

love

TIE A KNOT



TOITT: 'Toit' Roof

TOITT is a Korean bag brand launched by designer Lee Hyun-kyu in the winter of 2019, currently in its eighth collection. As indicated by the name, TOITT is derived from the French word 'toit,' meaning roof, and is pronounced as such. Early designs were inspired by architectural elements. Notable products include 'Pignon' and 'Gambrel,' both named after roof shapes. In 2021, TOITT's third collection, 'Sculpture,' featured a collaboration with New York art director Jeff Muhs, paying homage to his work "The Gardener's Dilemma" with the 'KNOT' bag series, which became a signature item for the brand. Subsequent collections have been deeply inspired by Antoni Gaudí's quote, "The straight line belongs to Man. The curved line belongs to God," leading to designs featuring knotted string techniques.

The sixth official collection incorporates many Korean elements. For instance, 'Jipsin,' traditional Korean straw shoes made by twisting straw ropes, inspired the handle and strap designs. Additionally, materials with the silky texture of Korean Hanbok were used.

TOITT operates under the CrafterUnion, a social enterprise in Seoul, performing both profit and non-profit activities. During the global COVID-19 pandemic in 2021, TOITT's fourth collection, 'Point of View,' was released during an avian flu outbreak in Korea. This collection's lookbook featured pet geese and ducks named Podo and Mochi, representing a unique perspective. Part of the profits was donated to farms affected by avian flu. In the 2022 capsule collection 'Spring Breeze,' TOITT collaborated with 'Sonya's House,' an organization protecting victims of sex trafficking in Seoul, releasing hand-stitched coasters and donating a portion of the proceeds. TOITT currently exports to Germany, Italy, Japan, Thailand, Taiwan, Singapore, and other countries.

In 2010, Muhs added ‘furniture designer’ to his repertoire with the Mid-century modern Emirate Collection. For now, he cements the curves of a woman’s body into corsets, harnesses, Choos and Manolos. These sculptures form an unbreakable bond between hard and soft, allowing Jeff Muhs to reach the heart of eroticism.

Was there a moment you knew that you wanted to become an artist?

Creating is what I’ve always done. Painting, drawing, building of all things, from the most inspired to the most mundane, has always been very rewarding. It never made sense to do anything else.

What makes your erotic art unique?

Eroticism in art is as old as art itself. My art is a product of my personality and perspective. I hope to take my unique understanding and sensuality and add it to the continuum.

Is some of your work a commentary on how women are pained to fit aesthetic ideals? Why or why not?

I won’t pretend not to have aesthetic ideals, but the work is certainly not meant to be a commentary on a woman’s struggle with pains, will see pains. People with pains, will see pains. I think the work is more about pointing out and examining the nature of sensuality.

What techniques do you use to cast your concrete sculptures?

My process for creating these concrete sculptures is something I call ‘Dynamic Free Casting’. Within this process, I have developed new methods for forming concrete. My compulsion is to orchestrate, as completely as possible, command over the powerful forces inherent to the medium, thereby pushing the limits of the materials and my ability to control them to the absolute maximum. The sculptures or physical record of these efforts leave the materials and process bare before the viewer while presenting me with new forms to explore. The result is a fertile ground for creation where I plough the realms of the Internet and leave the new realities in my wake.

What do you love about working with concrete?

I like the idea of creating something with the permanence of stone. What starts as water and dust becomes solid, like the manifestation of a thought.

Which periods of art history are you most inspired by? Why?

The Renaissance, when art explored and perfected expression through representation, particularly the human form. Then abstract expressionism, when the artist, having mastered and understood expression through representation, was able to release themselves to the realm of pure creation.

You’ve said before that your father is the most influential person in your life, besides teaching you woodworking, what else do you admire about him as it relates to your work?

My father, in some sense, laid out the model of living outside ‘working for someone or something else’. He marched to no one’s drum but his own; that’s an important thing for an artist.

