



# PLEIADES

BRAND PRESENTATION 2026







## CEO & Creative Director

### Min Heo 허민

Min Heo is born in Seoul and trained in London, Milan and New York.

After completing her Foundation in Fine Art Sculpture at **Central Saint Martins College of Art and Design**, she headed to Milan to study fashion at **Istituto Marangoni**.

After working experiences in Seoul and New York, she received BA(Hons) Cordwainers Footwear : Product Design and Innovation from **London College of Fashion**.

Min learned various Korean traditional craft including knot (*mae-deup*), Bojagi, quilting (*nubi*), lacquer art (*ot-chill*) and Korean painting.

After coming back to Seoul, Min launched PLEIADES.

She continues her storytelling through beautiful materials, unique shapes and traditional & modern craft ever since.

## AUTHENTICITY

Each collection has its own unique story, inspired by various sources from ancient wall paintings in a tomb, monster statues in Korean palaces, movie characters or even from the golden sunshine in the backyard of our favourite bakery.

They all point to the same direction, which is : positivity and brave souls.

We develop our original shapes for the lasts, heels and hardwares, and respecting the traditional craftsmanship, often incorporate elements of it to the products.

## QUALITY

PLEIADES is dedicated to making shoes with good quality, without compromise.

Korean silk, Italian last & leather welt, French sheepskin, suiting fabric from London's tailoring store ... we continue to look for the best quality materials to craft our shoes.

Production is based in Seoul, and each pair is made from the hands of our artisans with decades of expertise.

## ETHICAL PRODUCTION

Our factory is a part of PLEIADES family.

We know every person who is working at the factory, and we make sure to secure a healthy environment for them.

Some of our products are made from upcycled materials or bio-degradable, plant-based materials.

We try to reduce waste by closely managing the use of our leather and fabric.

# CELEBRITIES



Rita Ora



ALINA Black



JISOO from BLACKPINK



LUNA Ivory



Zara Larsson



KATRINA 115 White

# CELEBRITIES



Ellie Rowsell from Wolf Alice



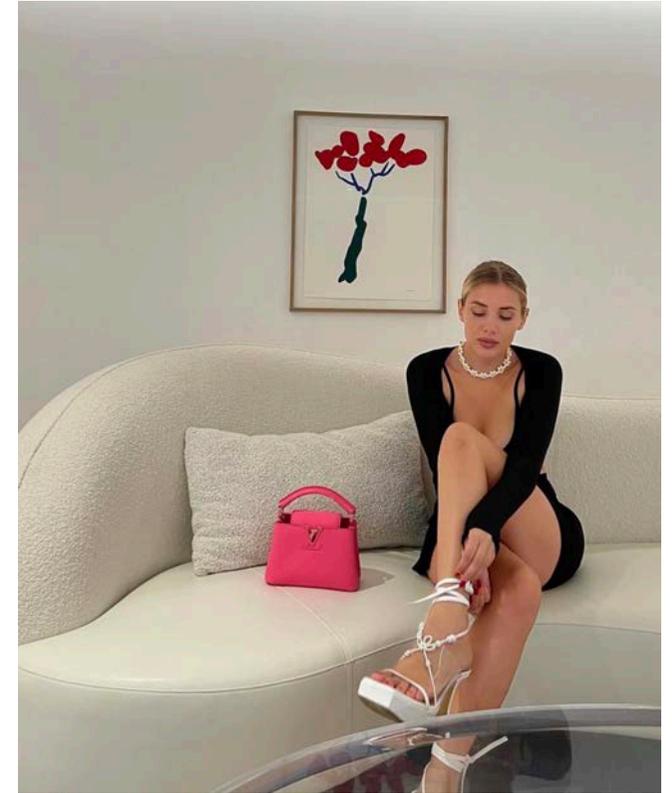
CHARLOTTE Olive



Corinna Brown



CHARLOTTE Olive



Cristina Musacchio



KATRINA 115 White

# TASHA

PLEIADES signature mules with an original shape, quilted uppers and hand-dyed silk ribbons.



Turquoise



Beige



Gold



Blue Denim



Black



Nude Beige



Pink



TASHA 50 - Turquoise



TASHA 50 - Black



SONG - Navy



NOOR



5ELEVEN Magazine



SICKY Magazine



L'OFFICIEL UKRAINE



GUAP Magazine

# GINGER

Square-toe ballerina shoes with hand-tied 'ginger' knots.  
Made with soft nappa sheepskin, grosgrain ribbons and tweed fabric.



