

WHAT KOREAN CLIENTS WANT



WHAT IS THE HIGH QUALITY FOR KOREAN CLIENT?

WHAT IS GOOD DESIGN FOR KOREAN CLIENT?

WHAT IS THE EFFECTIVENESS RETAIL PRICE FOR KOREAN CONSUMER?

WHAT IS THE GENERAL TREND OF KOREAN MARKET?

WHAT KOREAN CLIENTS WANT?

DATA OF KOREAN FASHION MARKET



WHAT IS THE HIGH QUALITY FOR KOREAN CLIENT?

LEATHER SKIN

CLEAN AND SOFT LEATHER SKIN

LINING

COTTON OR SYNTHETIC SUEDE TYPE LINING

EDGE PAINTING

CLEAN AND THICK EDGE PAINTING

METAL ACC

BOLD METAL / BRUSHED, MATT TYPE > SHINING TYPE

focusing on material quality and finishing(manufacturing) than leather skin quality





WHAT IS GOOD DESIGN FOR KOREAN CLIENTS?

DESIGN LINE

SIMPLE BUT A LITTLE UNIQUE DESIGN LINE

COLOR

BASIC OR GREYSH COLORED

FUNCTION

LIGHT WEIGHT AND FUNCTIONAL USES

MATERIAL

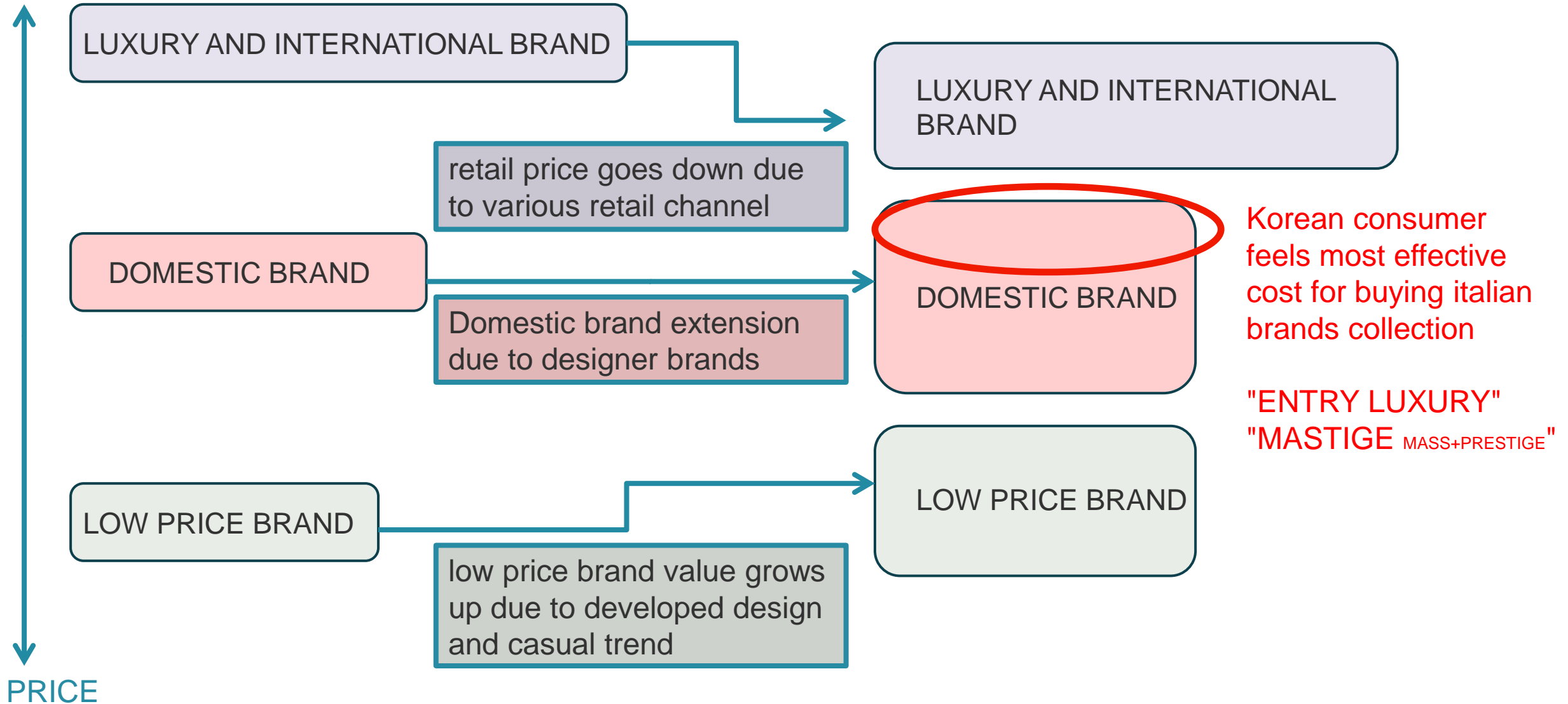
WASHING LEATHER OR NEW MATERIAL MIXED : PVC, WOOD, RAFFIA, METAL

focusing on new basic with a little different design line using different material





WHAT IS THE EFFECTIVENESS RETAIL PRICE FOR KOREAN CONSUMER?





MICHAEL KORS

LUXURY&INTERNATIONAL
--> MARKETING PRIORITY



DOMESTIC
--> VOLUME
PRIORITY

- 1) MARKETING
