

THE NO.1
KOREAN B2B PARTNER
for **GLOBAL RETAIL**

K-Brands . Global Icons . Curated for the world

BUYING SQUARE *at* A GLANCE

Cross-border wholesale. Proven by \$100M+. Trusted by global partners.

Incorporation



2019

Seoul

Global Branches

**New York / Shanghai /
Tokyo / Kowloon**



Cumulative
Transaction Volume

\$100M



Global Brand
Access

3,300+



Top Wholesale Clients

170+

Shilla Duty Free, Shinsegae,
Lotte, Kolon, Reel, Restir



Top Distribution Partners

200+

200+ Partners including
top EU boutiques



Active Markets

30+

30+ Countries including
the U.S., Japan, and China



In-house B2B Platform

Catalog Shop



In-house Flagship Showroom

VIBE TWLV

(50 Berry St, Brooklyn, NY)



Awards & Recognitions

- **2025 Asia Design Award**
- **Government-funded AI R&D Project**



OUR BUSINESS

Three distinct models. One seamless platform.



1. Global Brand Wholesale

With Access to over 3,300+ Global Brands,
We Provide Wholesale Distribution to Major Retailers

- Key Brand Categories :
Luxury / Contemporary / Beauty / Sport / Watch
- Top Wholesale Clients :
Shinsegae / Lotte / Kolon / Reel / Restir

*Global brands,
curated for major retailers.*



2. K-Brand Business

Bridging Top K-Fashion & Beauty Brands
with Global Markets

- Order Automation via Digital Product Catalogs.
 - Flexible Business Models :
Retail / Wholesale / Distribution and Licensing.
- Buyer-specific brand sourcing by request.

*Bringing the next wave
of K-brands to global buyers.*



3. K-Duty Free Shop

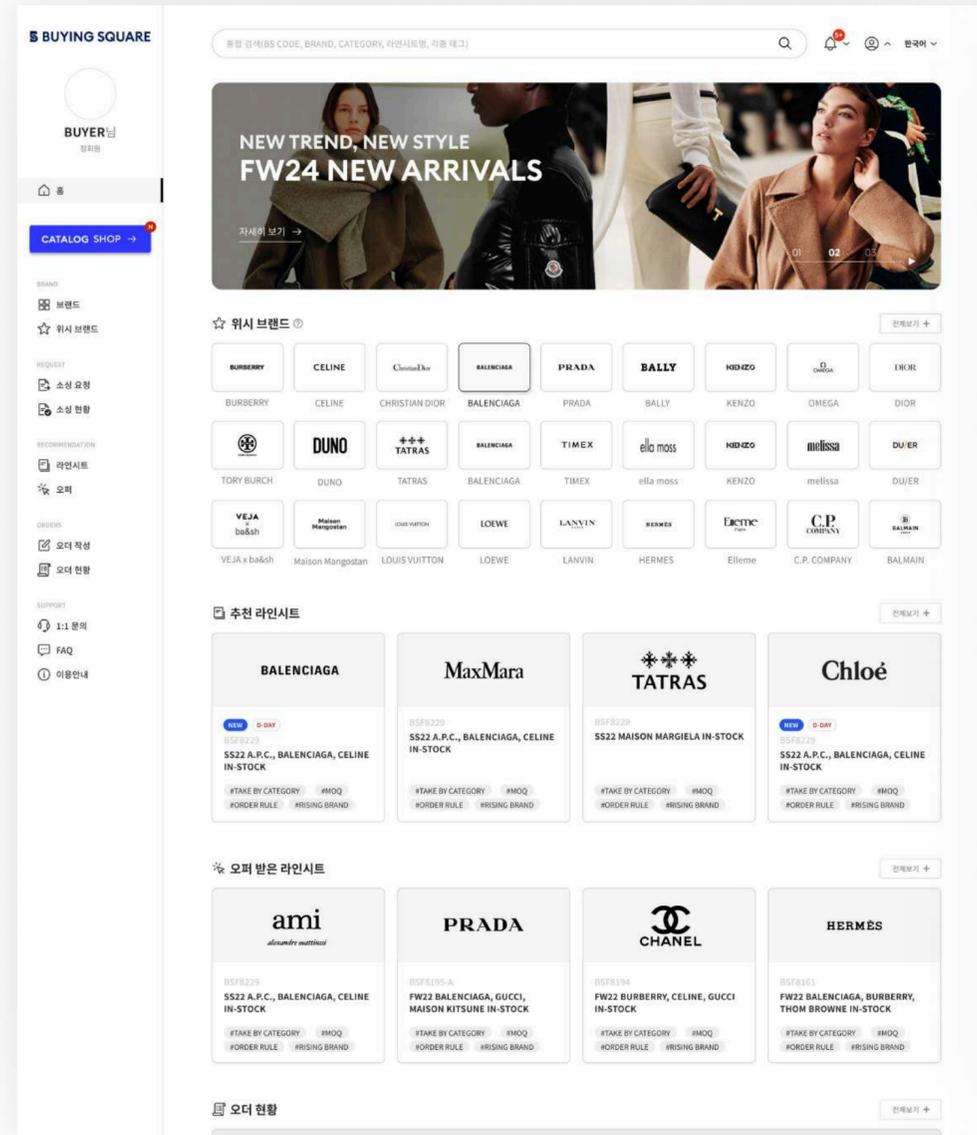
Real-time B2B Access to K-Duty Free Retailer Inventory

- Real-time integration with Korea's largest duty-free retailers
- Transparent sourcing through verified duty-free inventory
- Trend-driven product curation based on global demand insights

