



Bluer Lives in the Rough

2026 S/S SEOUL FASHION WEEK
PRESENTATION

INDEX

01. BLR 26SS Season Concept

02. Concept Board

03. Presentation Space Art Direction

04. LOOKBOOK reference

CONTACT



01. BLR 26SS Season Concept

Season Title : “ROOM of ECHOES”

Concept Keywords : 방 안, 청년, 고립, 불완전, 감정 격리, 무기력, 시선의 무게,
디지털 고립, 헤드셋과 안식처, 나의 우주,
성장통 그리고 방 안에서의 성장

Story Line : 이 컬렉션은 자신만의 작은 방 안에서 세상과의 단절을 선택한
청년들로부터 출발한다. 세상은 낯설고, 사람은 피곤하며,
관계는 부담이다. 헤드셋 속 음악이 친구가 되고, 모니터가
세상이 된다.
그러나 이 작은 방은 그냥 어둡고 닫힌 공간이 아니라, 감정이
울리는 “에코 룸(Echo Room)”이다. 안에서는 분명 작고 무력해
보이지만, 그 감정은 반향을 일으키고 결국엔 밖으로
뻗어나간다.
이 컬렉션은 고립과 연결, 불안과 성장, 냉소와 따뜻함이
공존하는 청춘의 내면을 담아내려 한다.



The world keeps getting louder.

So some of us... get quieter.
We talk less, meet fewer people, step outside less and less.
At first, I thought it was nothing.
But then even opening the door, or being looked at by someone - it started to feel too much.

So I stayed in.
Not because it was comfortable,
but because I didn't know where else to go.

I put on my headset,
pulled the curtains shut,
turned off the alarms.