- FOCUSING "MIPEL"
- 2) VARIOUS DESIGN
- 3) GOOD LEATHER
- 4) HISTORY OF
- HERITAGE



LOW PRICE
--> PRICE PRIORITY

WHAT IS THE GENERAL TREND OF KOREAN MARKET?

CASUAL

COMFORTABLE, LIGHT WEIGHT, DAILY

NO BRAND

DON'T CARE OF TRADEMARK BUT FOCUSING EFFECTIVE COST

IT BAG BY SNS

VARIOUS RETAIL CHANNEL INCLUDING INSTAGRAM, FACEBOOK

NO FOCUSING LEATHER

CONSUMER THINKS IMPORTANT DESIGN NOT LEATHER SKIN

NO FOCUSING TRADEMARK, LEATHER SKIN, RETAIL POSITION AND LUXURY FORMAL IMAGE

WHAT IS THE GENERAL TREND OF KOREAN MARKET?

CASUAL

COMFORTABLE, LIGHT WEIGHT, DAILY



EVEN TRADITIONAL BRANDS
CHANGE TO BE CASUAL,
LIGHT CONCEPT

WHAT IS THE GENERAL TREND OF KOREAN MARKET?

NO BRAND

START NOT TO CARE OF TRADEMARK BUT FOCUSING EFFECTIVE COST

more jude
contemporary jewelry.



what is vasa?

VASA는 20년간 가수들의 무대리상 디자인과 스타일링을 해온 스타일리스트 김수진이 론칭한 핸드백 브랜드입니다. 미니멀하지만 독특한 개성과 실용성을 추구하여 디자이너의 감성과 소비자의 니즈를 적절히 조화한 실용적인 제품을 만드는 데 중점을 두고 있습니다.

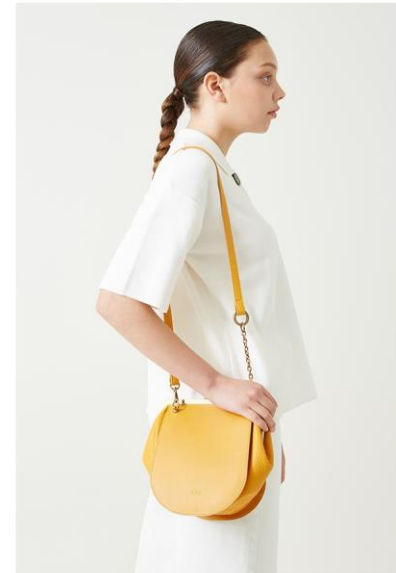
JAY



YURT
master the basics

"YURT"는 자연속에서 살아가는 유목민의 순수함과 자연스러운 삶 속에 디자이너의 아날로그적 감성과 장인의 진정성을 담아낸 시간도 디자이너의 일부라는 철학으로 브랜드에 활용되지 않고 오랜시간 손손하게 전직되는 프랜차이즈를 꿈꾸고 있습니다.

