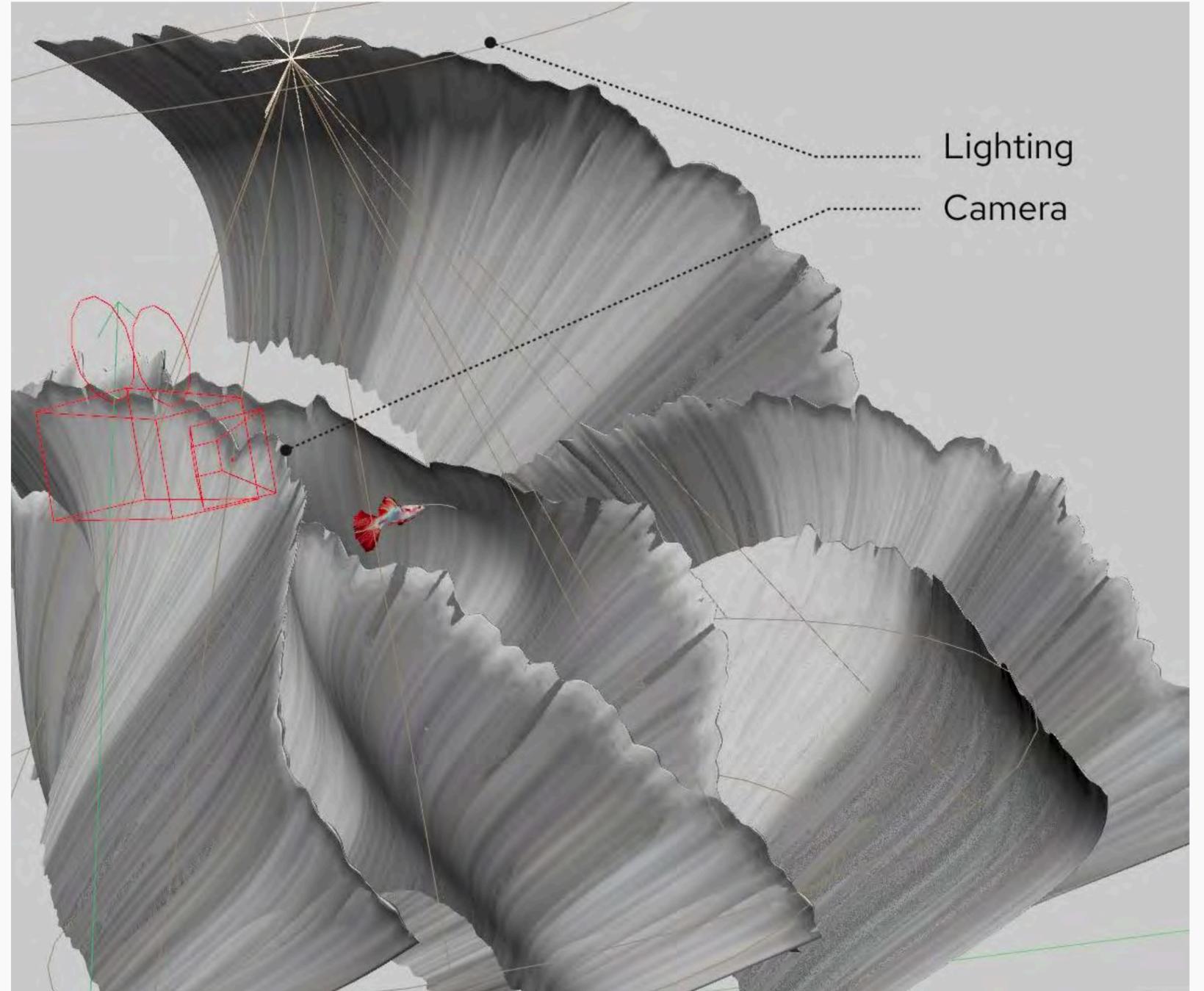


Test Render #3



Test Render #4

CAMERA & LIGHTING



Camera & Lighting Screenshot
PROJECT 02_BLOSSOM 13

FINAL RENDER

 **BLOSSOM**

Length: 00:00:15

Dimensions: 1080 * 1350 px



**Please use the following link for the full video,
or the QR Code in page 10.
<https://youtube.com/shorts/bWIm6gksshU>*

3D MODELING

CERULEAN JULY

Conceptualizing a signature scent from a fictional fragrance brand, starting from concept building, branding, bottle and label design to the final render.

Duration : Jan, 2024
Tools : Cinema 4D, Octane Render, Illustrator
Role : 3D Designer (Independent Study)

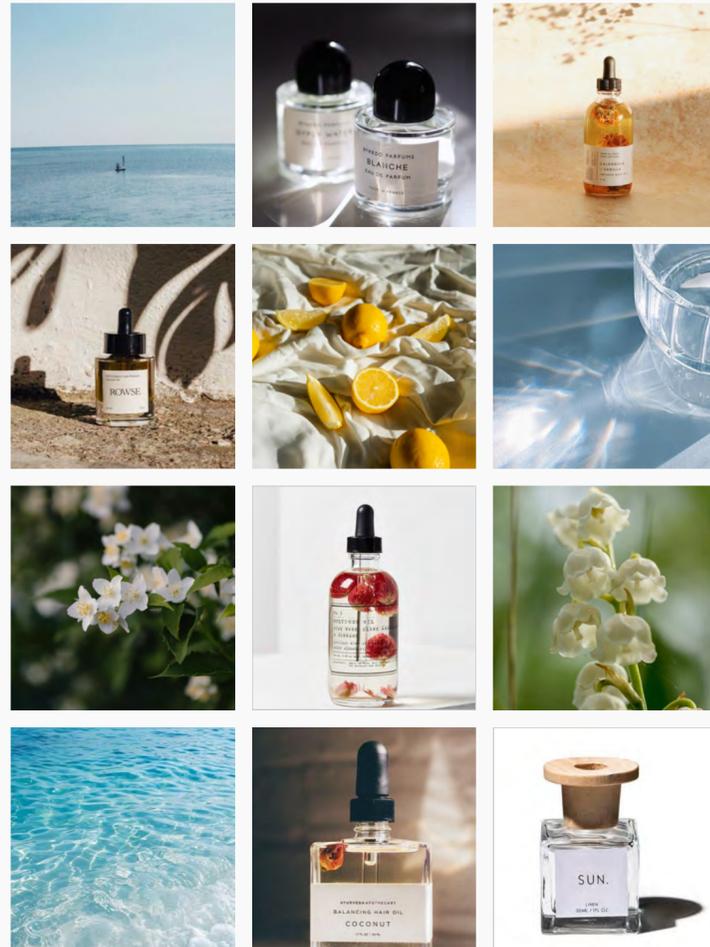


IDEATION & PLANNING

CONCEPT

While exploring my new interest in fragrances, I discovered a scent titled 'Marine Orchid' crafted by Granhand, which carried accents of mandarin, pear, orchid, and patchouli. I decided to create a conceptual render image of an imaginary fragrance based upon a similar aroma I envisioned, one with luminous and airy notes of citrus and flora, and one that would suit the nonchalant freshness of a radiant break of dawn in July.

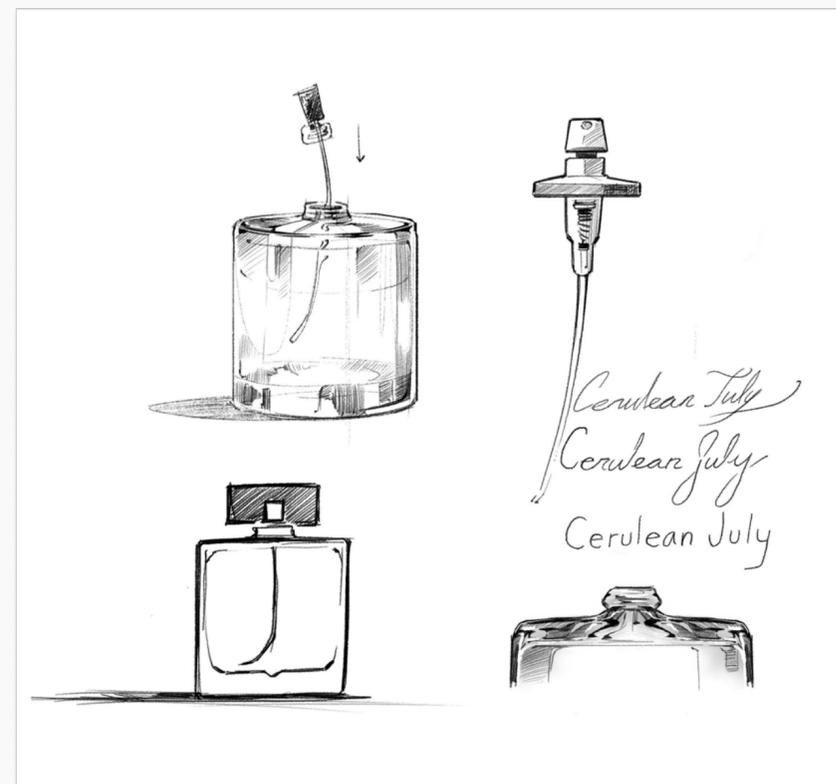
MOODBOARD



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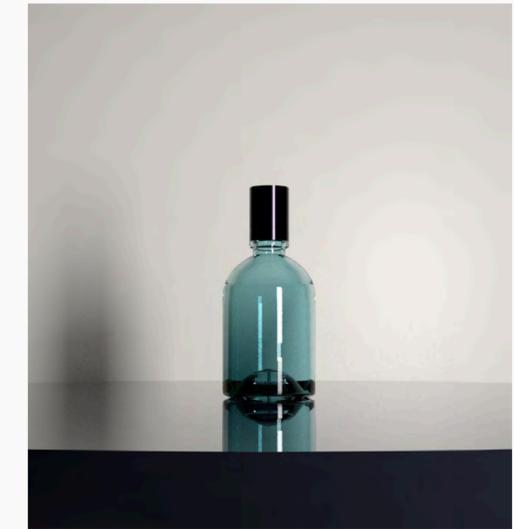
CONCEPT BRAINSTORMING

For the perfume bottle, I envisioned a simple cylinder shape with a shallow neck and glossy black cap, so as to create a shape that would fit naturally into one's hand as well as convey a modern elegance through the minimalistic material and silhouette.