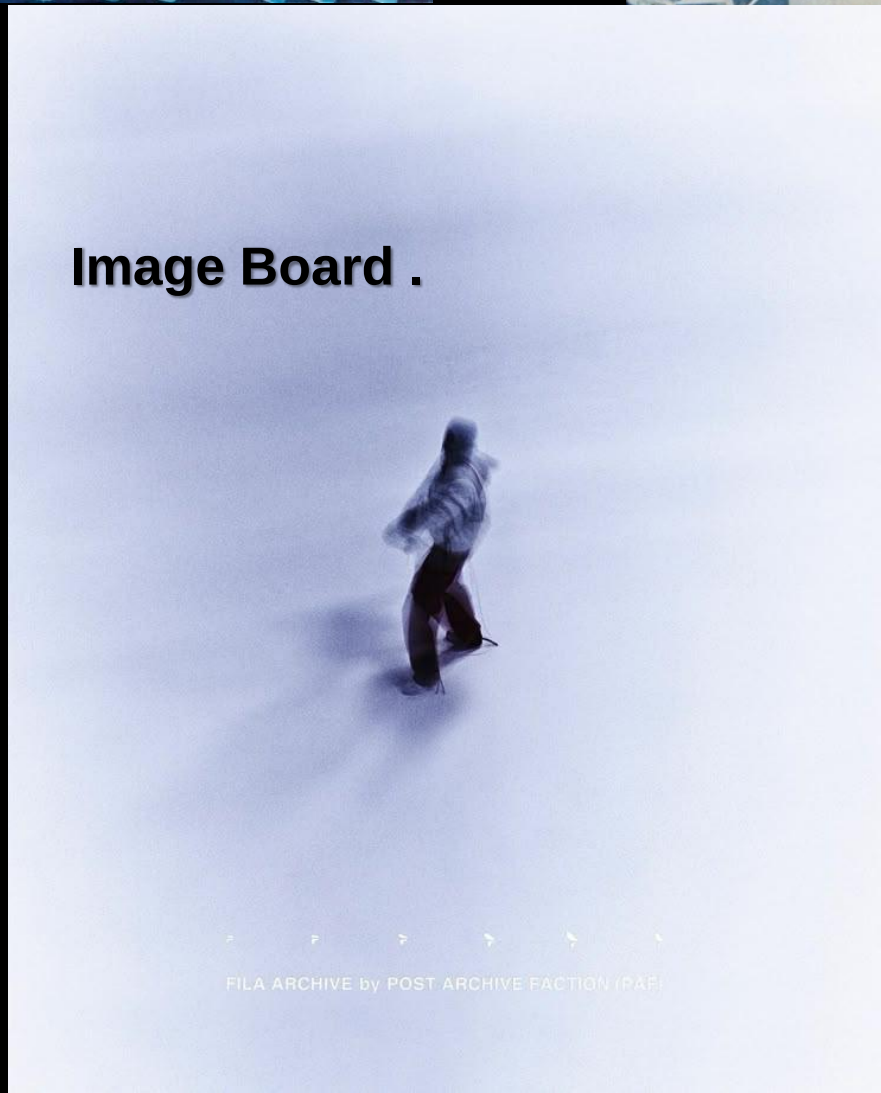
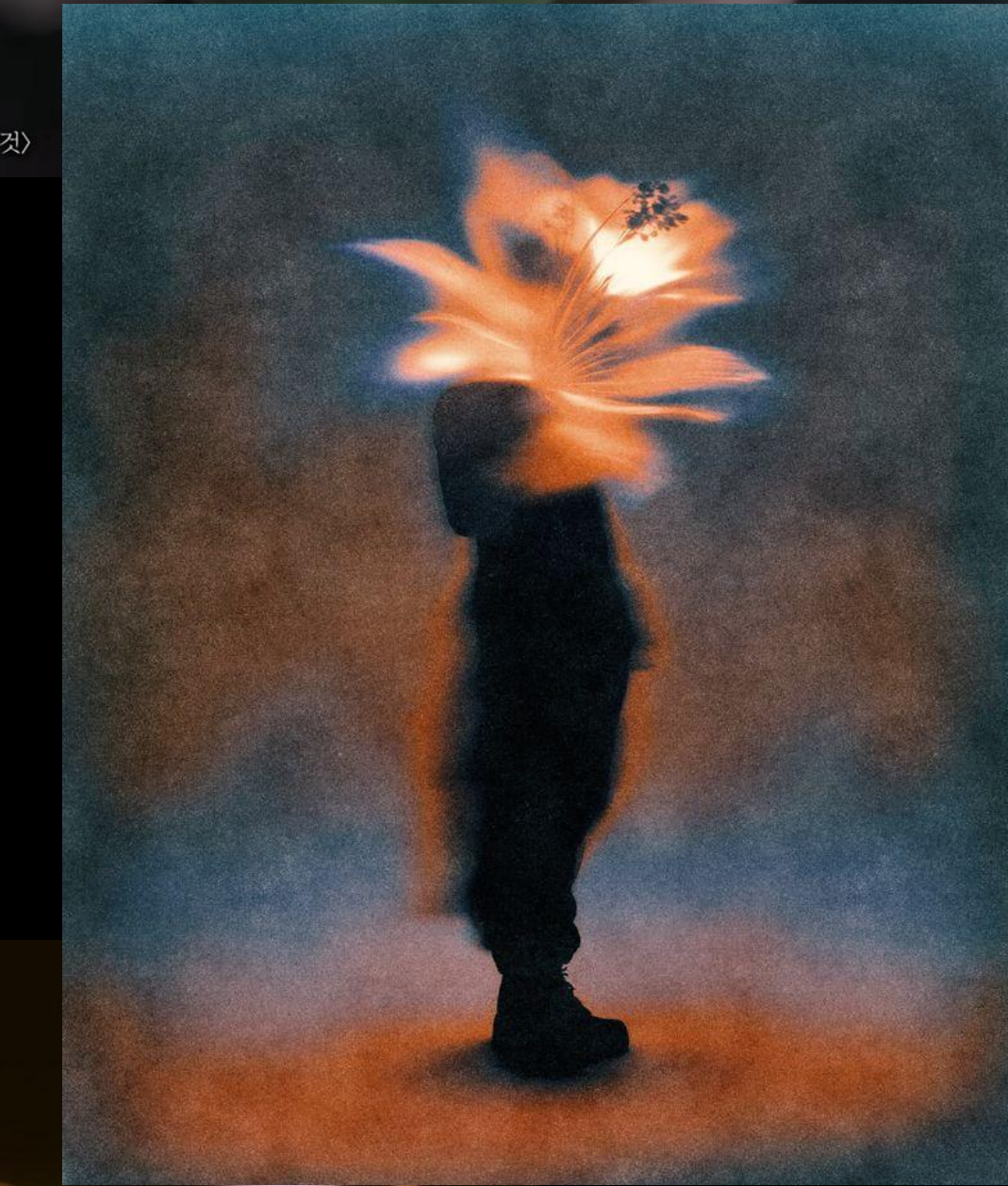
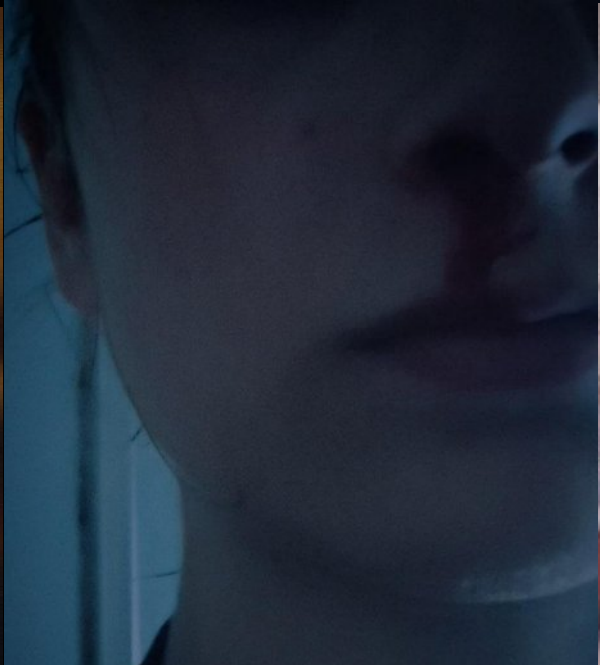
The only outside left was the light leaking through the window.
The world inside the screen? That started to feel more real.

