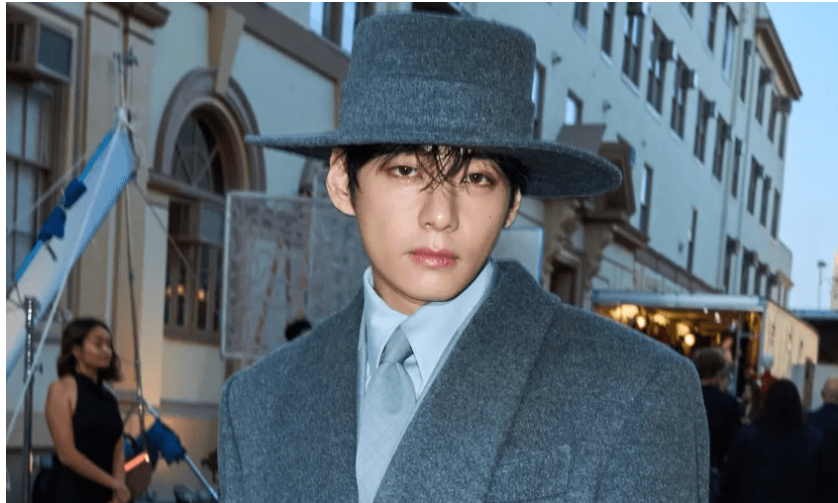


V's fashion redefining tradition on the global stage

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At a high-profile Hollywood event on October 26, 2025, BTS's V surprised many by arriving in an ensemble that fused deep traditional Korean elements with sleek, modern tailoring. According to *The Times of India*, his look featured a tailored grey coat paired with reinterpretations of the traditional **gat** hat. Finally a **crimson norigae** accessory, signalling both cultural pride and global fashion savvy.

The look: subtle, symbolic and sharply styled

V chose a structured grey over-coat that replaced the expected edgy celebrity aesthetic for something more refined. The coat was paired with a modern version of the gat — the wide-brimmed traditional Korean hat . Along with reconstructed in contemporary materials and scale to suit red carpet proportions. At his waist, a norigae-inspired accessory in crimson draped down, adorned with jade ornaments.

His footwear and lower-body styling were minimal and monochromatic, ensuring the top silhouette and heritage accessories remained the focal point. The result was a look that quietly balanced cultural signifiers with present-day fashion language.

Why this matters in fashion & culture

- **Cultural expression:** By incorporating genuinely traditional Korean elements like the gat and norigae — rather than mere “inspired-by” details — V's outfit serves as both style and statement.
- **Global visibility:** As a global pop icon, V stepping out in such a look amplifies the message that culture, tradition and high fashion need not be in opposition — they can coexist on the international stage.
- **Tailoring over spectacle:** The cast in a tailored coat rather than overt runway drama suggests that subtlety can carry as much impact as flamboyance in red-carpet moments.
- **Fashion diplomacy:** When celebrities highlight heritage through fashion, it goes beyond aesthetics — it becomes a soft-power act, elevating cultural awareness.

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