Concept Sketch

RENDER TESTING



Glass Bottle: Render Testing

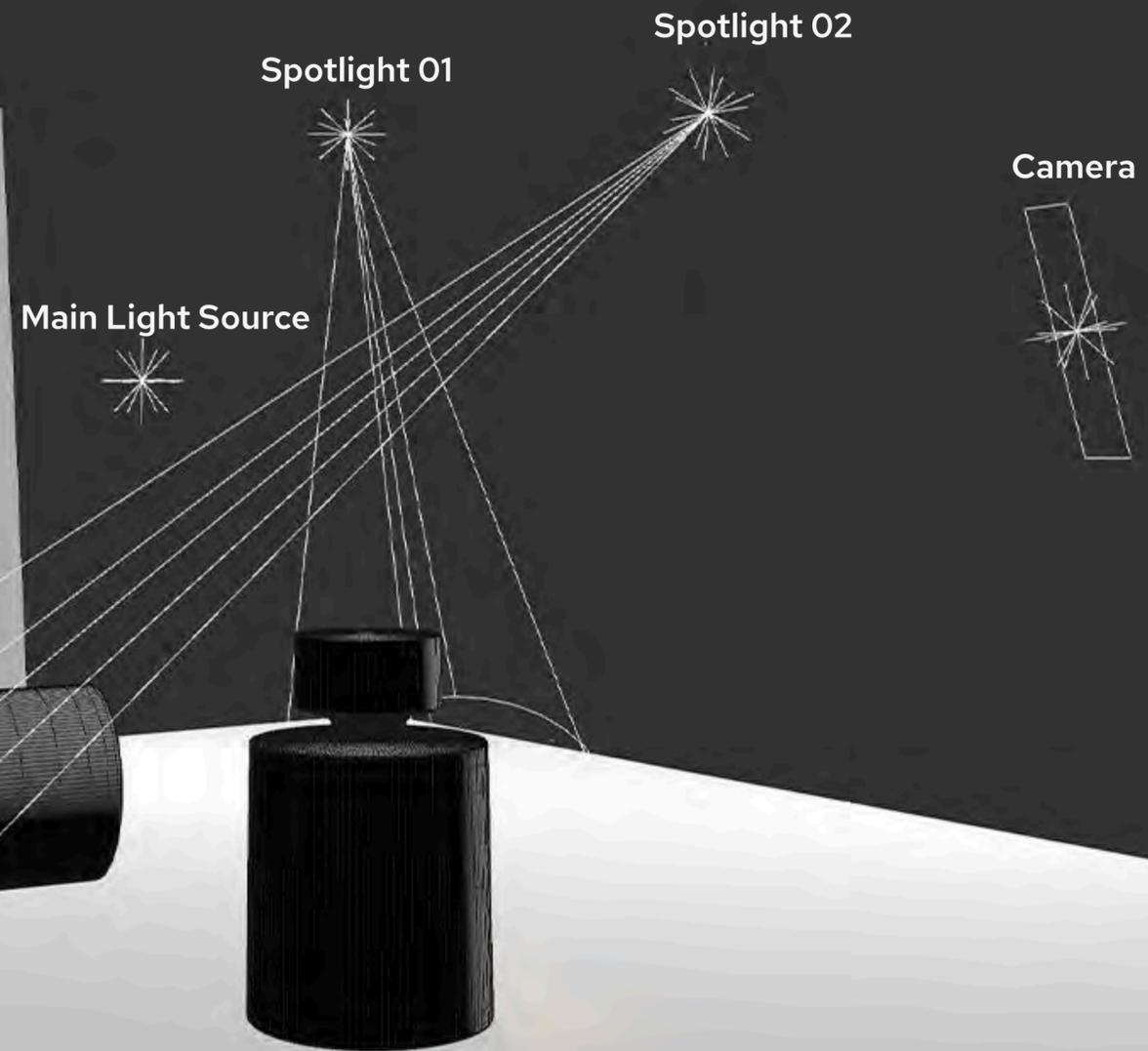


Label Design

CAMERA & LIGHTING

CREATING THE ATMOSPHERE

I accompanied the fill light (done with the HDRI) with two different spotlights aimed towards the center of the stage, to create depth and add brightness to the atmosphere.



LIGHTING ADJUSTMENTS

I applied a basic diffuse material to each model to track the route of the beams of light as they traveled across the frame, making sure the shadows cast by the light sources did not interfere with the focal point of the main subject.



Lighting Test Render

FINAL RENDER

 CERULEAN JULY

Dimensions: 2000 * 2500 px

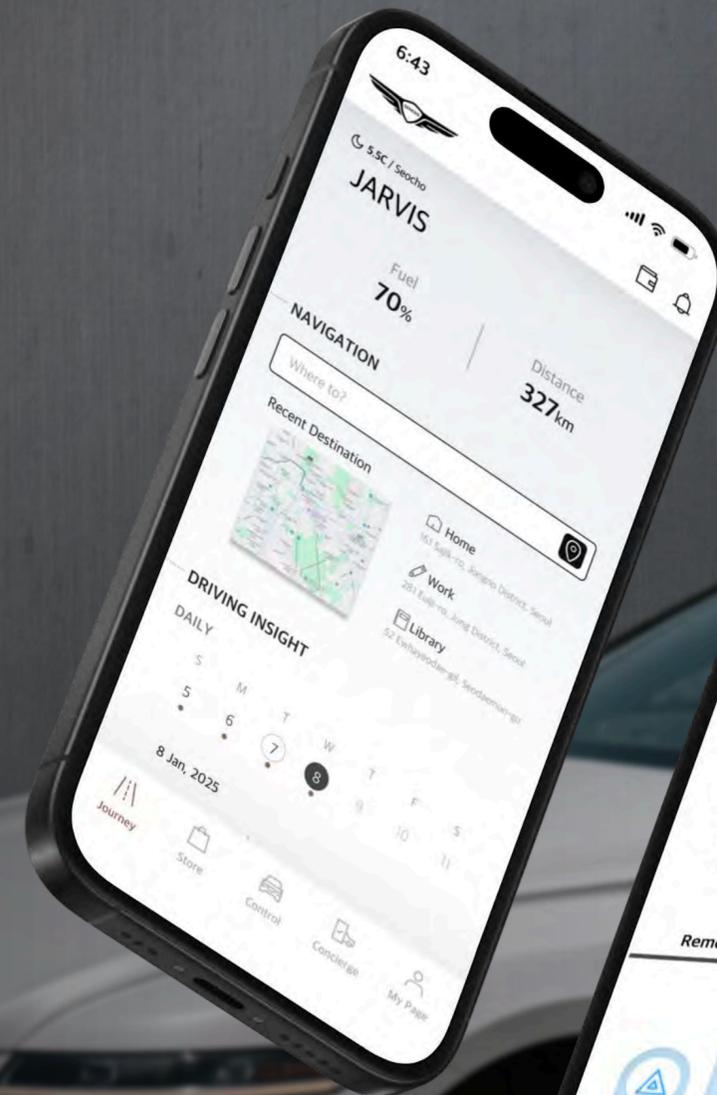


UX/UI DESIGN

MY GENESIS: REDESIGN

A study and redesign of a selected number of key features within the mobility app - My Genesis - provided for Genesis users, a luxury vehicle brand created by Hyundai.

Duration : Jan - Feb, 2025
Tools : Figma, Procreate
Role : Researcher & Designer (Independent Study)



PROBLEM STATEMENT & SOLUTION

OVERVIEW

My Genesis was designed to be a mobility app specifically for Genesis model car users. It offers exclusive and detailed features such as remote control, vehicle monitoring, and car maintenance services, and the advanced control options combined with the sleek, modern UI design reflect its high-end positioning for luxury customers.

While the app itself provides unique features curated for Genesis vehicle users, user research reveals that its usability needs further improvement - generally regarding the remote control function. Since the app is currently non-substitutable and thus stands as an important service for customers, improving the user flow as well as enhancing the interface so as to enable a more swift and convenient approach to the app becomes crucial.

KEY FEATURES & OBJECTIVES

From the start of the journey to the end

Key Feature 01

Preparing a Drive

At breakfast, before work, or on the morning of a big trip.

- Displaying the available driving distance and the navigation map helps the user make sure the vehicle is ready for the journey.

Key Feature 02

Remote Control

Opening the door, or warming the seat on a cold day.

- Features such as remote door and emergency lights control as well as air conditioning are provided for quicker, easier interactions.

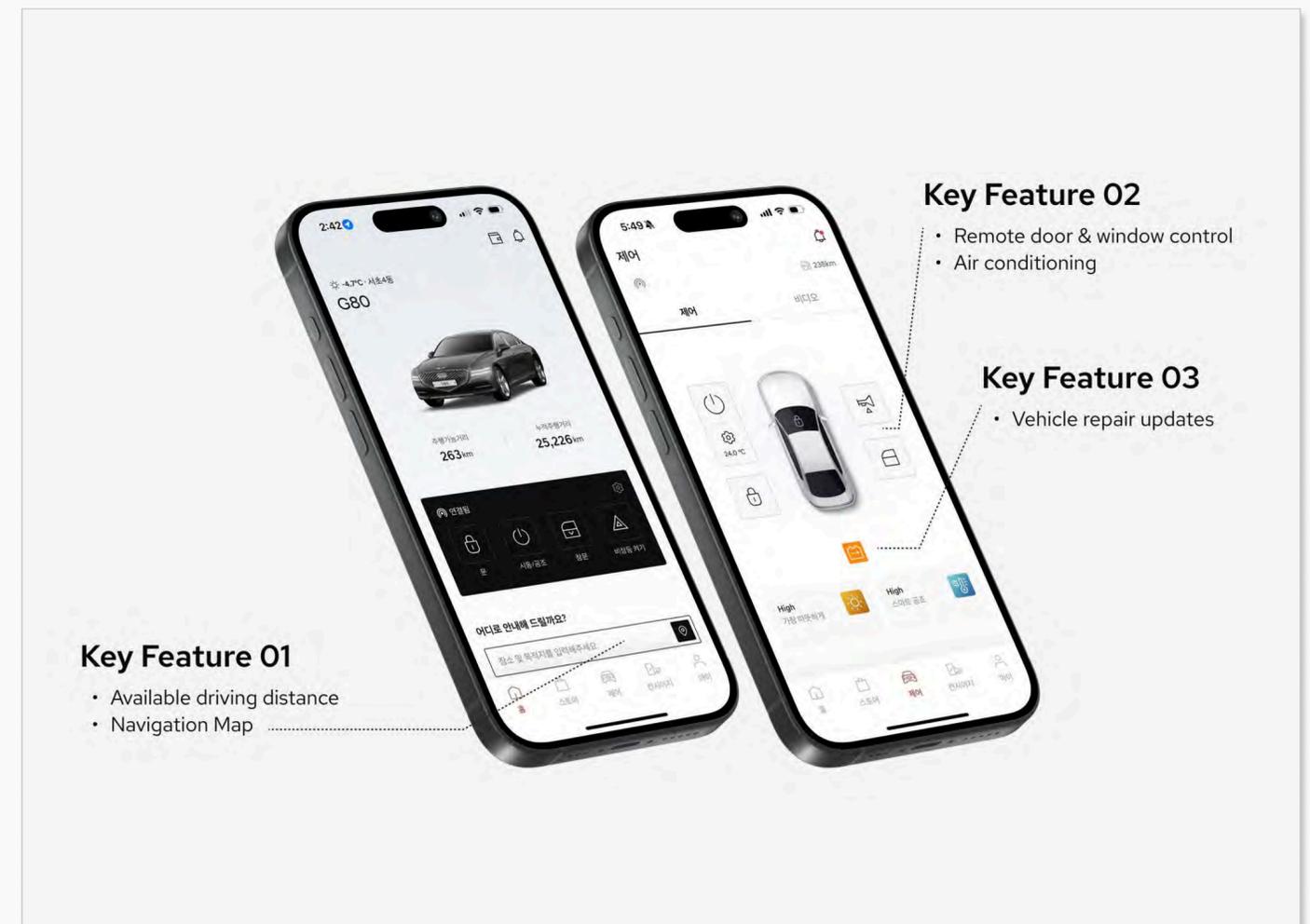
Key Feature 03

During & After a Drive

At the office desk, or at the dinner table after a day's work.

- Checking the car conditions to see if any repairs are in order are equally crucial functions for users to learn more about the current state of their car.

AS-IS INTERFACE



USER RESEARCH : SURVEY & INTERVIEW

RESEARCH PROCESS

I conducted a survey research through seven members of the online community for Genesis vehicle users. Then I reached out to a few willing participants to carry out phone interviews, so as to hear their direct opinions of the app.

SURVEY : KEY FINDINGS

The data suggests users highly value remote control features but see significant room for improvement in navigation and maintenance tools.

- Age :** Predominantly users in their 50s (42.9%), followed by 40s (28.6%)
- Gender :** Heavily male-dominated (85.7%)

- App Usage Frequency :** 42.9% use it 1-6 times per month, with 28.6% using it over a year
- Primary Location :** Mainly used at home (85.7%)

Highly Rated Features :

- Remote features (lock/unlock, window control, air conditioning): 4.86/5

Lower Rated Features :

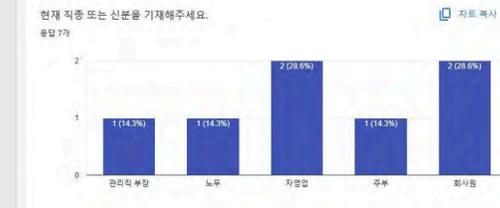
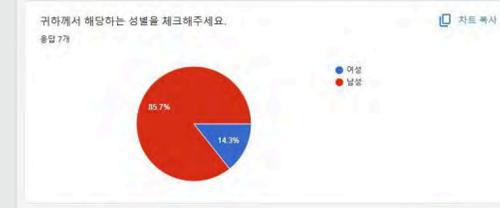
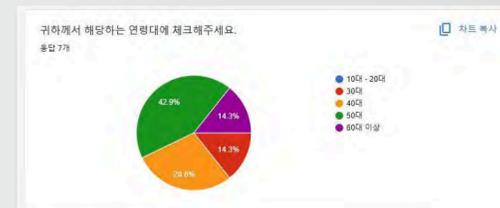
- Driving insights (weekly reports): 2.71/5
- Store/Genesis Boutique: 2.29/5

INTERVIEW : KEY FINDINGS

Profile : Male, 30s, Office Worker, GV70 owner

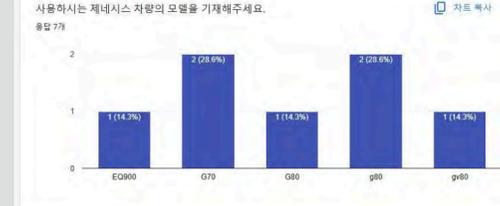
This user discovered My Genesis through the dealership when purchasing his vehicle, and uses the app frequently throughout the day, primarily in the car. He **values the Driving Insight feature** most for its at-a-glance distance tracking. However, he wishes the Driving Insight would show actual routes driven, not just distance, similar to fitness tracking apps. Additionally, for remote features, he comments that **customizable timers and temperature pre-conditioning** with scheduling capabilities would prove to be useful.