But sometimes... emotion echoes.
One word someone said loops in my head for days.
A small act of kindness fills the whole room.

Those feelings bounce off the walls,
and maybe—just maybe—
one day they'll reach beyond this room.

**A quiet echo of emotion,
from a small room,
into the world.**

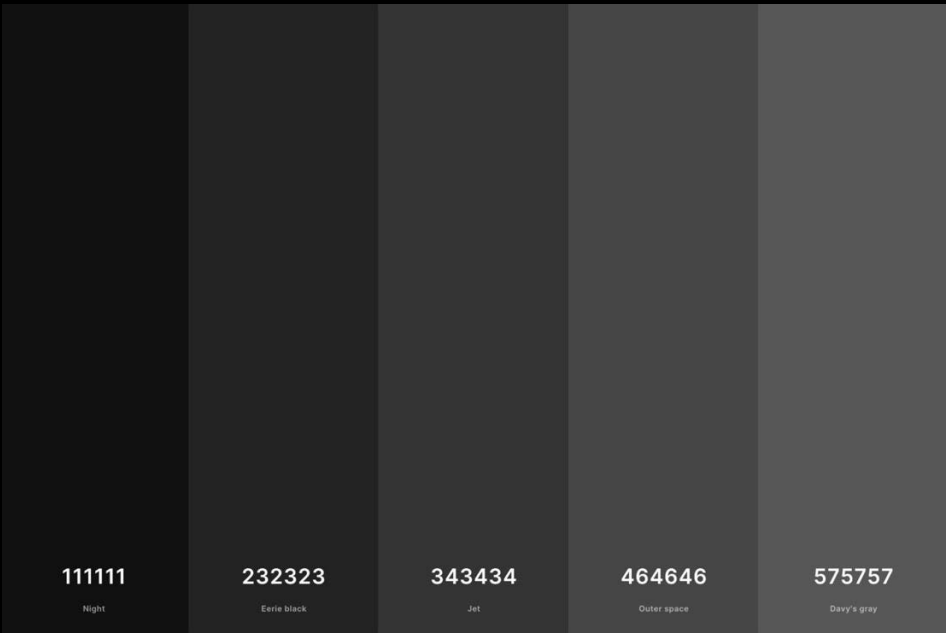
02. CONCEPT BOARD .