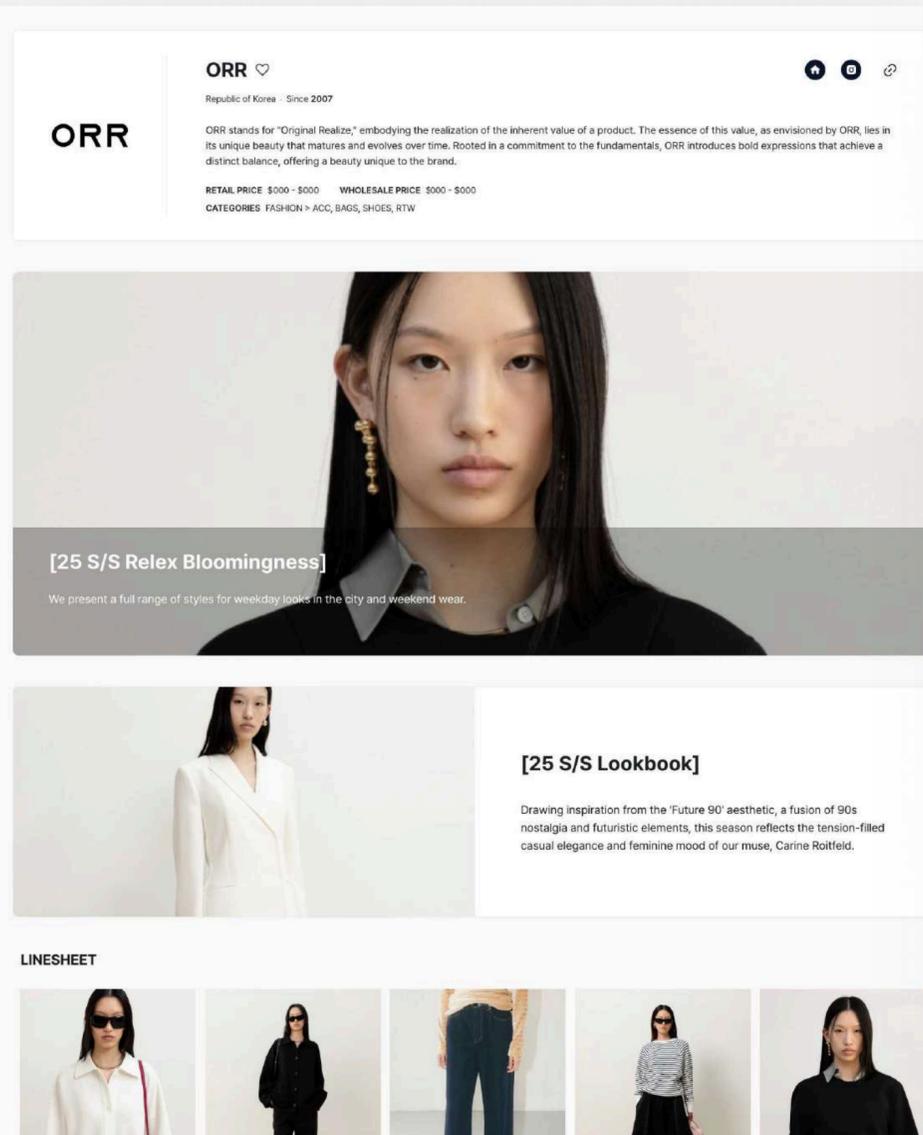
*Real-time duty-free access,
delivered wholesale.*

OUR BUSINESS

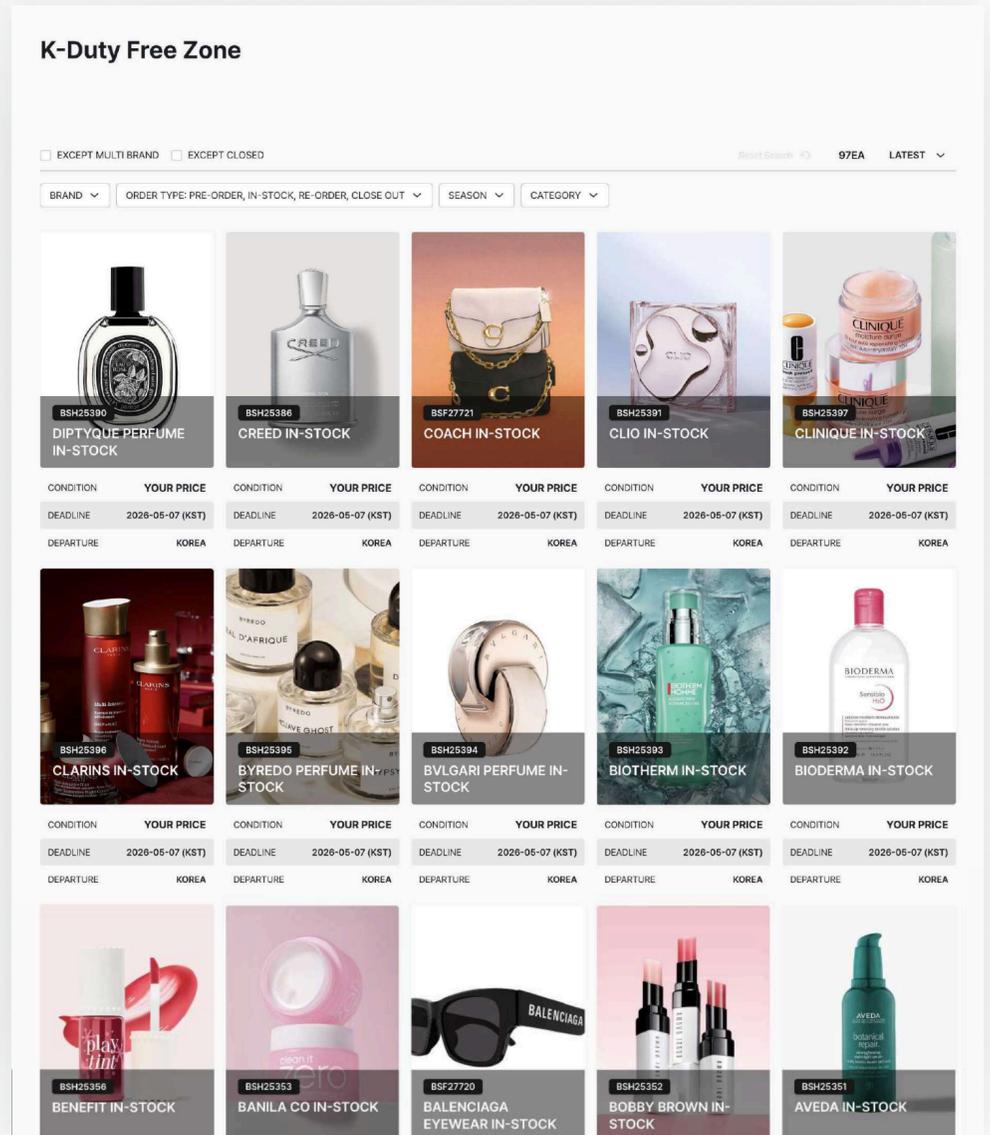
Our global business is powered by our proprietary B2B platform.