Overall, he states the app needs deeper functionality, especially in **navigation integration and data visualization.**



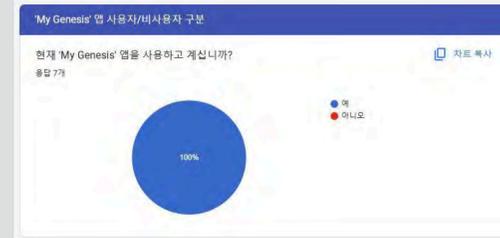
위에 명시된 기능을 포함하여, 가장 편리하게 사용된 기능이 무엇인가요? 이유와 함께 간략히 서술해 주세요.

사용 예외(예외를 할 필요가 없어서)
원격시동 내차주위 확인
공조계 / 미동할 거울열 초기 사용으로 보다 나은 운행을 지원함
원격 편입금
자선이탈방지



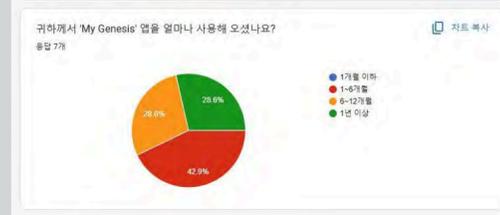
제네시스 차량을 구매 또는 사용하게 된 계기가 무엇인가요?

브랜딩 인지도 및 차량이 마음에 들어서
등급기준 가격대비 고급스러운 내외부 디자인
국내세단의 자존심
디자인이 마음에 들어서
성능
타인의 제네시스 를 사용해보고
고급스럽고 편해서 구매했어요



'My Genesis' 앱의 사용성 또는 유용함, 불편함에 대해 느끼신 점이 어떠한가요? 자유롭게 서술해주세요.

유용함,등급별로 제한이 있는데 약간 불편함
간혹 어플 구동 안됨
반응속도를 더 빠르게 해주세요. 그리고 제어 할때 반응이 느린 부분이 많습니다.
거의 사용하지를 않아요
충족
안됨
상당히 편리하고 좋아요



귀하께서 'My Genesis' 앱을 언제 가장 자주 사용하시나요?

차량 합승직전
주식
출/퇴근 전
불규칙적
여행
시승전 무조건사용
명상시 불규칙적으로 사용해요



'My Genesis' 앱을 사용하고 계신 분들 중 30분 온라인 (익명) 인터뷰가 가능한 분께서는 1) 위 항목에 연락처 기입 후 2) 아래 항목에 체크해주세요. 설문이 완료된 이후 인터뷰 날짜 조정에 관하여 연락을 드릴 예정이며, 인터뷰 직후 별도의 사례금을 드리겠습니다.

PROBLEM STATEMENT & EMPATHY MAP

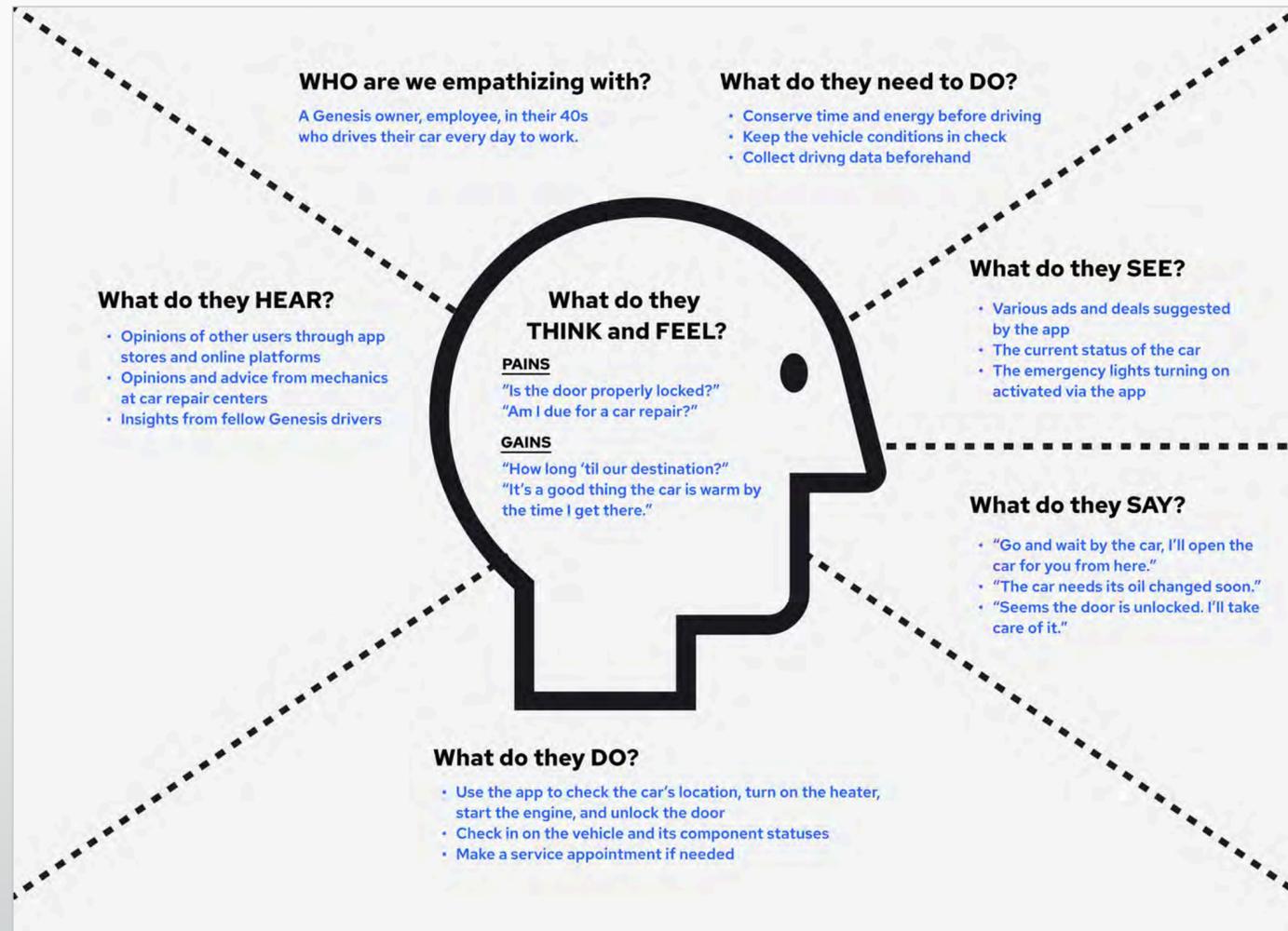
PROBLEM STATEMENT

The My Genesis app fails to adequately support users' needs for quick vehicle preparation and immediate status checks during commute times.



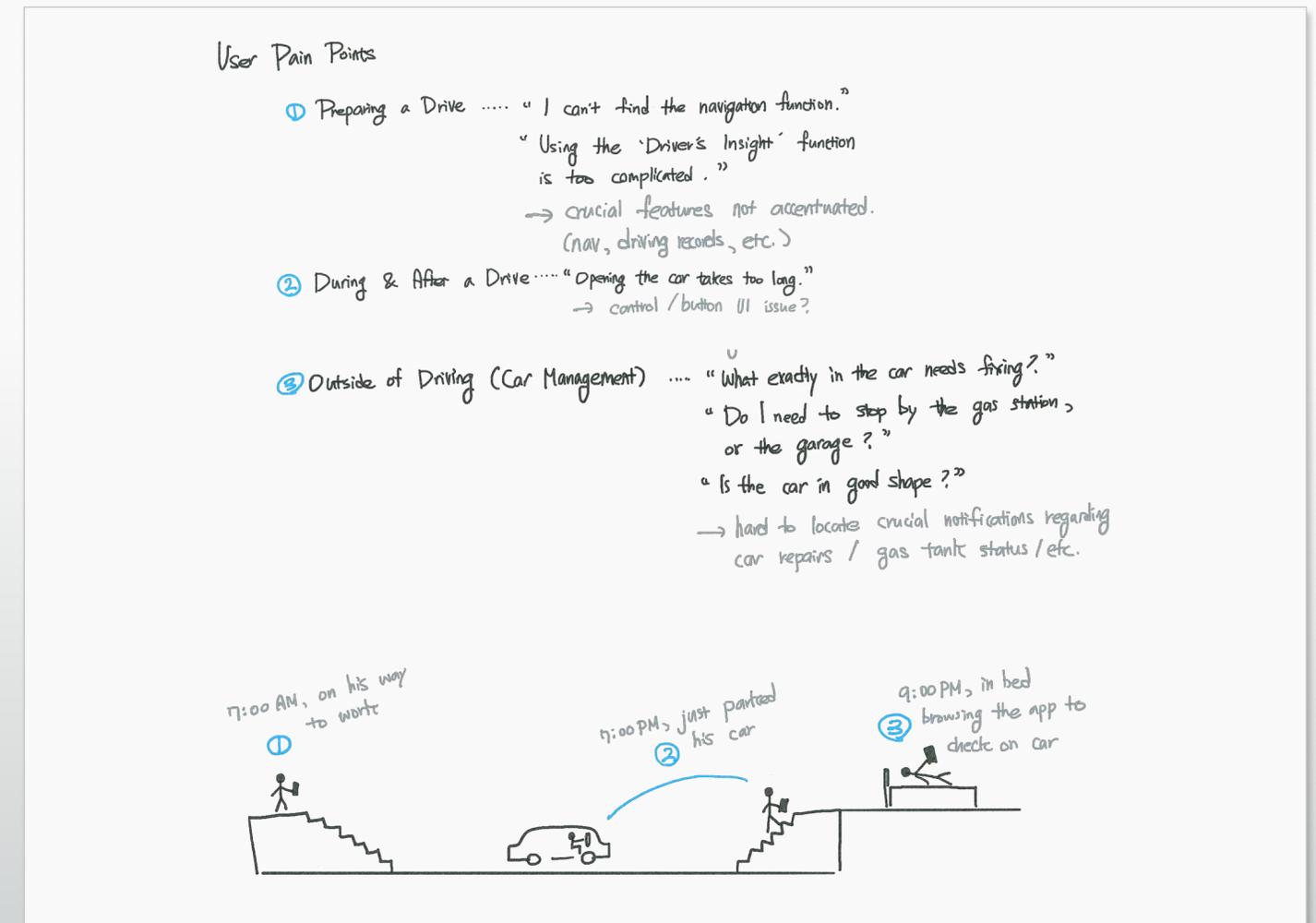
How might we streamline vehicle preparation, status checking and remote controlling for commuters who need quick access before and after their drives?