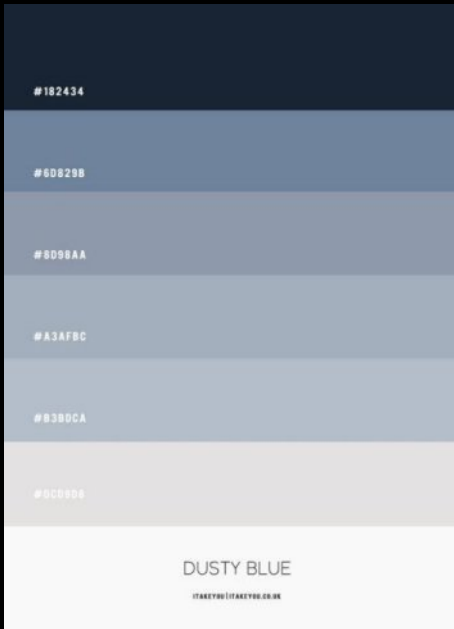
COLOUR BOARD .



Pale Gray



Off Black



Dusty Blue



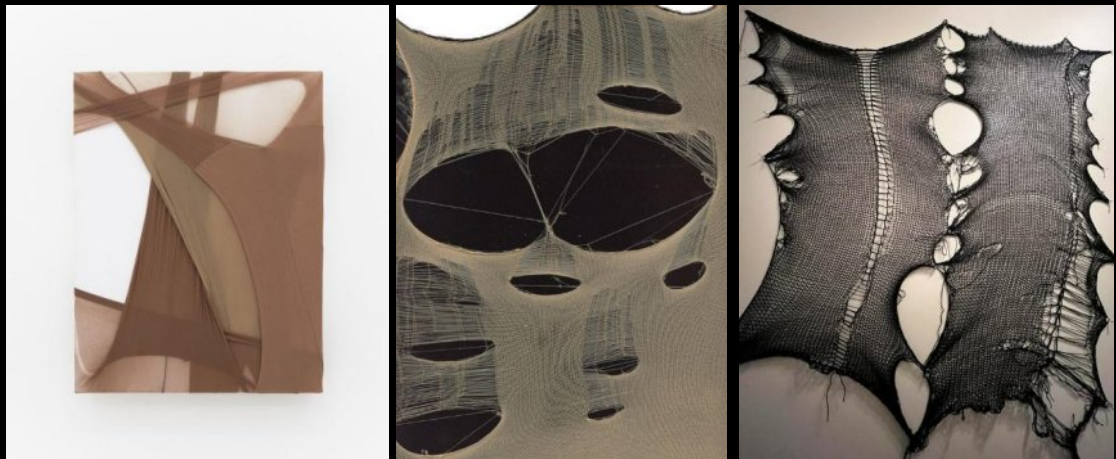
Soft Pink

Damaged Denim



FABRIC BOARD .

See-through Mesh



Dyeing Cotton



Coated Fabric



04. LOOKBOOK reference

26SS 룩북은 방 안에 머무는 청년의 모습을 통해, **고립과 연결 사이의 감정**을 표현한다.
조심스레 시선을 마주하거나, 움직임을 멈춘 순간들 속에서
내면과 외면이 어긋나는 장면들을 담아낸다.



CONTACT

Contact Number. 070-7761-0333 / 010-8837-4903

Web. www.blrbluer.com

Instagram. @blrbluer_official

Mail. bluerofficial@gmail.com