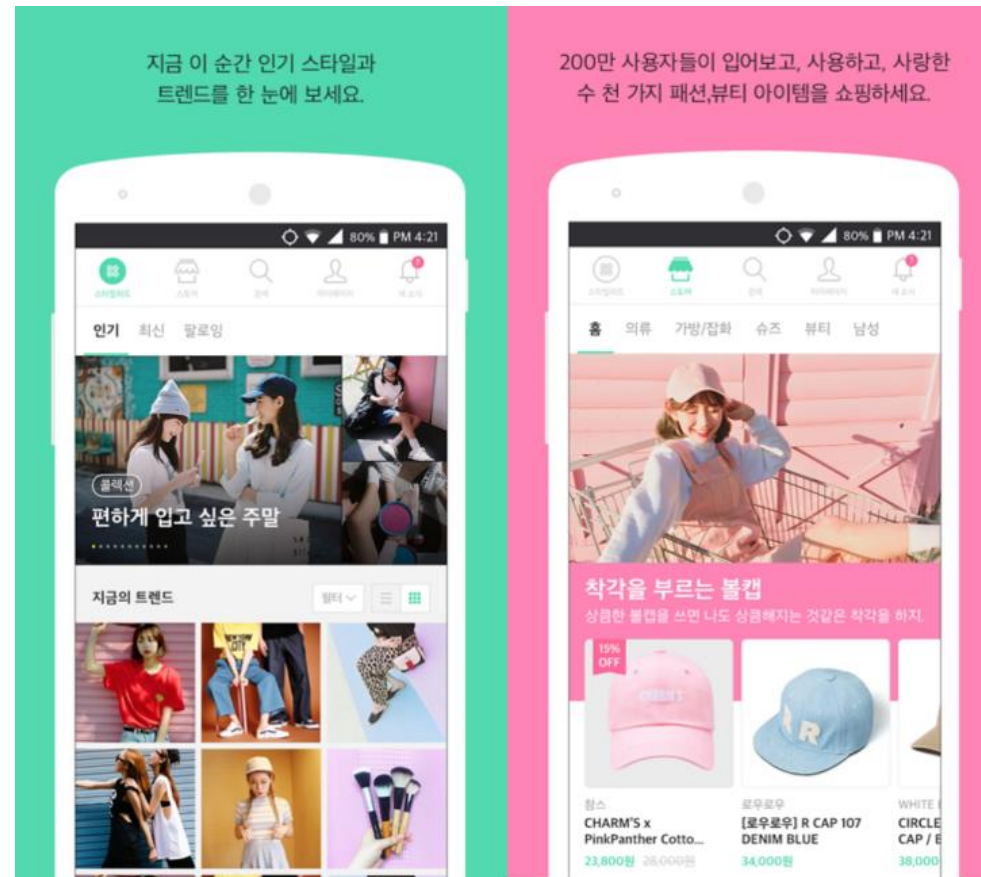
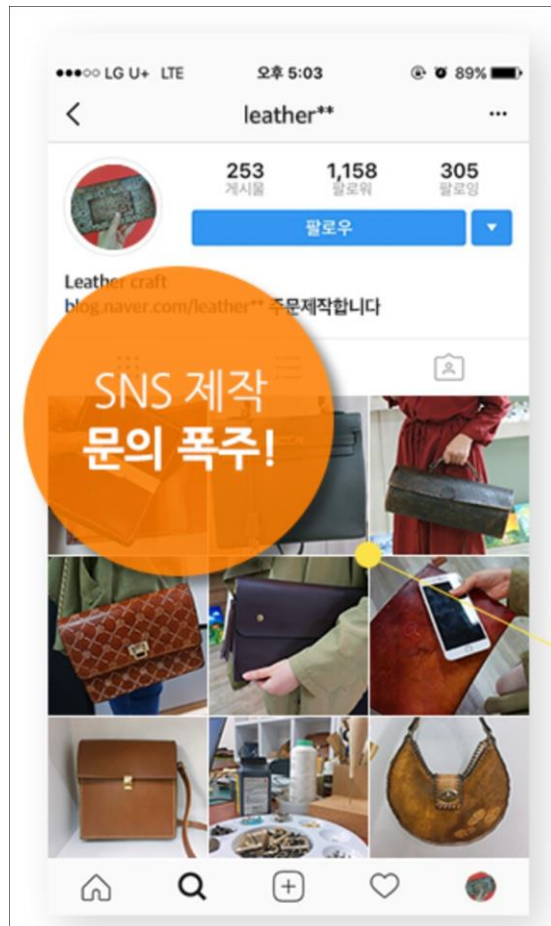
"YURT" comes from the idea where designer's sensibility meets craftsmen's authenticity within nature and everyday life style. Based on the idea of human beings belonging to the nature. YURT only uses organic material and vegetable leather to maximize its quality.