EMPATHY MAP



My Genesis: Empathy Map

USER PATTERN BRAINSTORMING

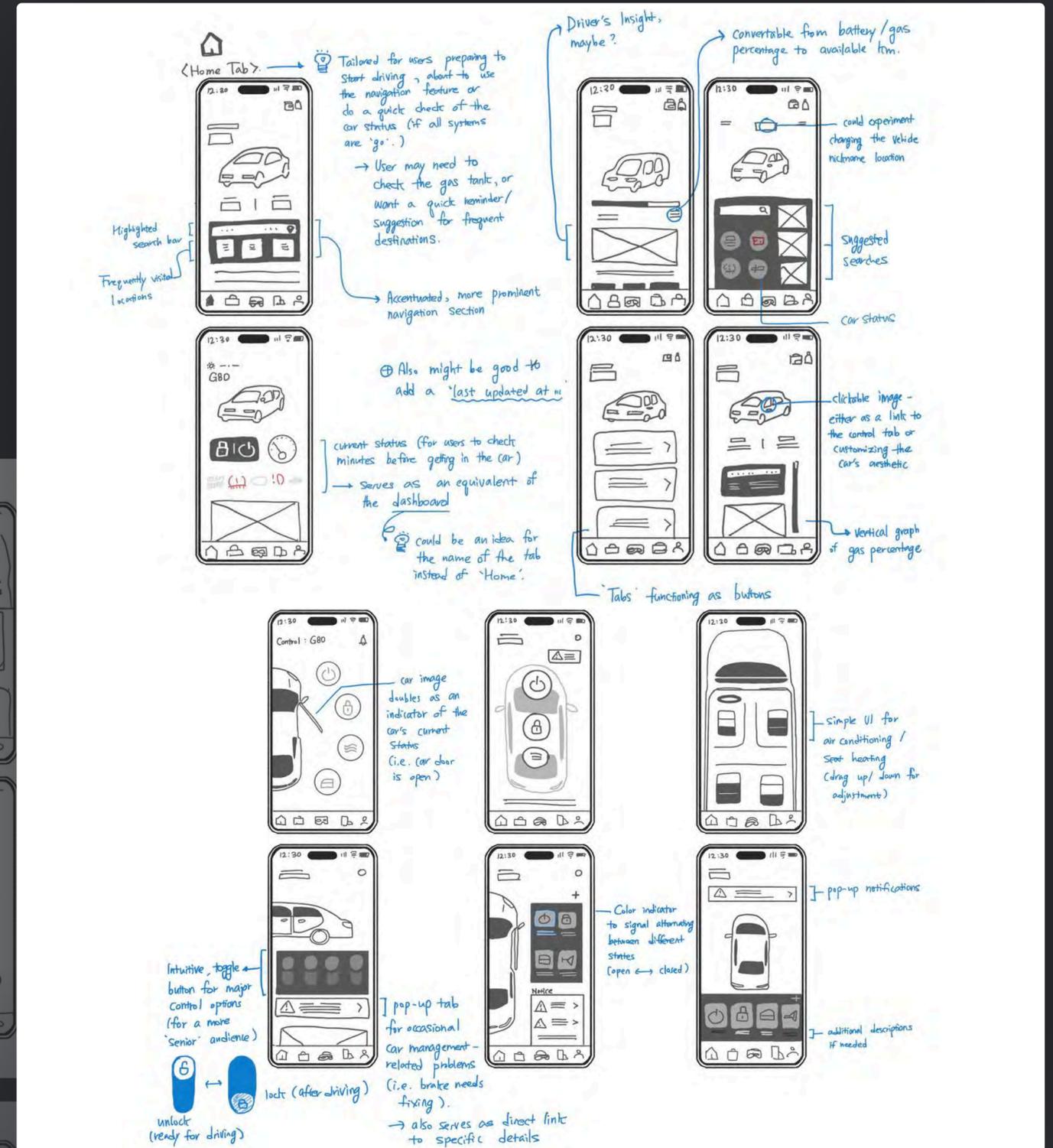
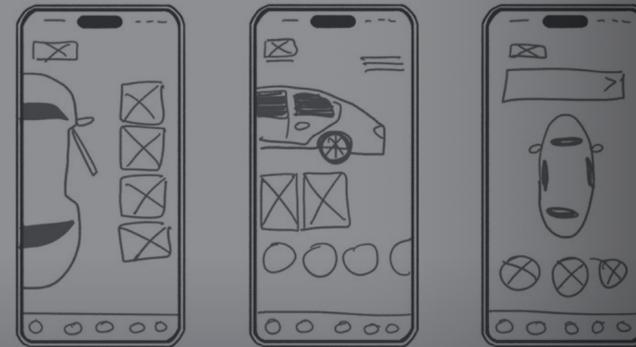
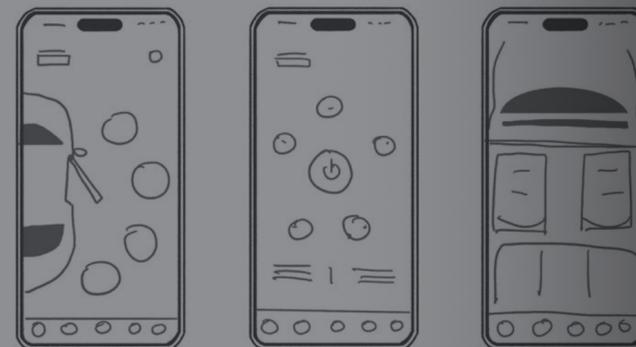
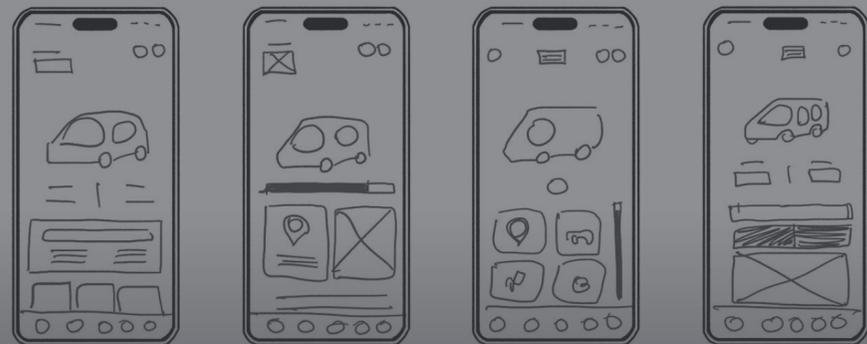


Hand-drawn sketch of 'the day of a Genesis driver'

NEW DESIGN : UI ROUGH SKETCH

CRAZY 8'S & DRAFTS

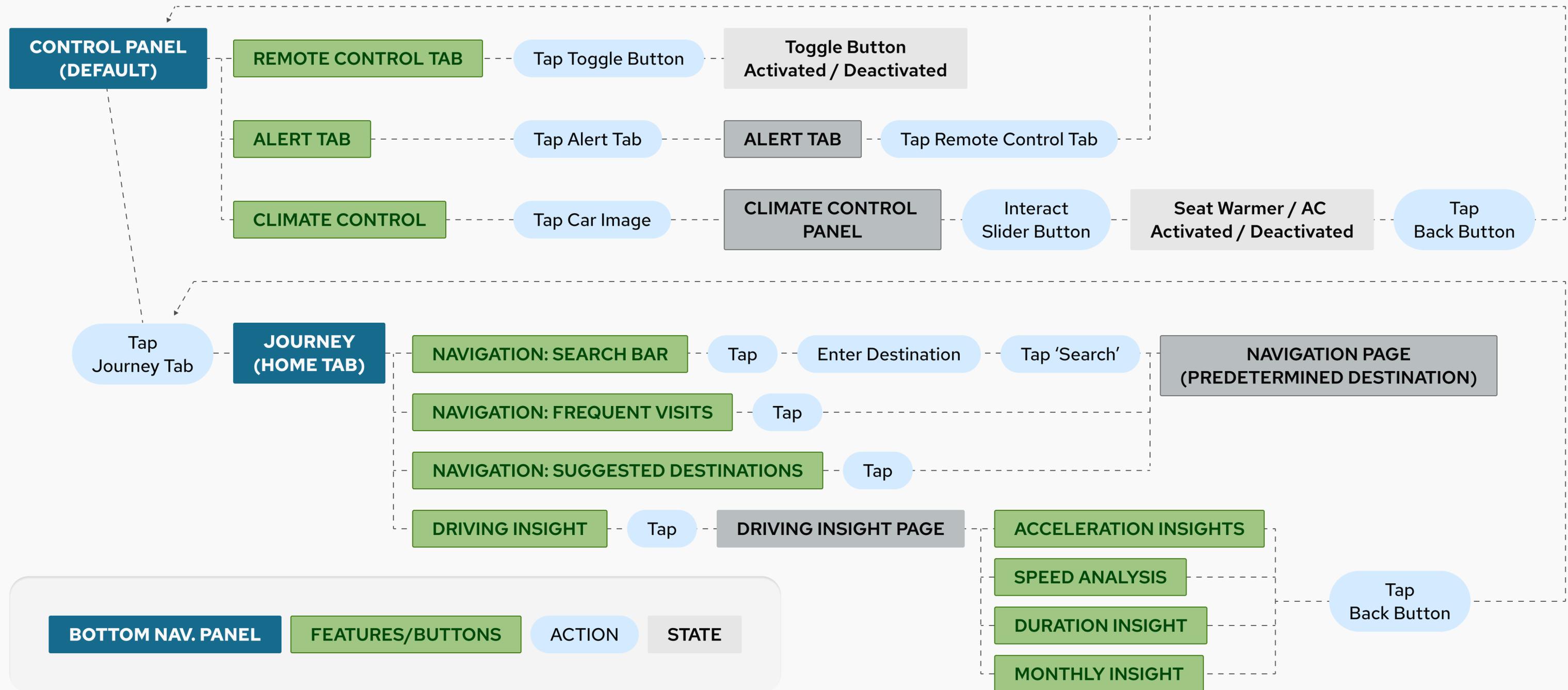
I started with rough sketches of potential solutions, then created hand-drawn wireframes exploring various UI concepts and features along with annotations.



Idea Sketches for Home Tab & Control Panel

USER FLOW CHART

CONTROL PANEL & JOURNEY (HOME TAB)