Nude Pink



Blue



Red



Black



Forest Green



Tweed Pink



Tweed Lavender



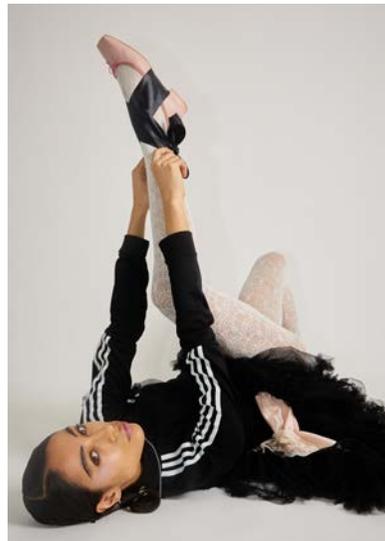
GINGER 70 - Tweed Pink



GINGER 70 - Black



Max Goldman



A2Z Magazine



@cristinamusacchio



Chiara Marinucci



@jeibbo

# JONATHAN

Square-toe, foldable loafers with PLEIADES original hardware, 'Dorae'.



Black



Wine



DAZED Magazine



@do\_remi\_pig



OVERDUE Magazine



A2Z Magazine

# LUNA

The beginning of PLEIADES, LUNA represents the brand's ethos and identity - craftsmanship and innovation, a hybrid product of different cultures and times.



Ivory



DEBBIE Black



DEBBIE Blue



DEBBIE Orange



PHOENIX Magazine



DAZED Korea



@\_magda\_\_



@risabae\_art



F WORD Magazine

# ALINA

Sheepskin ankle boots with PLEIADES signature heels and special ankle straps made of hand-tied knots.



Black



ALINA 80 - Black



@\_magda\_\_



A2Z Magazine



Sandara Park x F Magazine China



@cheristyle\_



India Lillie Davis x DSCENE Magazine

# JOANNE

Platform pumps with PLEIADES signature heels, carefully made details and Korean silk straps.



Ivory



Camel



OVERDUE Magazine



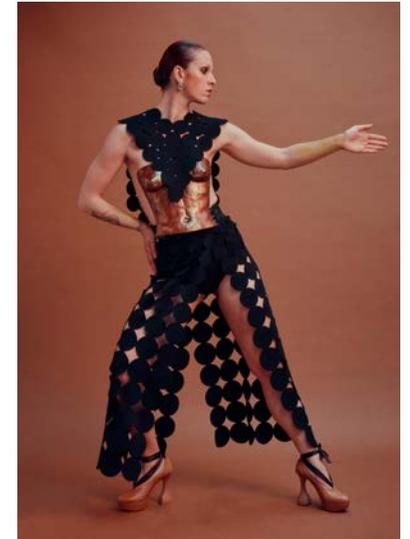
FLANELL Magazine



Olivia Cooke x CONTENT MODE



PIBE Magazine



À PART Magazine

# KATRINA

Signature shoes for the "Ice Phoenix" collection, with a combination of hand-tied knots and signature heels.



115 White



60 Scarlet



60 Blue Denim



MULIERIS Magazine



@cristinamusacchio



@cheristyle\_



1883 Magazine



SCHÖN! Magazine

# SYLVIA

Platform sandals with geometrical leather straps and PLEIADES original heels. Also available without the platforms, or as flat sandals.



115 Black



90 White



SOPHIE White



SOPHIE Black



Michael Barry



@cheristyle\_



@cheristyle\_



@ruta.jane



'Marguerite' Lookbook

# GISELLE

Platform sandals with leather straps, PLEIADES signature heels and Swarovski crystals. Also available without the platforms, or the crystals.



115 Crystal Black



115 Crystal Pink



115 White



90 Crystal Black



90 Crystal Blue Denim



90 White



VOGUE Korea



Samuel Geals



Maria Austin x AVER Magazine



'Jewl Bird' Lookbook

# PAPILLONS

Platform sandals with butterfly motifs. The butterflies are hand-drawn on the last by the designer, to become a beautiful pair of platform sandals moving around your steps. Completed with PLEIADES original heels.



Crystal Ice Blue



Ivory



Pink



A2Z Magazine



NYLON Spain



1883 Magazine



L'OFFICIEL Italia



NYLON Spain

# SILVA

Ankle boots adorned with hand-tied knots, also with original heels and a unique shape. The knot straps are dropped across your feet, adding a personal touch to this special pair.



Silver



Black



Hyein from NewJeans



BIRDY x GIGWISE Magazine



@lollipop\_lolliopp



'Silence and Chaos' Lookbook



@min.t.heo

# CINDY

High-cut ankle / Knee-high boots with oil pull-up cow leather, velvet trimming and oversized square toe outsoles.