WHAT IS THE GENERAL TREND OF KOREAN MARKET?

IT BAG BY SNS

VARIOUS RETAIL CHANNEL INCLUDING INSTAGRAM, FACEBOOK



WHAT IS THE GENERAL TREND OF KOREAN MARKET?

NO FOCUSING LEATHER

CONSUMER STARTS TO THINK IMPORTANT DESIGN NOT LEATHER SKIN



WHAT KOREAN CLIENTS WANT?

DESIGN

NEW BASIC DESIGN WITH SIMPLE BUT DIFFERENT LINE

DIFFERENT SHAPE

NEW SEWING (PARTIAL HAND STITCH) / FINISHING TECHNIQUE

NEW STRUCTURE CONSIDERING FUNCTION

COLOR

BASIC

GREYISH COLORED

MATERIAL

DIFFERENT LEATHER SKIN LIKE WASHING, SPECIAL FINISHING

NEW MATERIAL MIXED

DIFFERENT LINING

NO METAL ACC / HIGH QUALITY METAL ACC LIKE BRUSHED

WHAT KOREAN CLIENTS WANT?

FUNCTION

DAILY SECOND BAG
COMFORTABLE FUNCTION EVEN CLASSIC MODEL

PRICE

MOST SUITABLE PRICE RANGE IS 80~100EURO
WHEN SUGGEST HIGHER PRICE,
IT IS BETTER TO PROVIDE MARKETING KITS ALL TOGETHER

GERENERAL MARKUP to make retail price

3.5~4.5 from wholesale price

RETAIL COST

department store 25~35% from selling amount
salesman cost 10~15% from selling amount