REDESIGN : HOME TAB

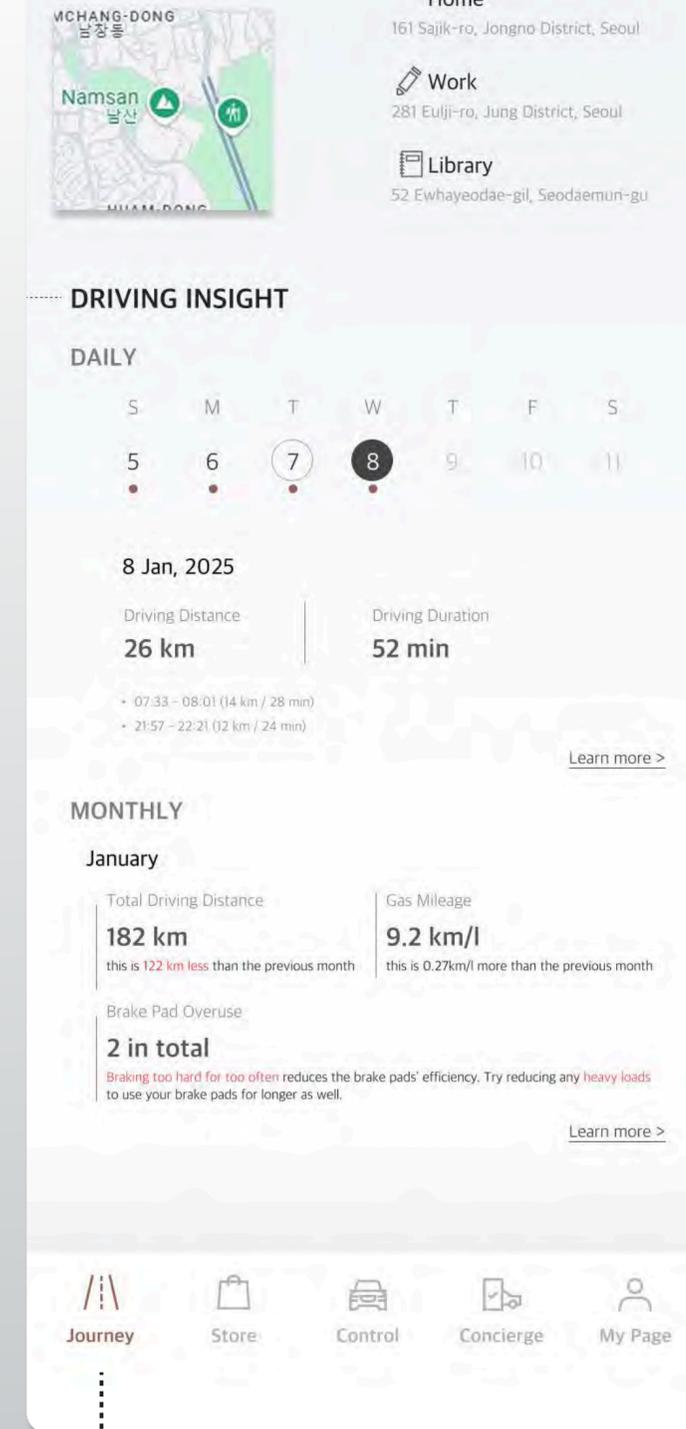
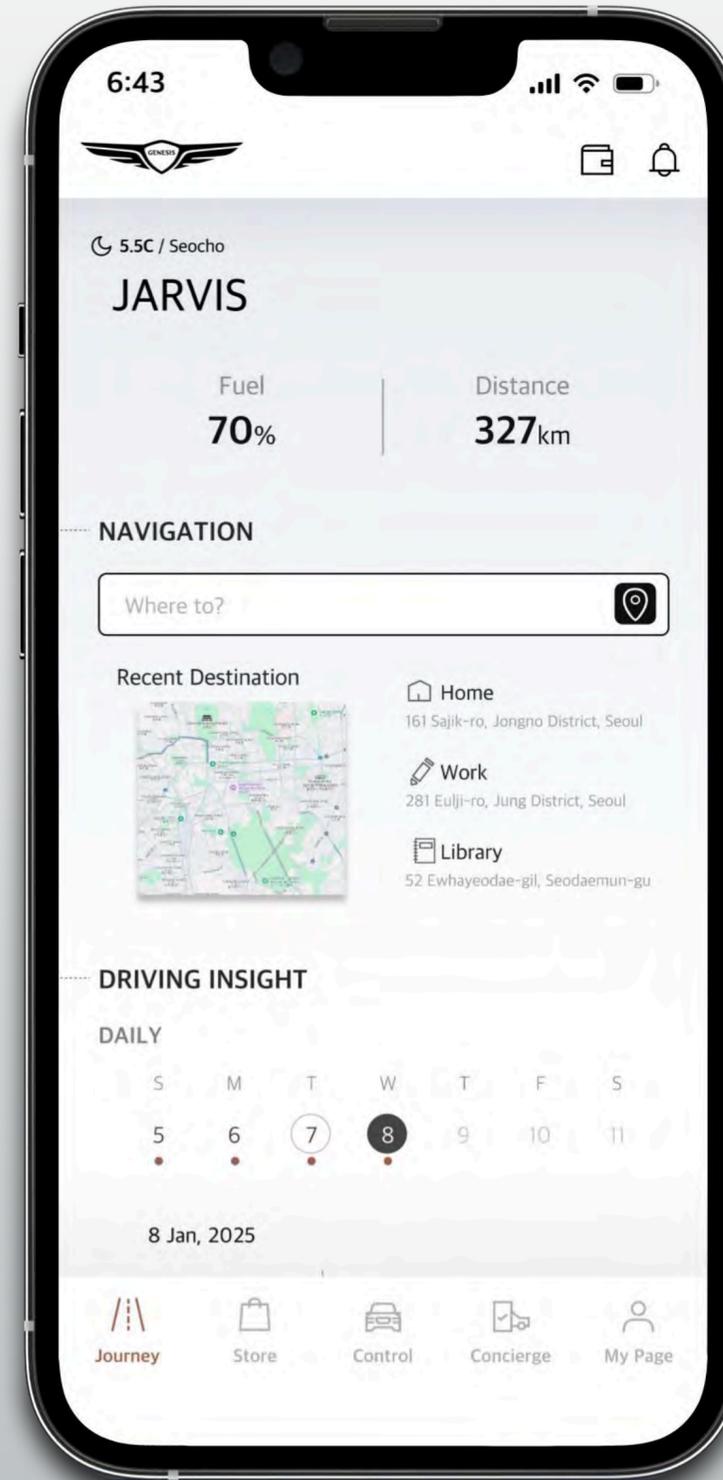
'JOURNEY' SCREEN

The UI of the Journey menu will be in accordance with the Infotainment UI of the vehicle itself, and will simplify the screen UI into two sections - each for **Navigation** and **Driving Insight** (the former on the top and the latter following on the bottom).

The car image that was in the original version will give way to more interaction space for the aforementioned features, as it serves no particular purpose related to the renewed page. Instead, the numerical indicators for each **'remaining fuel percentage'** and **'available travel distance'** will be maintained.



Original Design



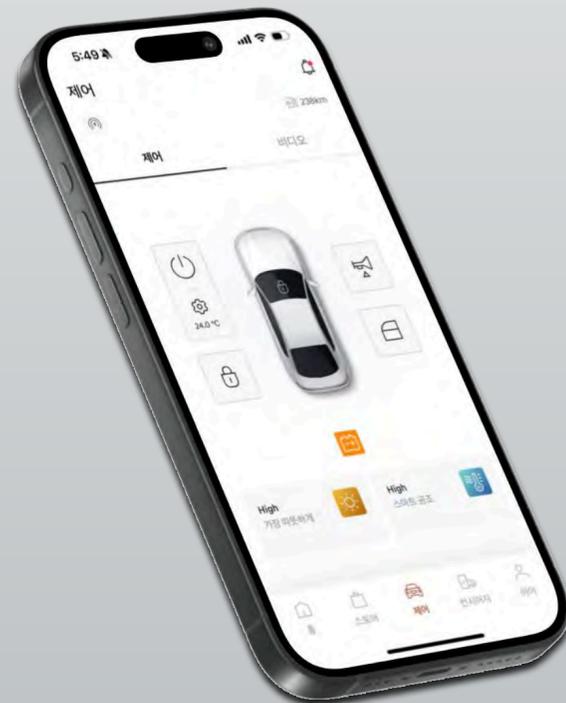
The name for the 'home' section in the bottom navigation bar is changed to 'Journey', so as to indicate its function as 'leading users towards features related to preparing and/or completing their driving experience'.

REDESIGN : CONTROL TAB

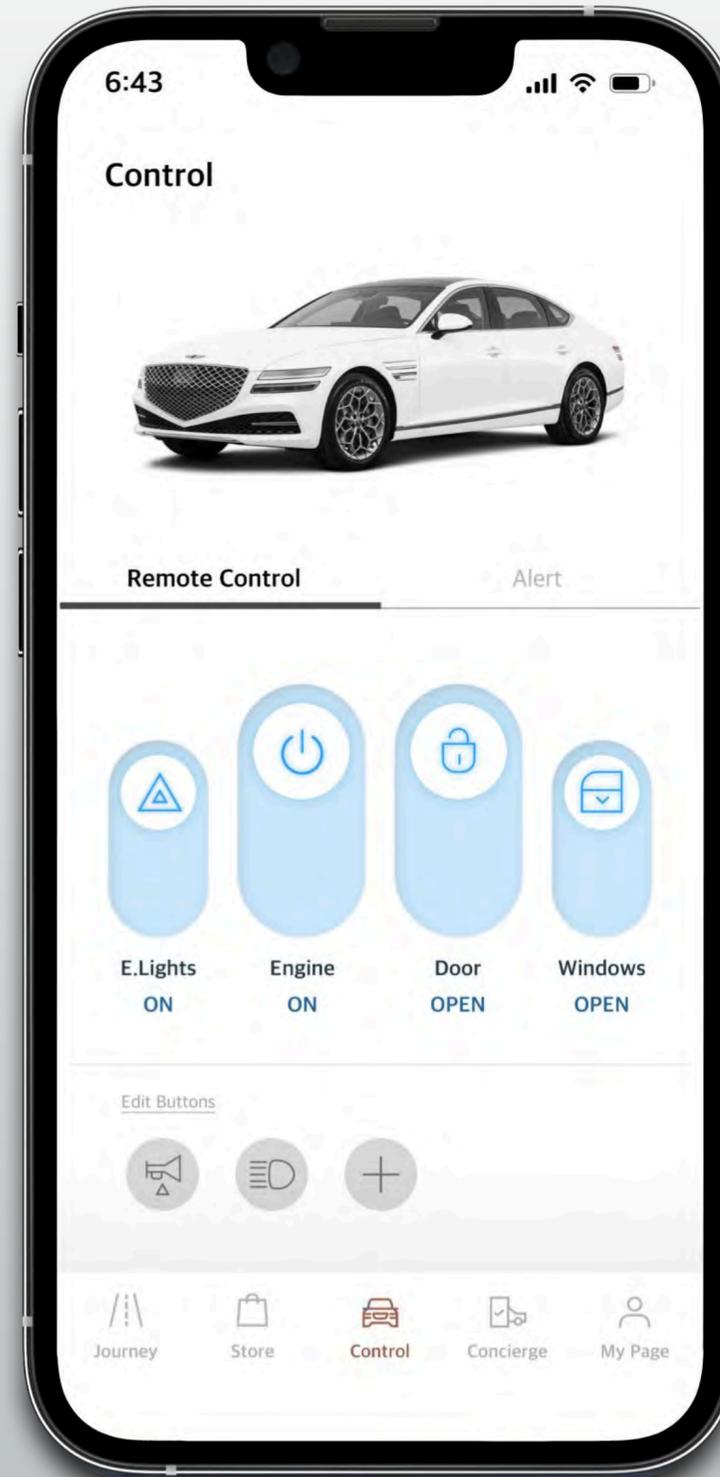
CONTROL SCREEN

In the original version, remote control can be accessed both in the 'Home' screen and 'Control' screen; however, as this proves to be redundant and confusing for users, all control features and panels are to be found exclusively in the 'Control' screen, as well as any updates or cautionary alerts regarding the state of the vehicle that the user needs to be informed of.

In other words, while the Journey screen is for navigation, driving insights, and fuel-related information, the Control screen is for **remote control, vehicle climate conditioning, and mechanical updates.**



Original Design



The UI of the control screen will have more visual hierarchy as well as feature prioritization compared to the previous version. Toggle buttons will replace the original long-press interaction for the remote controls.



Alerts or updates will be collected and visualized in a separate tab for a more swifter access.

UX/UI DESIGN

COMMUTO

Commuto transforms commuting into empowering journeys by offering curated, meaningful content that enriches minds and fosters personal growth, making every moment count.

- Techno-Art Capstone Project 2nd Place "Professor's Pick"
- 2024 IHEI FESTA : Grand Award

Duration : Mar - Jun, 2024
Tools : Figma, Illustrator, Procreate
Role : UX/UI Designer (Team Project)



PROBLEM STATEMENT & RESEARCH

PROBLEM STATEMENT

On average, people spend 1.7 years of their lifetime just commuting to and from work, and according to the "10,000-hour rule," this is sufficient time to become an expert in a field. However, our research led to the conclusion that the population experiencing stress and fatigue from their commuting experience reaches 100,000 people. Thus, our team recognized our most fundamental objective: **"How can we transform the commuting experience into something more enjoyable?"**

Through multiple surveys and in-depth data gathering, we analyzed the concerns and perspectives of modern commuters, and based on further research, discovered that the notion of "self-efficacy" can help alleviate stress in a busy bus station or a crowded train. These activities focus upon the concept of "pleasure," provided in methods such as listening to music and audio lectures.



QUALITATIVE RESEARCH

Outcomes of the 'Commuting Diary' Experiment

23, Female, Office Intern

"Going to work is often stressful, and there's no fun to it."

59, Male, Office Worker

"My daily commute has not quite become a routine, but there's nothing new."

23, Female, Undergraduate

"I often zone out during commuting, and do nothing to else to pass time."

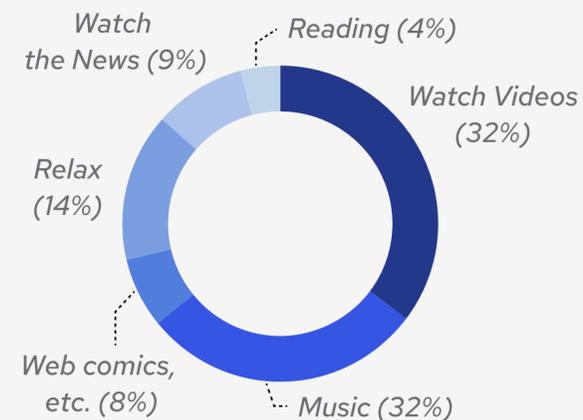
27, Male, Postgraduate

"I feel refreshed every time I do something productive during commuting."

