

Catering to the tastes of marijuana-inclined millennials, Sundae School's curriculum promotes pot as a medium for higher education and intercultural understanding.



Sundae School may just well be the first high-fashion brand that truly deserves this description. The brainchild of Mia Park and Dae Lim, two Seoul natives based in New York City, its collections marry trippy graphics and high-tech tailoring techniques with the boxy silhouettes of traditional Korean garments. Inspired by weed and woozy tales of tigers, Sundae School's look is loud and bold, but surely more mellow than K-pop, but this is not to belie the burgeoning brand's aspirational vision. "As our name suggests, we strive to be a medium for higher education," declare Park and Lim, who hold degrees in economics and applied mathematics from Columbia and Harvard, but admit to having learned their core values elsewhere. "We view cannabis as a catalyst for creativity," Park affirms. For her and Lim, getting high is an intellectual pursuit. With Sundae School, the duo aspires to contribute to the dope discourse through "thoughtful design."

In tune with its educational mission and its concept of cannabis as "a tool for creativity and enlightenment," Sundae School's creative output is structured in "chapters." These chapters have curious names, such as "Genesis," "When Tigers Used to Smoke," and "떨선비" (Ddul-Sunbi), which roughly translates as "Weed Scholar." It offers crash courses on hazy sociocultural and historical subjects, such as Korean cannabis legislation or ancient garments, like the hanbok, which inspired Sundae School's denim suit Blue Dreamers. It features spliff pockets and explicit phrases ("Light Up" and "Roll Up") printed on the inner sleeves. This suit and other Sundae School clothing have been celebrated on international catwalks. Powered by pot and "the urge to create," the brand's success story sounds like some weird Asian-American dream. But let's go back to the beginning before things get all dazed and confused Sundae School started as a side project in 2017,

Tiny But Mighty pre-rolls (above);  
Sundae School SS19 look (opposite)