DELIVERY COST

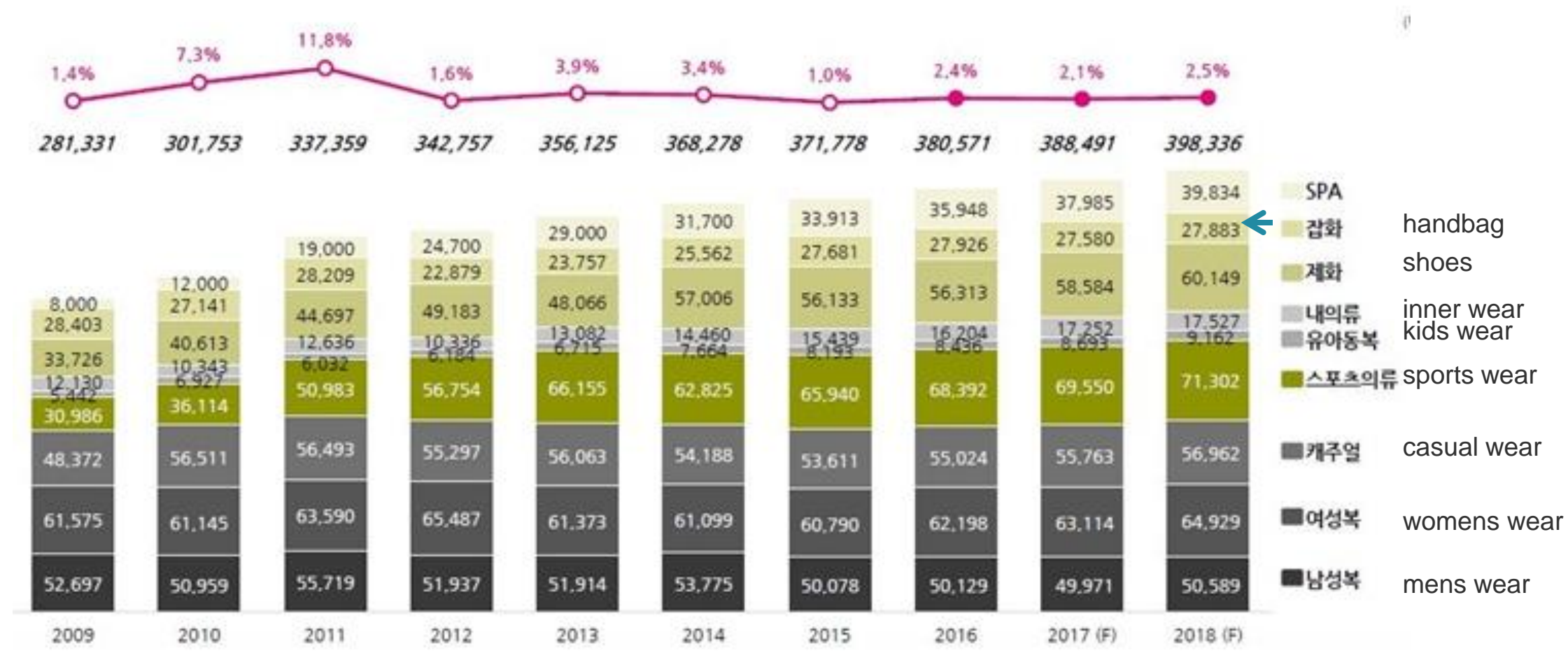
20% from wholesale price

GENERAL AVERAGE DISCOUNT RATE

20% from retail price

DATA OF KOREAN FASHION MARKET

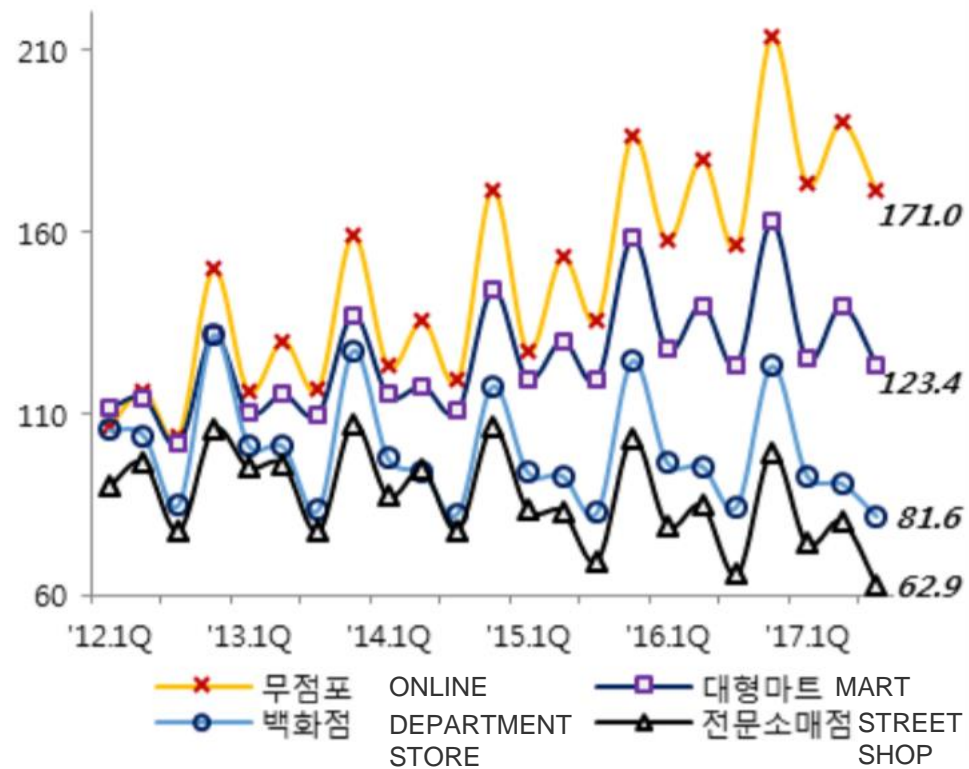
KOREAN FASHION MARKET GROWTH TREND