1. Global Brand Wholesale



2. K-Brand Business



3. K-Duty Free Shop

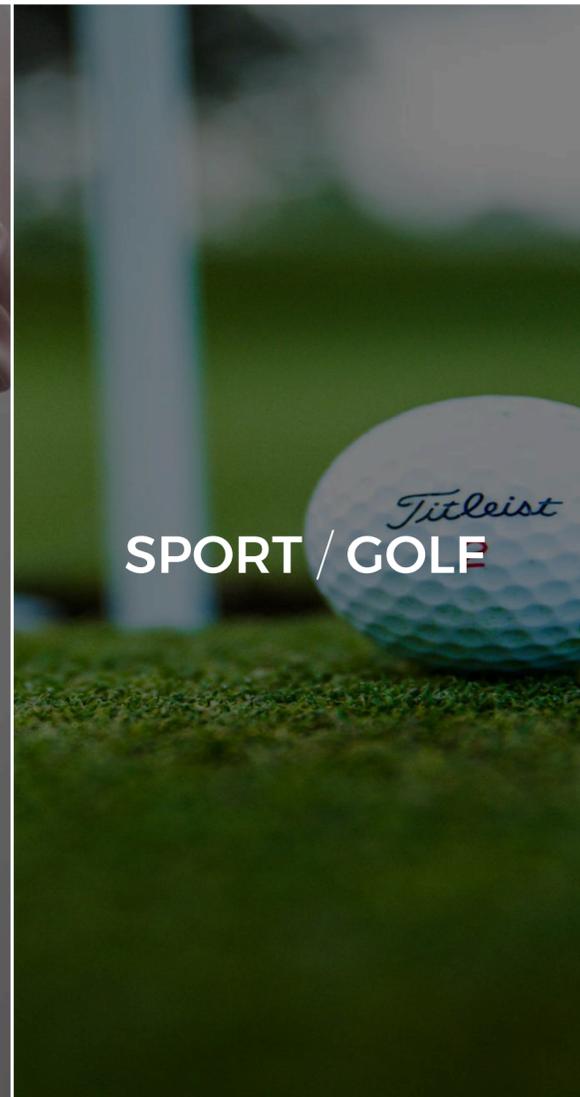
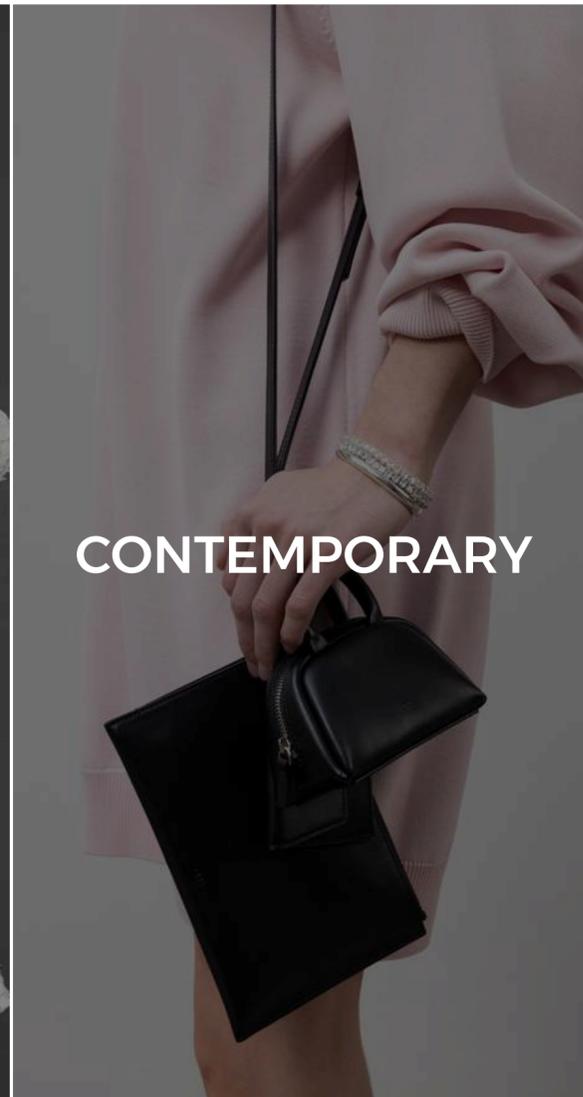
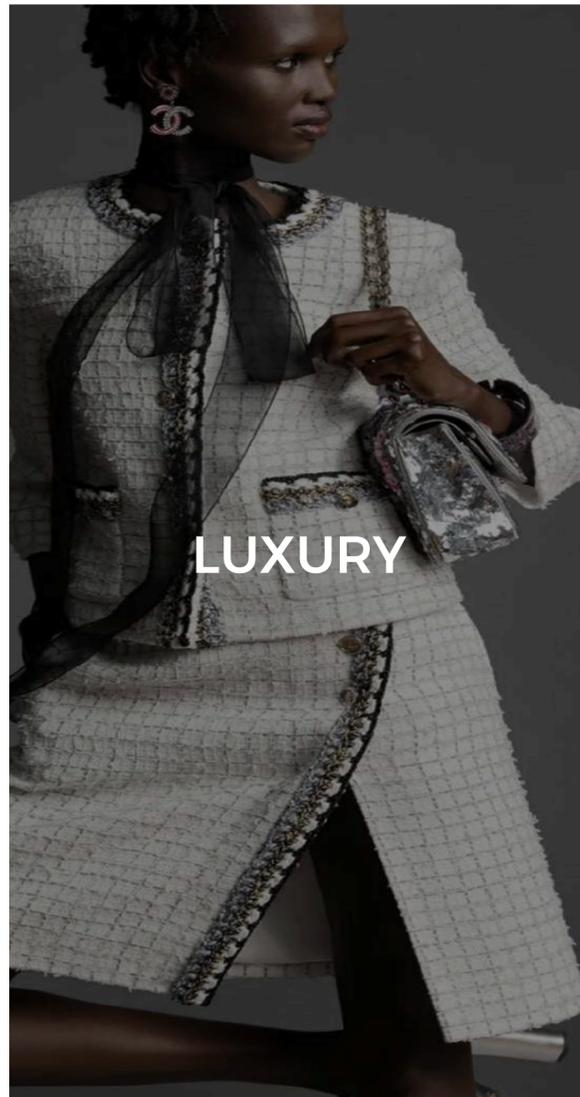
01