ANKLE 60 Black



ANKLE 60 Wine



Black



Wine



60 Black



Chiara Marinucci



@do\_remi\_pig



@jeibbo



@min.t.heo



'Silence and Chaos' Lookbook

# CHARLOTTE

Single-layered knee high boots made with beautiful cow hide leather. The quality of the leather will create natural wrinkles along with your move.



Black



Olive



Silver



NYLON Germany



BIRDY x GIGWISE Magazine



A2Z Magazine



F WORD Magazine



'Silence and Chaos' Lookbook

CURATION WITH BEST SELLERS : A

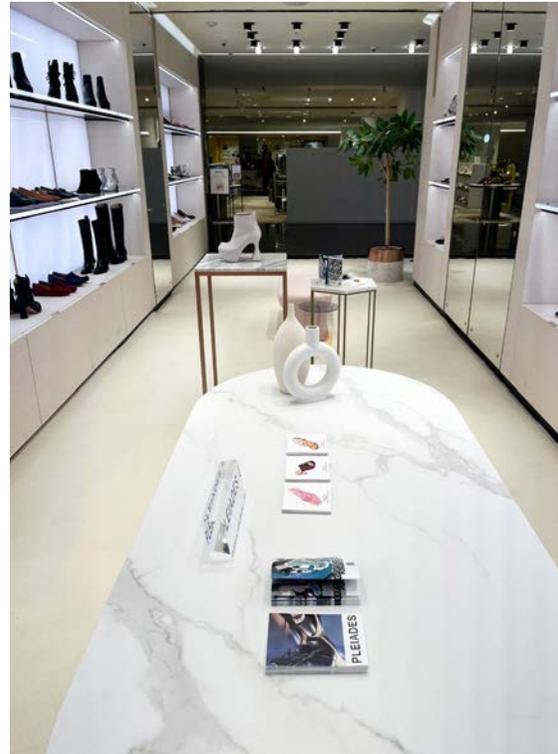


CURATION WITH BEST SELLERS : B



## Pop-up with LOTTE Department Store, Main Branch

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In January 2025, PLEIADES opened a Pop-up Store with LOTTE Department Store, Main Branch in Myeong-dong. Within a space of around 73m<sup>2</sup>, the visitors could experience the full history and collection of the brand. 'Story of PLEIADES' told across the shelves.

## Pop-up with LOTTE Department Store, Main Branch

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## Pop-up Store with GALLERIA Department Store, Luxury Hall

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For the Pop-up Store titled “Secret Garden”, PLEIADES partnered with GALLERIA Department Store. Since the event was held from the end of February 2025 - through to the beginning of March, we offered the visitors an experience of being in the middle of a wild European garden, while trying our signature shoes on, preparing for their new spring to come.

2025 : Pop-up Store with GALLERIA Department Store, Luxury Hall

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# SHINSEGAE Department Store, Gangnam Branch



## PLEIADES GIRLS

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CHERI (@cheristyle\_)



CHAE-WOON (@lollipop\_lollipp)



LUNA (@lunaxmira)

Find more photos & interviews at : <https://pleiades-shoes.com/pleiades-girls>

*"It's kind of a fairytale, we write our own stories with garments and shoes.*

*That's also how I feel about Pleiades, I feel lucky to own a pair of such well handcrafted shoes.*

*You can feel the slow fashion process, which I appreciate a lot."*

- Betty Krag, from PLEIADES GIRLS Interview.

2025

- Pop-up store with Lotte Department Store, Main Branch in Seoul. (January 2025, 1 month, 73m<sup>2</sup>)
- Pop-up store with Galleria Department Store, Luxury Hall. (February 2025, 2 weeks)
- JISOO from BLACKPINK wore LUNA & SYLVIA 115 for her Asia Tour : “LIGHTS, LOVE, ACTION!”

2024

- WHITE Milano, February 2024.
- Pop-up store with Hyundai Department Store, Mokdong Branch. (June 2024)
- NewJeans wore SILVA / SYLVIA 115 / GISELLE 115 / ALINA / JOANNE for “Runway Reverie”, a fashion film for Seoul Fashion Week.

2023

- Partnership with SHINSEGAE Department Store, Gangnam Branch
- Rita Ora wore ALINA on the way to her Eurovision Performance.

2022

- Listed on London Fashion Week Designer Profile. (2022~)
- WHITE Milano, invited as one of the ten ‘*The Cube*’ designers. (September 2022)

2021

- The first solo exhibition at BamVoo, Seoul, titled ‘Guardian Monsters Exhibition’. (March 2021)
- COTERIE New York (September 2021).

2020

- Established as a corporation, ‘Pleiades Shoes’.
- Signed with a London-based PR agency, Limitée.
- Selected as a ‘Young Startup for Korean Traditional Craftsmanship’ by Korea Craft & Design Foundation.





# PLEIADES

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