



**TIE A KNOT**



The Gardener's Dilemma

## TOITT: 'Toit' Roof

"The Gardener's Dilemma"  
Concrete and Nylon, 14" x 14" x 22"  
Jeff Muhs 2017

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.

































































## 'TIE A KNOT'

As an Artist. Instead of lightly touching the hearts of millions I'd rather express myself so that it stabs into the heart of one. Instead of tossing an easy-to-catch, slow-ball to a bunch of faces I can't even make out. I'd rather throw a straight, super-fast-ball directly to you, right there. Naturally, I have a desire to create a universal piece that becomes a MILLION SELLER. But instead of the universality of KOMURO. I seek the universality of LENNON. Probing into the deep, strong thoughts for "one" and working your way to that "warm and fuzzy feeling deep down inside the heart" I want to connect to many people in this way because in the past and in the present in the East and the west I believe that "warm and fuzzy feeling" in people's hearts are essentially the same.

**TOITT**

[www.toittbags.com](http://www.toittbags.com)