GLOBAL BRAND BUSINESS

A world of brands, curated for retailers

TRUSTED PARTNER *for* GLOBAL BRAND SOURCING PARTNER

Connecting 3,300+ multi-category brands to top global retailers





PRADA

GUCCI



BALENCIAGA



SAINT LAURENT
PARIS



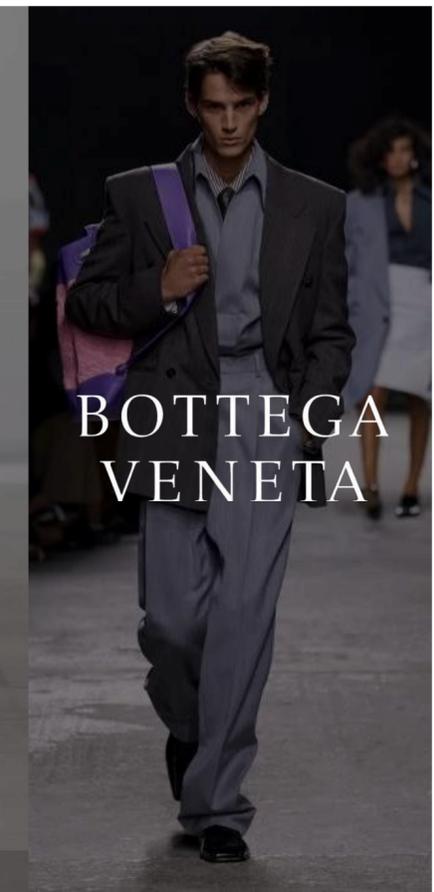
CELINE



MIU MIU



DIOR



BOTTEGA
VENETA

LUXURY



BURBERRY



FENDI



V
VALENTINO
GARAVANI



GIVENCHY



BRUNELLO CUCINELLI



THOM BROWNE.
NEW YORK



FERRAGAMO



Loro Piana

AURALEE

HELMUT LANG

OUR LEGACY

LEMAIRE

Martine
rose®

ERL

KIKO KOSTADINOV

JACQUEMUS

CONTEMPORARY

sacai

COMME des GARÇONS

Maison
MIHARA
YASUHIRO
メゾン ミハラヤスヒロ

JUNYA WATANABE

THE ROW

JIL SANDER

TOTEME

KHAITE



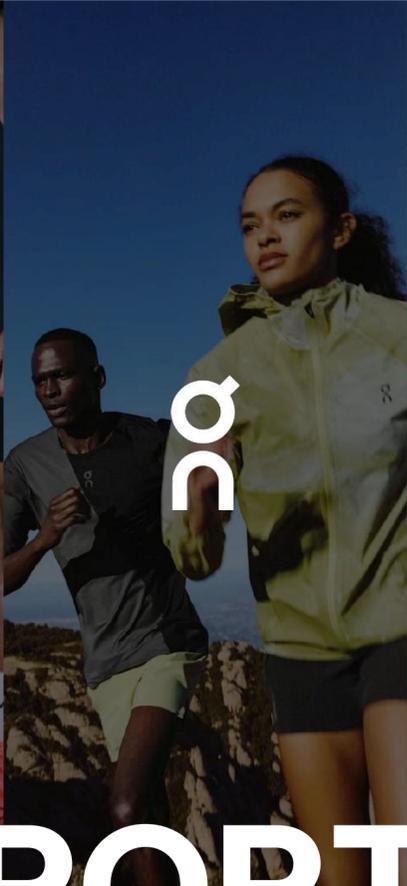
soar



SATISFY