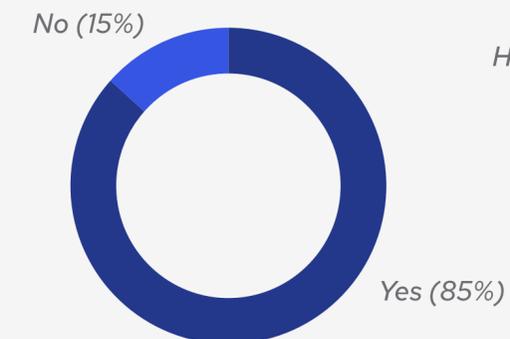
QUALITATIVE RESEARCH

User online survey results (400 participants)

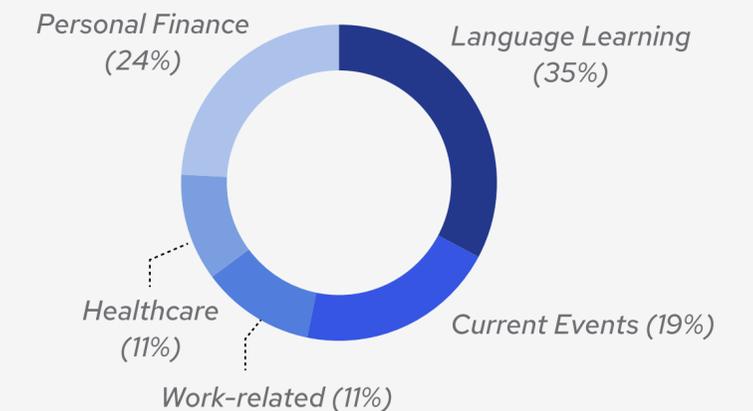
What do you typically do during commuting?



Do you wish to devote more time to self development?



What is your interest area regarding self development?



PROBLEM STATEMENT & RESEARCH

QUANTITATIVE RESEARCH RESULTS

"How does commuting stress affect you?"

Lethargy, A Sense of Helplessness	44.9%
Wasting Personal Time	44.5%
Decrease in Concentration	25.1%
Physical Symptoms	16.7%
Family Trouble	11.1%

EFFECTS OF BURNOUT SYNDROME UPON INDIVIDUALS

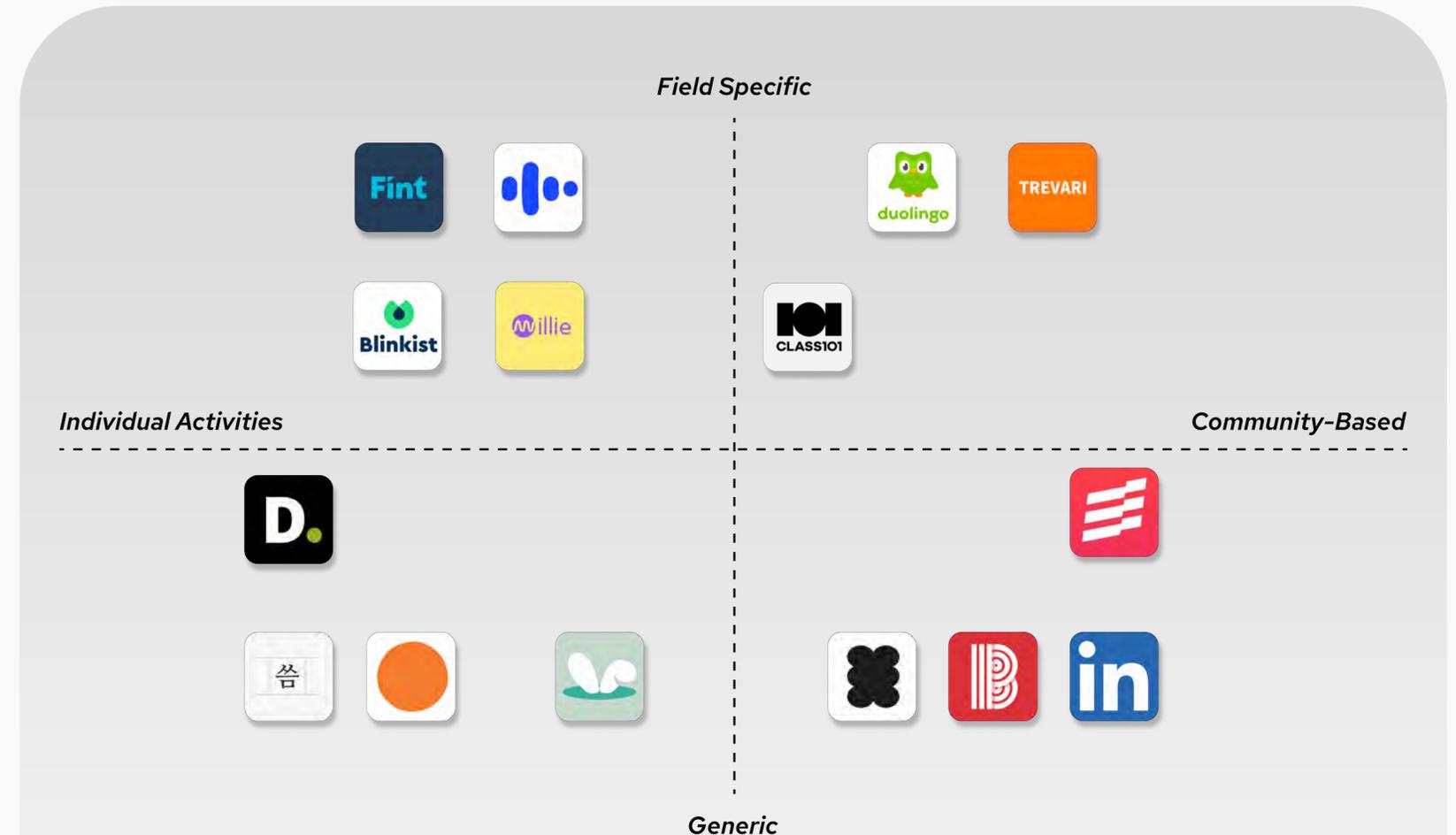
“ Long commuting durations can lead to burnout [and] depression. However, this can be alleviated from the perspective of **self-efficacy**. ”

“ If you listen to something you enjoy, such as music, audio lectures, or audiobooks, that time can feel somewhat useful and give you a **sense of accomplishment**. ”

• Psychiatry Professor Seong Joon Jo

SELF-DEVELOPMENT APPS : POSITIONING

Competitive Landscape



No Application Catered to the Commuting Experience

“I **don't know where to start** with self-development, there are so many things to look at.”
 “I **can't be too focused** on the learning contents, because I often miss the bus stops.”
 “I often zone out during commuting, although I do want to **spend time learning**.”

USER PERSONA

TARGET USER PROFILE

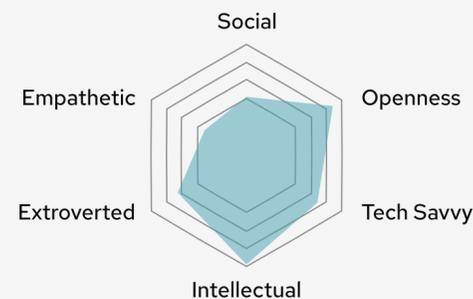
We targeted users in their early 20s, a demographic characterized by their curiosity and strong dedication to personal growth during their free time. These individuals actively seek opportunities to use their spare hours for meaningful self-development.

User Persona : A young professional interested in self-development



Jihyun Lee (25, F)

- Status: University Student
- Marital Status: Single
- Location: Seoul



Characteristic

Organized

Dedicated

Eager to Learn

Curious

Efficient

Careful Thinker

"I only have these commuting hours to do something for myself, but I'm not sure where to begin."

Goals

- Optimizing commute time
- Personal growth
- Convenience

Pain Points

- Busy schedules mean that personal time is limited to during commuting
- She repeatedly misses stops on her way to classes
- She is finding it hard to manage her work stress

Motivations

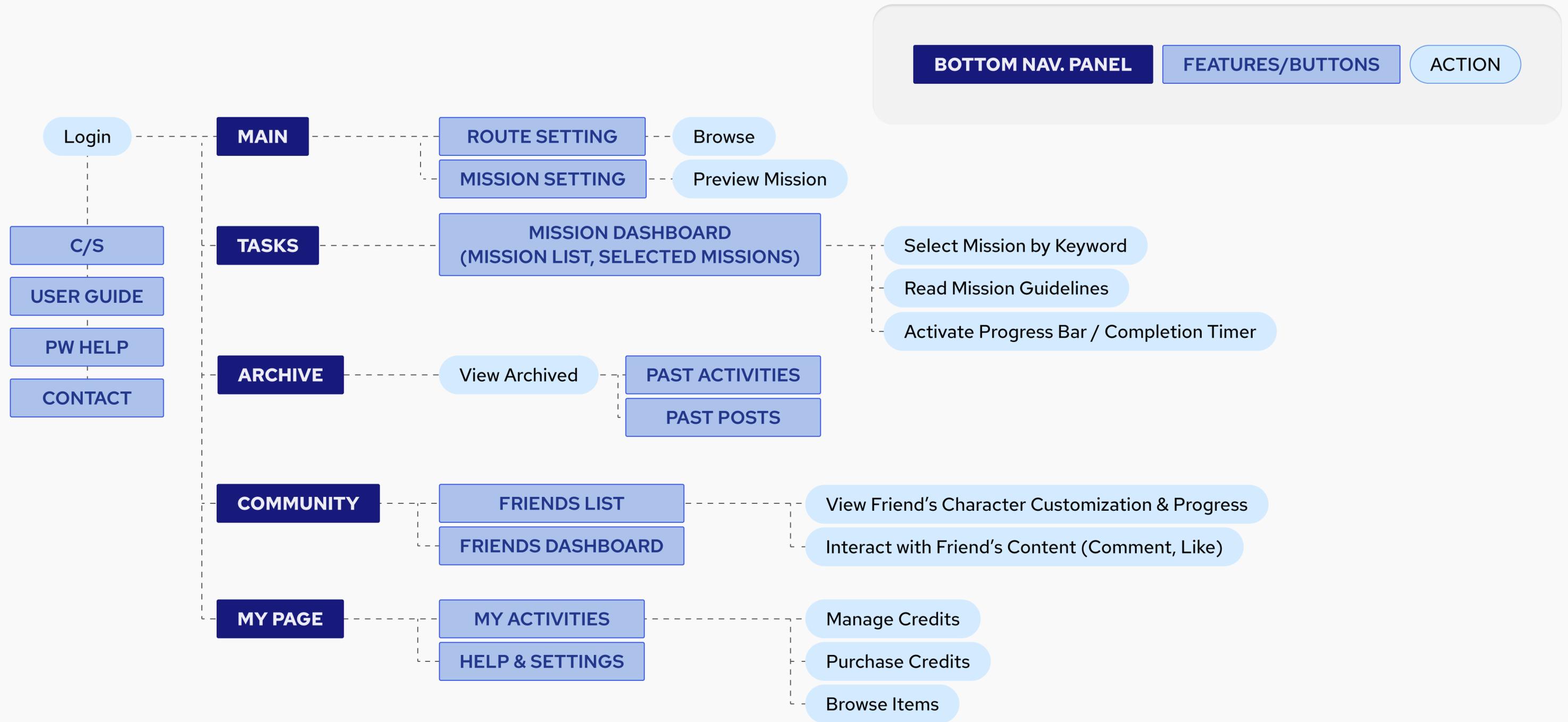
- Wants to prepare for career development
- Felt the need to utilize commuting hours