DATA OF KOREAN FASHION MARKET

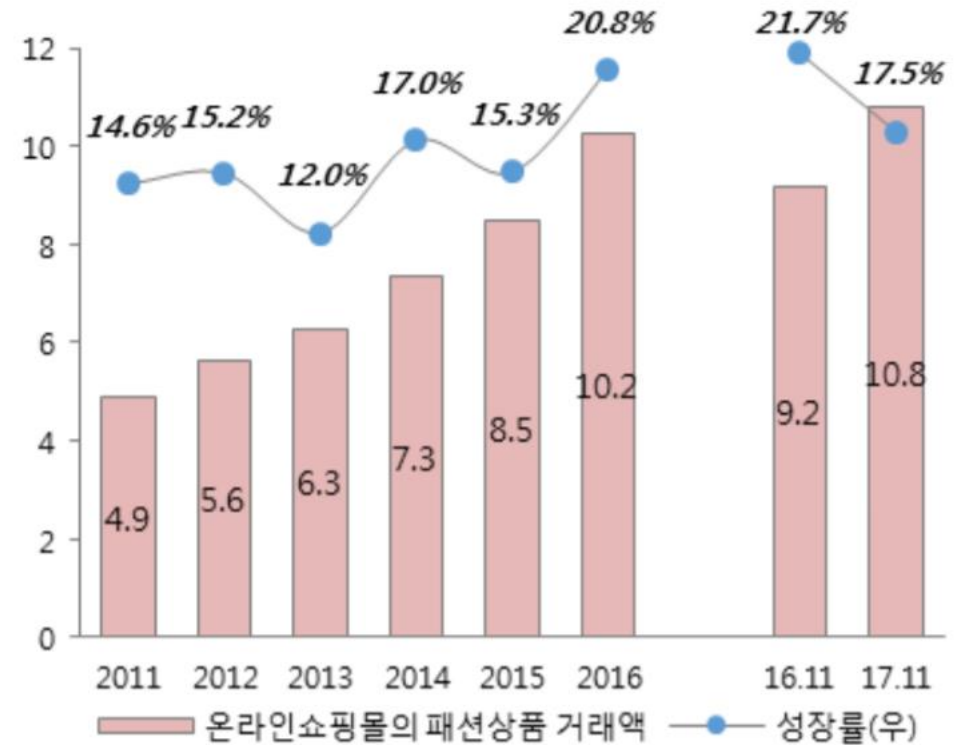
FASHION SELLING GROWTH TREND PER RETAIL CHANNEL

(단위: p)



SELLING GROWTH TREND OF E-COMMERCE

(단위: 조원, %)



**** IT IS NECESSARY TO DEVELOP PRODUCTS CONSIDERING E-COMMERCE BUSINESS**