UVU®



on



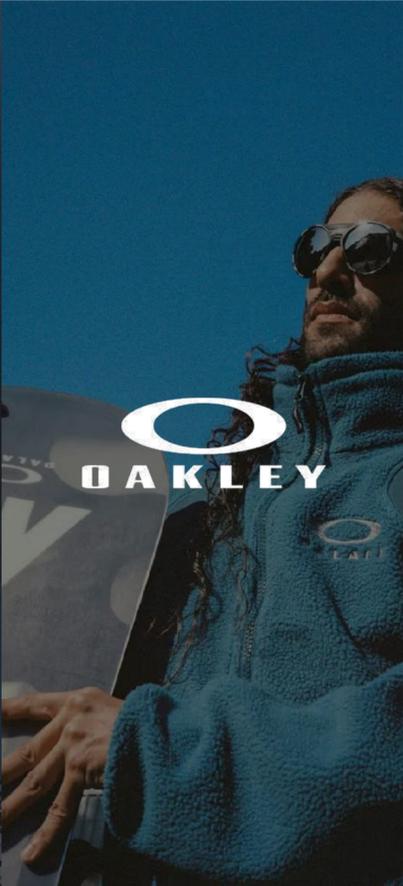
NIKE



adidas

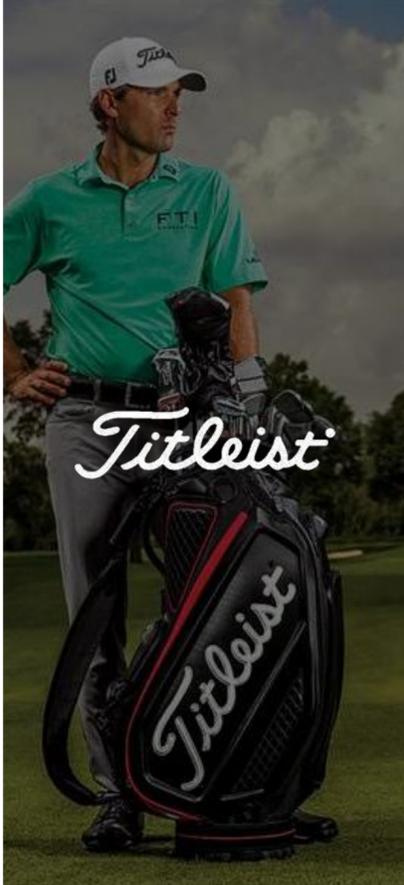


SALOMON
salomon



OAKLEY

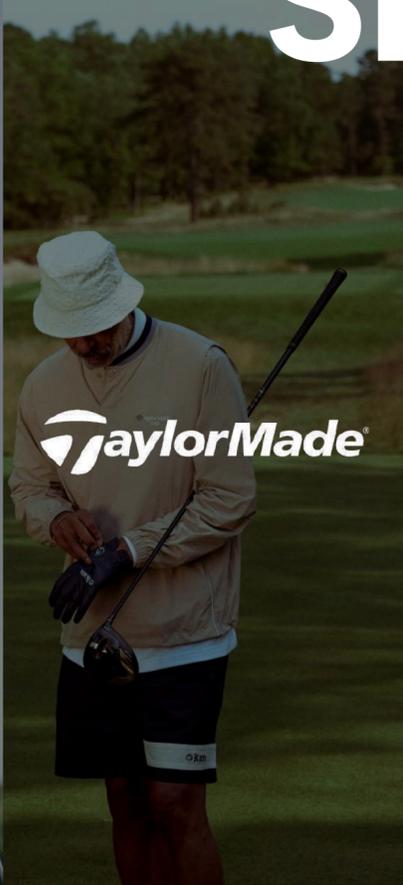
SPORT/GOLF



Titleist



Callaway



taylorMade



PXG



patagonia



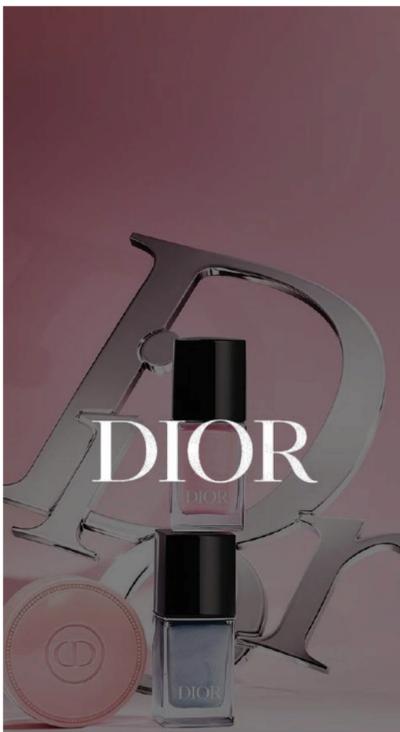
THE NORTH FACE



RQA



ARC'TERYX



DIOR



CHANEL



LA MER



VALENTINO GARAVANI



SK-II



Sulwhasoo



AVEDA



DARPHIN

BEAUTY



Maison Margiela PARIS



LE LABO



SABON



TOM FORD BEAUTY



CREED 1760



AMOUAGE



YVES SAINT LAURENT BEAUTE




ROLEX




PATEK PHILIPPE
GENEVE



AUDEMARS PIGUET
Le Brassus



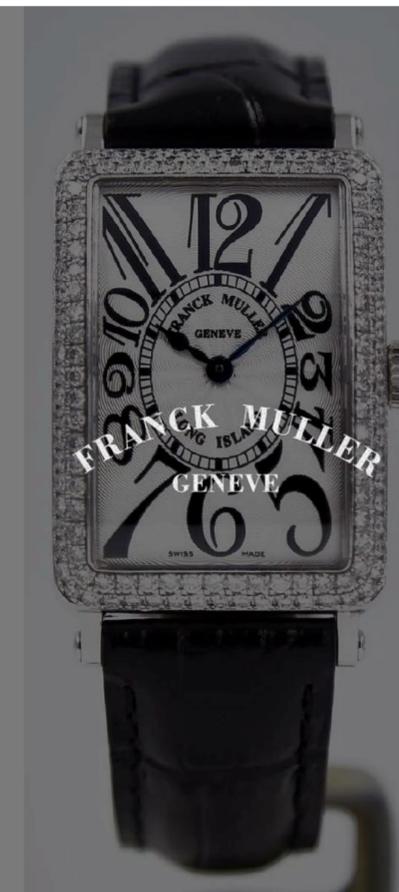
PIAGET



CHANEL



FENDI



FRANCK MULLER
GENEVE




VACHERON CONSTANTIN
GENEVE

WATCH