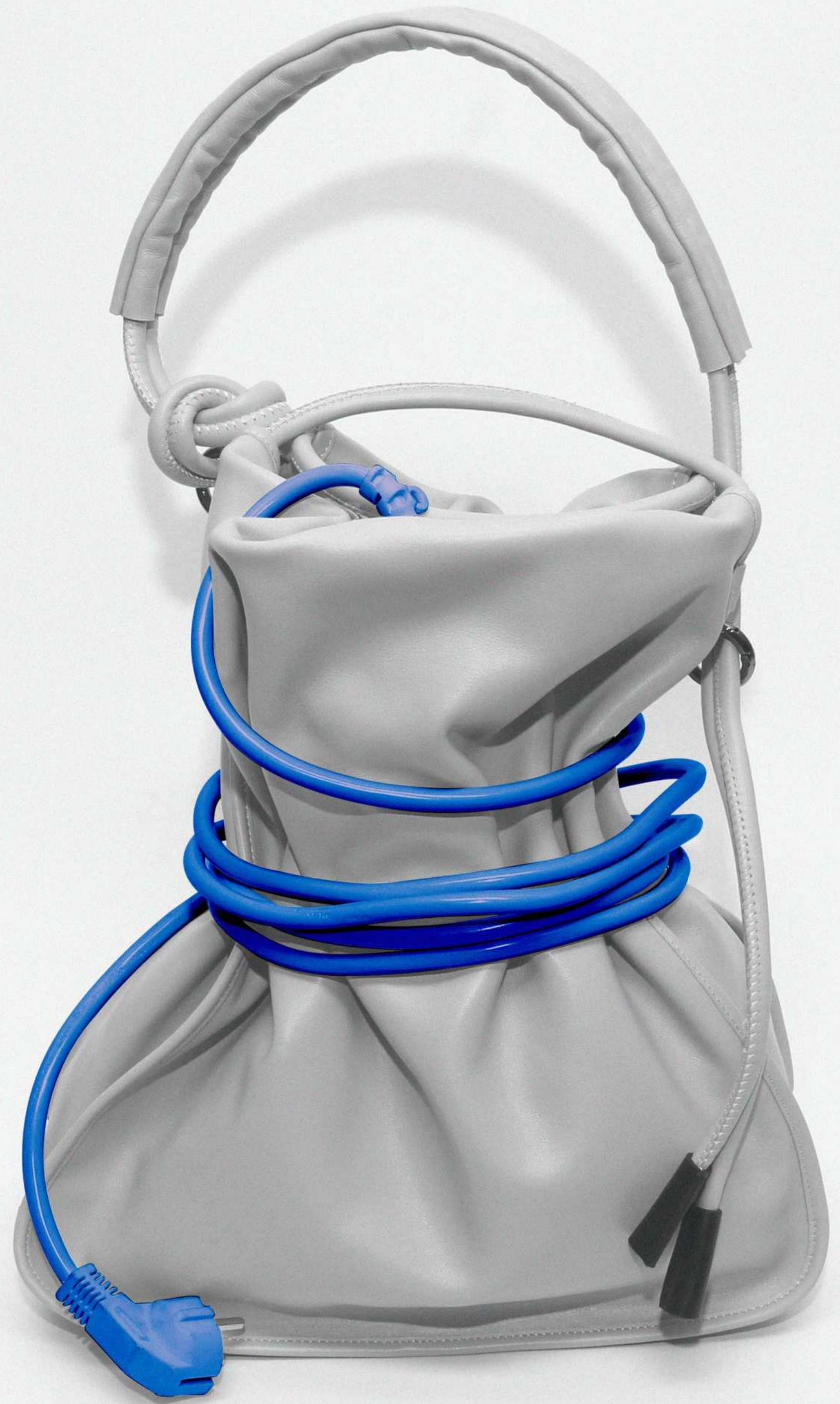
KNOT MC Steer Genuine Leather 34x32x12

TIE A KNOT





SQUARE KNOT







Launched in 2020, TOIT (which means 'roof') symbolizes the process of building a bag by creating a framework and adding layers, akin to constructing a house. This year, we are currently working on our eighth collection. Our signature model, 'The Knot', was created in collaboration with art director Jeff Muhs and is inspired by his work 'The Gardeners Dilemma'. The Knot allows for various knot styles using the bag's strings. Knots have been a part of human history across cultures, serving not only to bind objects but also as adornments and art pieces. In Korea, they are known as 'MAEDEUP', which encompasses 38 unique knotting methods. This collection's campaign, characterized by fresh colors and hand-crafted macramé knots, draws inspiration from the 1956 film 'The Red Balloon' by director Albert Lamorisse, which my grandmother often read to me as a fairy tale during my childhood. It was a story I had long forgotten, but a fleeting thought prompted me to search for it, only to discover that it was a film rather than a fairy tale. As the images that had only existed in my imagination began to materialize, this led to the gradual completion of our collection. In this collection, TOITTB has undergone significant changes. We have encouraged customers to explore diverse styling options via knots, presenting a contrast to the previous collection, which posed more challenges. This collection is simpler and more structured. It features two types of knots: the normal knot and the twist knot. The short knot acts as a drawstring to secure the bag strap, while the long knot serves as a shoulder pad. Of course, just like with previous items, customers can untie or tie the knots to create new styles, but TOITTB provides indirect methods without a direct manual. The materials used also reflect an Eastern aesthetic, incorporating synthetic materials that provide a satin or velvet feel, as well as ultra-fine microfiber shammy developed by Kolon Industries in Korea. We have opted for high-quality, durable synthetic materials instead of natural leather, aiming to enhance accessibility in terms of price and broaden our target age range. Thank you for your interest in TOITTB's new collection. We hope to share the emotions we felt while creating this new collection with all of you.





SQUARE
PARACODE KNOT











SQUARE
ROSARY KNOT MINI





SQUARE
ROSARY KNOT







TOE

"Pointes"









CLAM KNOT





Lollé
TOITT
Tie a knot