Tech Devices

- Enthusiastic user of Apple devices: iPhone, Mac, Apple Watch

INFORMATION ARCHITECTURE

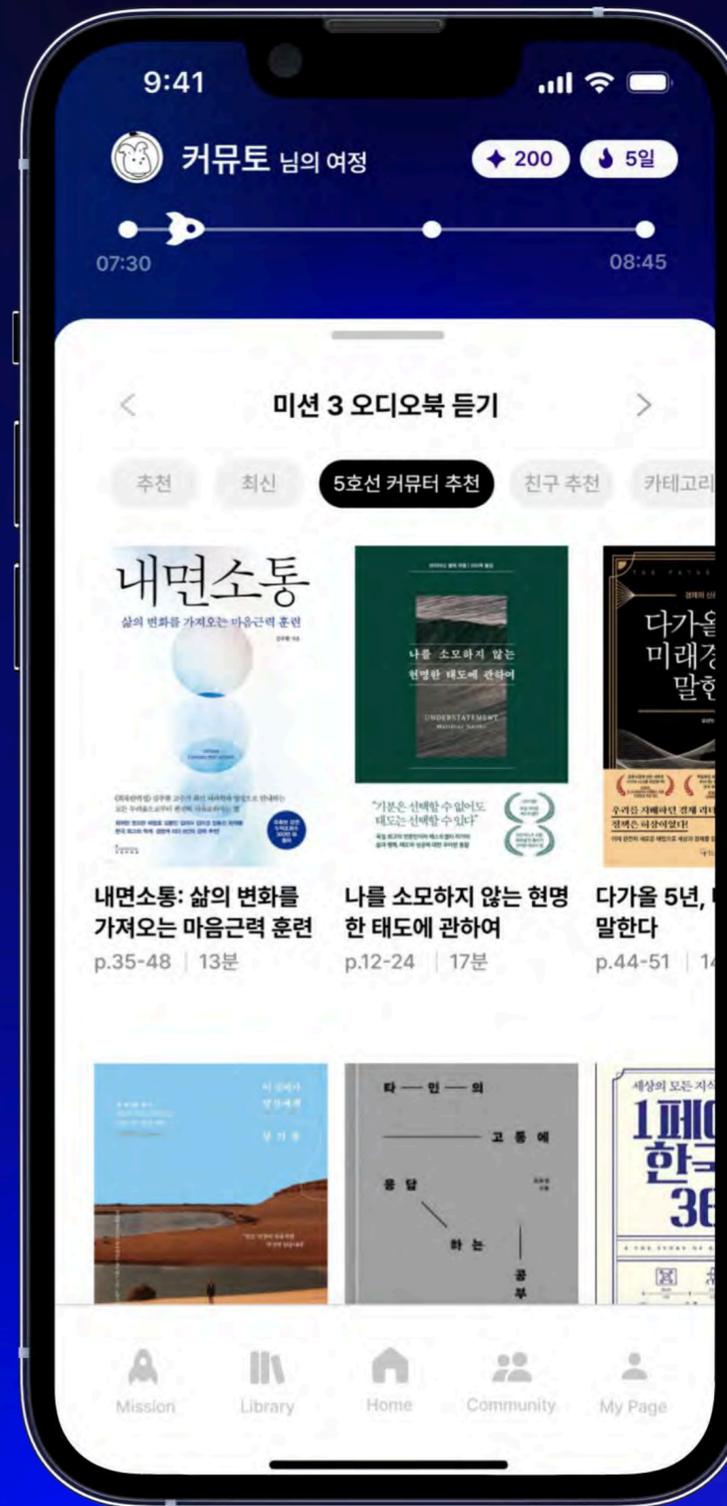
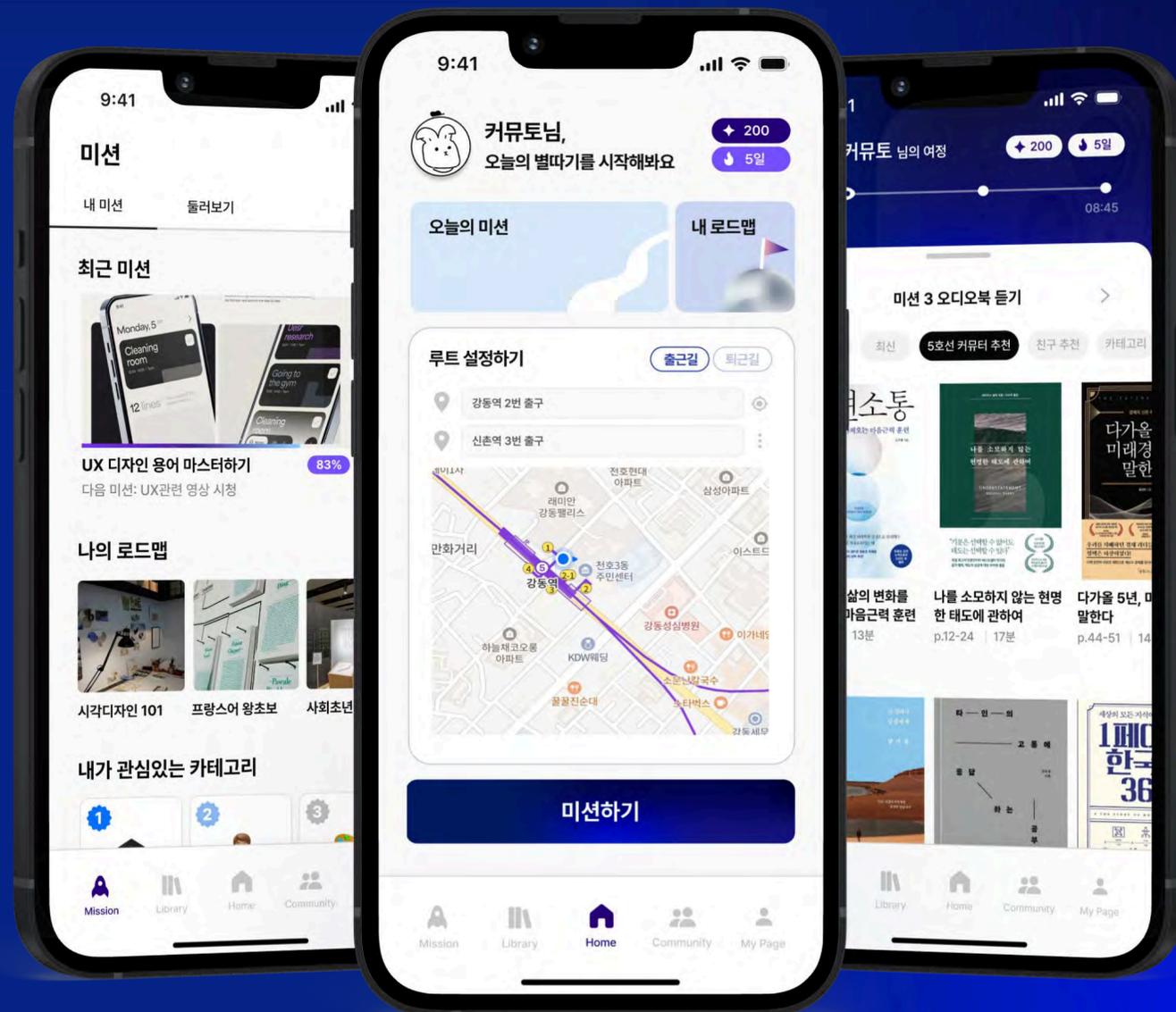
INFORMATION ARCHITECTURE OF 'COMMUTO'



SOLUTION : KEY FEATURES

PERSONALIZED CURATION SERVICE

Daily updates of the newest content are tailored to the user's preferences for how they wish to pursue their self-development journey.

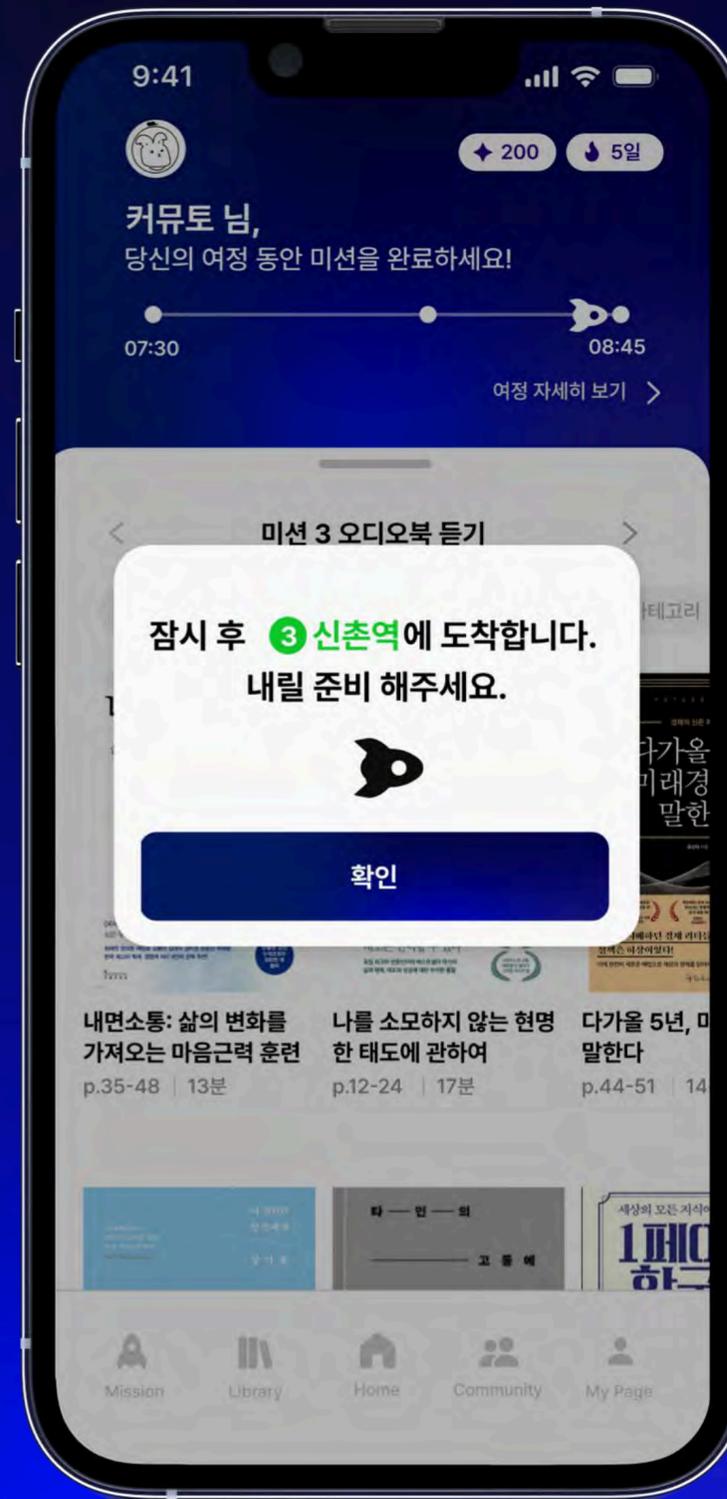
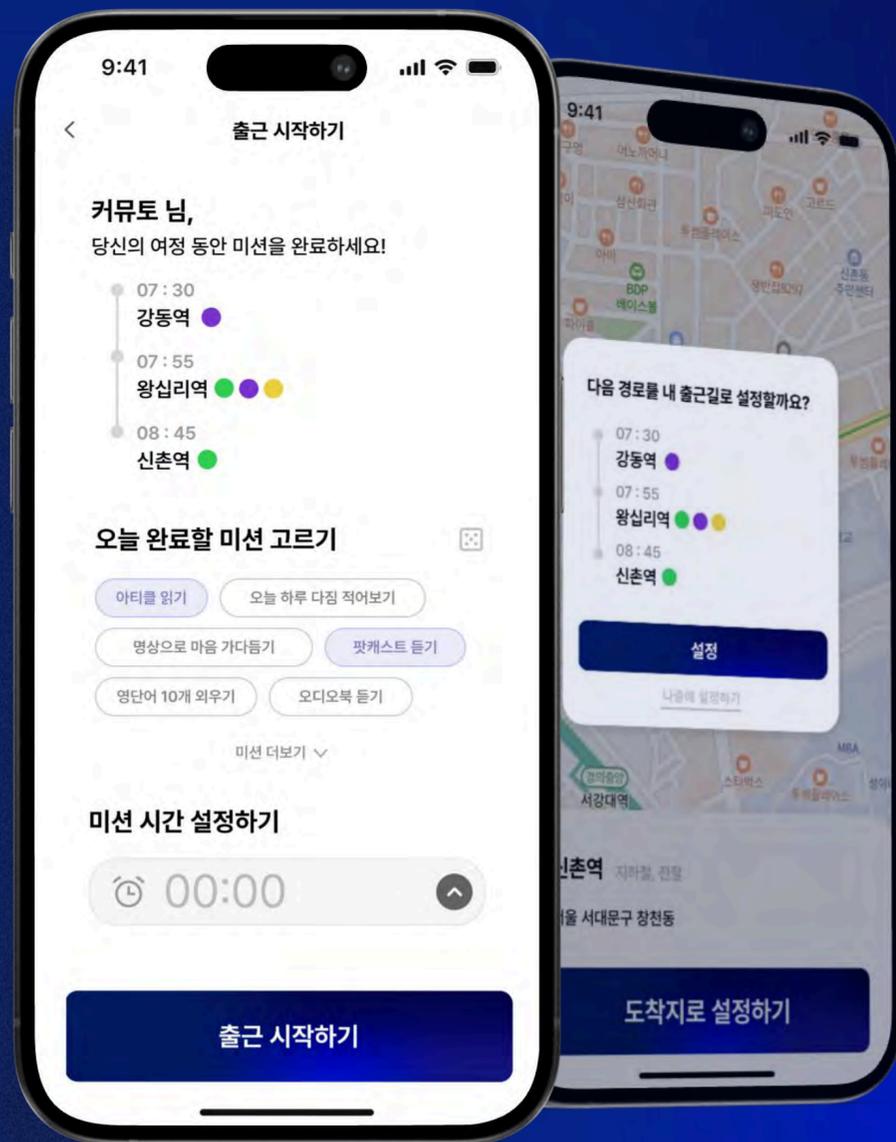


- How about a new book today?**
 Algorithm-based recommendations summarized for easier access, prepared to match each user's individual tastes for literature.
- It'll only take a moment.**
 For the convenience of users who keep track of their remaining commute time, the required time of consumption is provided at a glance.