IWC
SCHAFFHAUSEN




BREITLING
1884




OMEGA



PANERAI
LUMINOR
MARINA
Automatic



SEIKO



TAG Heuer



BRAUN



G-SHOCK

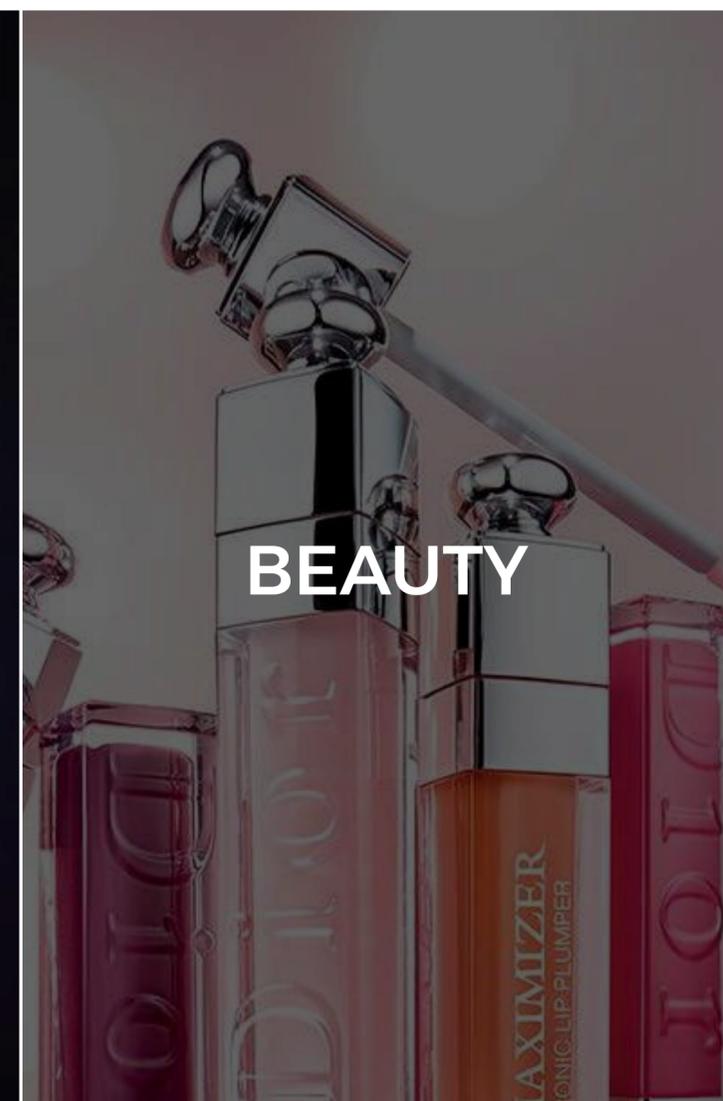
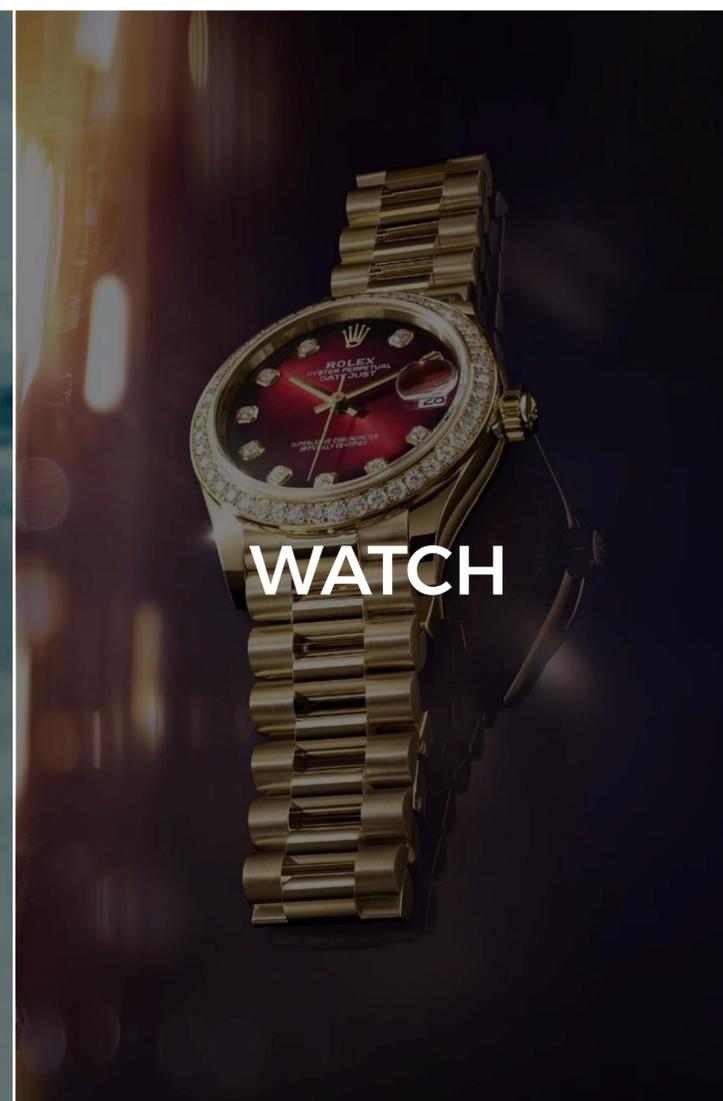
02

K-DUTY FREE SHOP

Official B2B partner of Korea's top duty-free retailers.

B2B ACCESS *to* DUTY-FREE INVENTORY

Real-time API access to Korea's top duty-free inventory, enabling stable wholesale supply of liquor, beauty, and watches.



INSIDE *OUR* DUTY-FREE B2B MODEL

Real-time Connected, Officially Certified, Expertly Curated

1. API-Linked Duty-Free Inventory

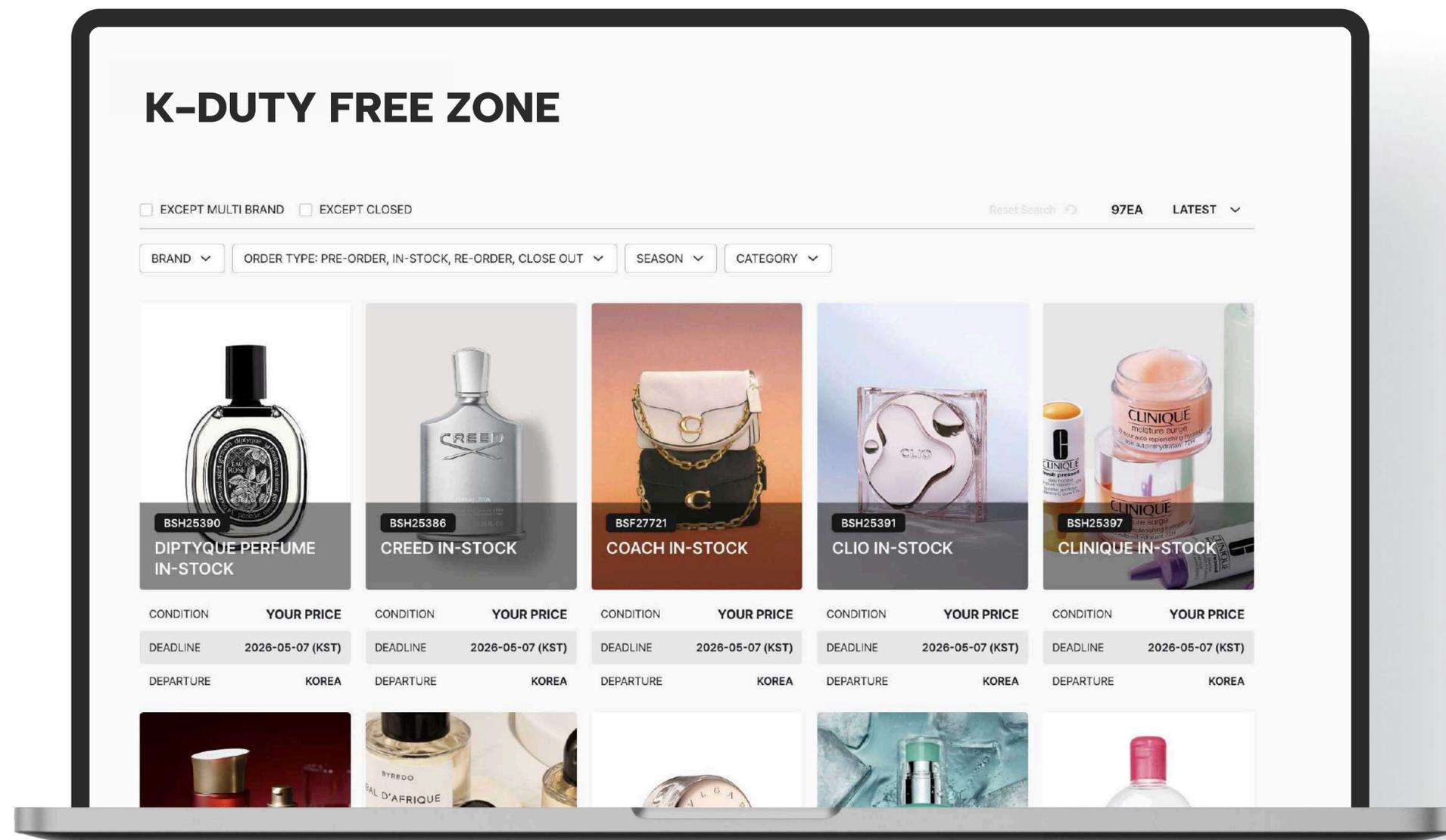
Real-time inventory integration with Korea's top duty-free retailers via API enables accurate, transparent, and fast sourcing.

2. Trusted and Verified Distribution Channel

Officially certified products sourced directly from Korea's top duty-free retailers

3. Curated Selection for High-Demand Categories

- **Liquor:** Whisky, Cognac, Wine
- **Beauty:** Skincare, Makeup, Fragrances (Luxury & K-beauty)
- **Health Supplements:** Ginseng, Multivitamins



03

K-BRAND BUSINESS

Beyond Wholesale.

We Bridge K-Brands to Global Opportunity.

K-FASHION *and* K-BEAUTY

Official global distribution partner for leading K-fashion & beauty brands.
 Our partner brands collectively generate over **\$550 million** in domestic sales revenue,
 with significant potential for increased volume as we expand into global markets.

K-BEAUTY



K-FASHION



*** On track to reach 100+ direct K-brand contracts by next year.**
We can flexibly source additional brands based on buyer needs and market demand.

your **K-BRAND BUSINESS,**
with **BUYING SQUARE**

With BUYING SQUARE, wholesale is just the beginning.

We connect buyers to tailored K-brand distribution strategies based on their specific needs.

01

Retail Store Project
(POP-UP/Temporary/Mono Store)

Market testing through pop-up stores
Short-term or permanent store partnerships for
offline retail business

02

General/Exclusive
Distribution

Secure official sales rights by country or city
Ensure stable supply and competitive pricing
through authorized distribution

03

Licensing
Business

Brand IP licensing for local manufacturing
Expand sales volume through OEM/ODM
partnerships under license

OFFICIAL SITE

PLACE WHOLESALE ORDER

INSTAGRAM

JUNGS AEMMOOL

BS Official Brand

REPUBLIC OF KOREA / SINCE 2014

JUNGS AEMMOOL IS A PROFESSIONAL MAKEUP ARTIST BRAND INSPIRED BY KOREA'S TOP MAKEUP ARTIST, JUNG SAEM MOOL. KNOWN AS "THE MOTHER OF K-BEAUTY," SHE PIONEERED THE NATURAL, TRANSPARENT MAKEUP TREND AND EARNED GLOBAL ACCLAIM. WITH 30+ YEARS OF EXPERIENCE, JUNG AND HER EXPERT TEAM DEVELOP PRODUCTS THAT ALLOW ANYONE TO ACHIEVE PROFESSIONAL-QUALITY LOOKS, HIGHLIGHTING EACH PERSON'S UNIQUE BEAUTY.

Retail Price :	\$21~\$56
Product Categories :	Cosmetic, Makeup Products
Annual Revenue(24y) :	\$79M
Sales Channels :	Olive Young, Shinsegae Gangnam
Overseas Channels :	Online : Official Website, Amazon, Yes Style Offline : @COSME, LOFT, Matsumoto Kiyoshi



OFFICIAL SITE

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INSTAGRAM

ESSEN HERB BS Official Brand

REPUBLIC OF KOREA / SINCE 2013

ESSEN HERB IS AN EMOTIONAL AND NATURALISTIC BRAND ESTABLISHED IN 2013. THE BRAND NAME IS A PORTMANTEAU OF 'ESSENTIAL' AND 'HERB,' REFLECTING ITS FOCUS ON NATURAL INGREDIENTS TO PROVIDE SOLUTIONS FOR SENSITIVE SKIN.

ESSEN HERB CAREFULLY SELECTS AND INCORPORATES POTENT HERBAL INGREDIENTS SOURCED FROM ALL OVER THE WORLD, WITH AUSTRALIAN TEA TREE AND ISRAELI JOJOBA BEING ITS PRIMARY COMPONENTS. THE BRAND PRIORITIZES PRODUCT QUALITY AND INGREDIENTS OVER FLASHY ADVERTISEMENTS OR PACKAGING, AIMING FOR HONEST PRODUCT DEVELOPMENT AND MINIMAL ARTIFICIAL TREATMENT. BY PURSUING 'CLEAN BEAUTY' THAT REDUCES SKIN IRRITATION AND HELPS SOLVE FUNDAMENTAL SKIN PROBLEMS, IT CONTINUES TO BE CHERISHED BY CONSUMERS.

Retail Price :	\$8~\$35
Product Categories :	Skincare, Suncare, Masks/Pack, Body & Haircare, Lip & Handcare, Perfume
Annual Revenue(24y) :	\$20M
Sales Channels :	Doosan, Myung Dong Flagship Store, Olive Young, Musinsa Beauty
Overseas Channels :	Online : Official Website, Amazon, YesStyle, StyleJolly Offline : Bonjour Beauty, Vitamin Shoppe



OFFICIAL SITE

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INSTAGRAM

NDP

 **BS Official Brand**

REPUBLIC OF KOREA / SINCE 2017

NDP IS A NATURAL DERMA SKINCARE BRAND DEDICATED TO CREATING PRODUCTS THAT ARE SAFE AND GENTLE FOR ALL SKIN TYPES. WE FORMULATE OUR PRODUCTS WITH HEALTHY, NATURE-DERIVED INGREDIENTS COMBINED WITH NDP'S UNIQUE, INNOVATIVE FORMULAS TO DELIVER SKINCARE THAT ALLOWS YOUR SKIN TO BREATHE COMFORTABLY AND STAY BALANCED.