SOLUTION : KEY FEATURES

REAL-TIME GPS TRACKER

Catered to the needs of busy commuters, a gps tracking system allows the user to be mindful of their current location - so as to avoid being sidetracked on a brisk schedule.



My Galactic Commute Journey

Like a spaceship passenger traveling between planets, we display the commuting process and transfer points through a spaceship icon. We utilize the user's GPS information to measure the estimated time until the next transfer station or arrival.

Don't forget your next stop

To ensure users don't miss their stop while using the app, we remind them to depart or disembark through a temporary pop-up window.

GRAPHIC DESIGN

SHINSEGAE NAMSAN : DESIGN STORE

Designing the product line for Shinsegae Namsan, translating Shinsegae's brand identity and core values into elegant fabric accessories and retail goods.

Duration : Jul - Oct, 2025
Tools : Adobe Illustrator
Participants / Role : Designer (Professional Work)

DESIGN STORE



PROJECT OVERVIEW

BRAND IDENTITY

Located in the center of Seoul and at the base of Namsan mountain, Shinsegae Namsan is a building featuring grand and decorative architectural structures of limestone, marble and brickwork. Serving both as a corporate training center and an open venue for the public, it embodies the corporation Shinsegae's key value - the pursuit of true beauty - throughout the interior and facade, as well as in each item sold at the gift shop located on the first floor.

ARCHITECTURE MOTIF

Throughout the walls and staircases, doorways, and pillars lie traditional elements of refined interior design, where elegant, geometric patterns can be found. We examined and replicated each interlaced shape and form to create our own interpretation of various pattern designs that were later used in most of our gift shop items.

PATTERN DESIGN



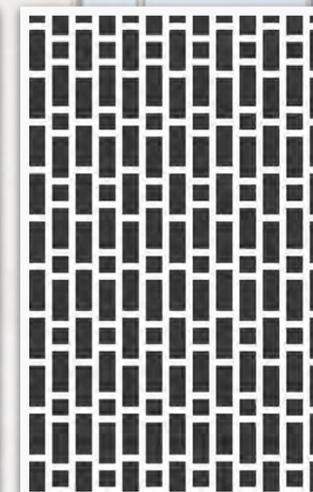
HERITAGE



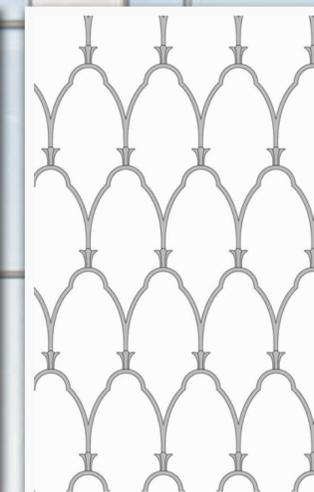
MODERN



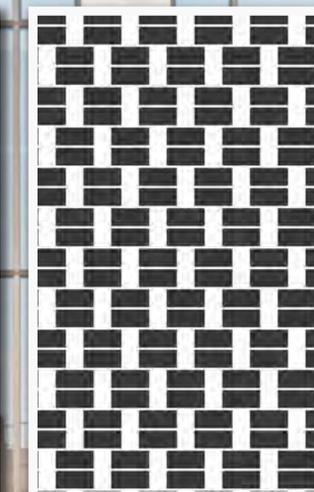
Geometric



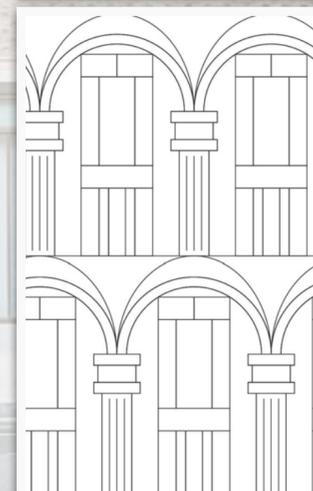
Roof Terrace



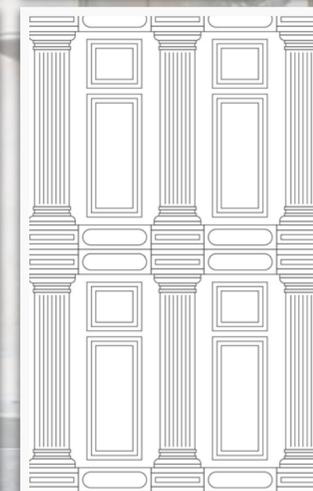
Concert Hall Door



Layered Brick



Trinity Hall Arch



Pillars



Trinity Hall Stairs



Concert Hall Grapes

*Image courtesy of @SHINSEGAENAMSAN. Used for portfolio context only.

DESIGN PROCESS : PROTOTYPING

INITIAL DESIGNS

In the earlier stages, I focused on utilizing both the Namsan pattern provided by 2X4 and the geometric patterns developed within the design team, translating them into printed shapes upon fabric, with the shades from the color palette serving as added accentuations.

Combining the graceful curves and bold silhouette of the patterns with saturated tones, I experimented with different approaches to various styles of bags. I also used a number of textiles - from polyester to nylon and silk - as well as different weaves and fibers, eventually settling on 100 % cotton, which felt suitable considering the brand's correlation with nature.

POUCHES



Mini Tote Bag

Multi-toned oxford fabric with architecture illustration printed in varied colors using silk-screen printing



Sample created on Sept, 4

Modern Tote Bag

Simple yet bold-colored fabric featuring geometric patterns layered with the Shinsegae Namsan logotype



Sample created on Sept, 5

Elegant Pattern Tote Bag

Architecture patterns inspired by the building interior printed upon colored polyester fabric



Sample created on Aug, 29

Standard Tote Bag

'Namsan Pattern' printed in black on 100% cotton with a relatively high yarn count, allowing a softer look and feel



Sample created on July, 18

FINAL DESIGN

NAMSAN TOTE BAG

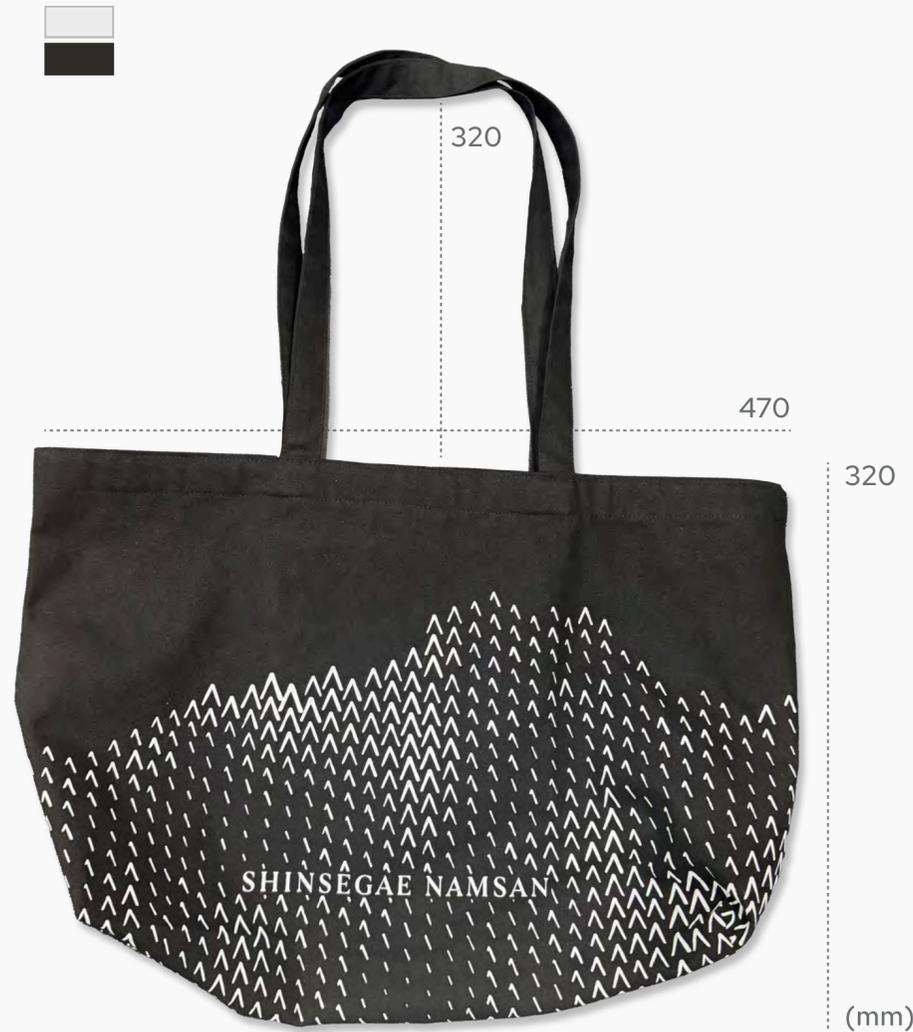
Fabric Type : Cotton 100 % (P/W)
(Color : Ebony Black)

Dimensions (W/H/D) : 470 * 320 * 100 mm

Handle : Width 25mm, Drop Length 320mm

Printed Pattern : Silk screen printing on both sides.
(Color : Pure White)

Details : Inner pocket, fabric loop tab on upper rim.



DESIGN STORE TOTE BAG

Fabric Type : Cotton 100 %
(Color : Mulberry Red, Ashwood Brown, Cornflower Blue)

Dimensions (W/H) : 380 * 410 mm

Handle : Width 25mm, Drop Length 300mm

Printed Pattern : Silk screen printing on one side.
(Color : Sky Blue, Leaf Green, Royal Pink)

Details : Inner pocket, fabric loop tab on upper rim.



CONCEPT SKETCH



PRODUCT POSTERS : TOTE BAGS



Design Store Tote Bag
designed for @shinsegaenamsan

Color: Mulberry Red
(W/H) : 380 * 410 mm
Handle Width 25mm, Drop Length 300mm
Silk Screen Print on Cotton (100%)



Namsan Tote Bag
designed for @shinsegaenamsan

Color: Ebony Black
(W/H/D) : 470 * 320 * 100 mm
Handle Width 25mm, Drop Length 320mm
Silk Screen Print on Cotton (100%, P/W)



Arch Pattern Tote Bag
designed for @shinsegaenamsan

Color: Midnight Blue
(W/H) : 425 * 385 mm
Handle Width 30mm, Drop Length 260mm
Sublimation Print on Polyester

PRODUCT POSTERS : POUCHES



Namsan Pouch

designed for @shinsegaenamsan

Color: Birch White
(W/H) : 210 * 150 mm
Black zipper tape, silver chain
Silk Screen Print on Canvas (C. 100%)



Modern Pillow Pouch

designed for @shinsegaenamsan

Color: Alpenglow Orange
(W/H) : 210 * 150 mm
Black zipper tape, golden chain
Silk Screen Print on Cotton (100%)

END OF DOCUMENT.