Green Caper

Toner Essence

- Retail Price :** \$9~\$97
- Product Categories :** SKINCARE
- Annual Revenue(24y) :** \$31M
- Sales Channels :** Olive Young, CHICHOR, Shinsegae Duty Free, Lotte Duty Free, Silla Duty Free
- Overseas Channels :**
 - Online :** Official Website, Amazon, Qoo10
 - Offline :**

2024 & 2025 Cosmoprof Asia, 2024 Allure Beauty Japan, 2025 MEKOKORE POP-UP



OFFICIAL SITE

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INSTAGRAM

RESALTZ BS Official Brand

REPUBLIC OF KOREA / SINCE 2022

RESALTZ IS A KOREAN WELLNESS BEAUTY BRAND THAT BELIEVES IN "BEAUTY WITH THOUGHT."

IT OFFERS A LINE OF SKIN, HAIR, AND BODY CARE PRODUCTS CENTERED ON THE THERAPEUTIC BENEFITS OF PURE SEA SALT.

THE BRAND'S MISSION IS TO PROMOTE K-WELLNESS BEAUTY, TRANSFORMING DAILY ROUTINES INTO MOMENTS OF SELF-CARE.

ITS PRODUCTS ARE DEDICATED TO NOURISHING THE SKIN AND SOOTHING THE SOUL

Retail Price : \$2.5~\$65

Product Categories : Bath Salt, Hand Cream, Salt Cleansers, Skin Care

Annual Revenue(24y) : \$2.3M

Sales Channels : 29CM, LCDC Seoul, DDMMYY, The Conran Shop

Overseas Channels :
Online :
Amazon, Wolf & Badge,
Offline :
SENTI SENTI, OCMA, Happier Grocery, MAUM Store, The Conran Shop



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VILLA ERBATIUM BS Official Brand

REPUBLIC OF KOREA / SINCE 2017

VILLA ERBATIUM IS A LUXURY FRAGRANCE BRAND LED BY AN ITALIAN PERFUMER, PRESENTING A UNIQUE COLLECTION OF SCENTS THAT CURATE EMOTIONS UNDER THE BRAND PHILOSOPHY, "PERFUME: WHERE SCIENCE MEETS ART." EACH FRAGRANCE IS METICULOUSLY HANDCRAFTED IN-HOUSE, EMBODYING OUR EXPERTISE, CRAFTSMANSHIP, AND ARTISTIC VISION WHILE OFFERING AN IMMERSIVE EMOTIONAL FRAGRANCE EXPERIENCE.

Retail Price : \$100~\$260
Product Categories : Perfume, Perfume Oil, Diffuser, Fragrance Products
Annual Revenue(24y) : \$2.3M
Sales Channels : Seoul Atelier, Galleria Apgujeong East
Overseas Channels : Online : Official Website, Amazon,
Offline : Lucky Scent, OCMA, Scent Split



OFFICIAL SITE

PLACE WHOLESALE ORDER

INSTAGRAM

NE:AR BS Official Brand

REPUBLIC OF KOREA / SINCE 2024

NE:AR IS AN INNER BEAUTY SOLUTION BRAND DESIGNED FOR BUSY MODERN LIFESTYLES. WE OFFER FUNCTIONAL HEALTH SUPPLEMENTS IN A DELICIOUS AND CONVENIENT CANDY FORM, MAKING IT EASY TO INCORPORATE WELLNESS AND BEAUTY INTO YOUR EVERYDAY ROUTINE

Retail Price :	\$29.99~\$37.99
Product Categories :	Health & Household > Health & Household > Vitamins & Dietary Supplements
Annual Revenue(24y) :	\$29M
Sales Channels :	OLIVE YOUNG, Hyundai Department, LOTTE DUTY FREE
Overseas Channels :	Online : Official Website, Amazon, Q10 Offline : LOFT, Matsumoto Kiyoshi



OFFICIAL SITE

PLACE WHOLESALE ORDER

INSTAGRAM

UUUUU.

BS Official Brand

REPUBLIC OF KOREA / SINCE 2020

GLOBAL NAIL TECH COMPANY, UUUUU IS REVOLUTIONIZING THE BEAUTY INDUSTRY WITH ITS INNOVATIVE "UUUUU GEL NAILS," A SELF-APPLICATION GEL NAIL SOLUTION. LEVERAGING PATENTED TECHNOLOGY, THE COMPANY HAS DEVELOPED A NEXT-GENERATION GEL NAIL STRIP MADE FROM A NEW MATERIAL THAT OFFERS A PROFESSIONAL, SALON-QUALITY FINISH WITHOUT THE HASSLE OF TRADITIONAL LIQUID POLISHES.

Retail Price :	\$7~\$20
Product Categories :	Nail Arts
Annual Revenue(24y) :	\$3.7M
Sales Channels :	EQL, EMPTY, Musinsa BEAUTY, 29CM,
Overseas Channels :	Online : Official Website, YesStyle, Qoo10, Shopee, Amazon, ZigZag Global Offline : Urban Outfitters, Costco US



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BECON. BS Official Brand

REPUBLIC OF KOREA / SINCE 2023

BECON IS A SKINCARE TECHNOLOGY COMPANY SPECIALIZING IN AI-POWERED SKIN ANALYSIS. THEIR SCANNER PRODUCTS OFFER BASIC, PREMIUM, AND ULTIMATE LEVELS OF CARE, TARGETING BOTH PROFESSIONAL AND HOME USERS. BECON AIMS TO PERSONALIZE SKINCARE THROUGH ADVANCED DIAGNOSTICS.

Retail Price : –
Product Categories : Beauty Tech – AI Scanner
Annual Revenue(24y) : \$2M
Sales Channels : B2B (Clinics & Hospitals)
Overseas Channels : Online :
B2B
Offline :
B2B



OFFICIAL SITE

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INSTAGRAM

ANYMOMENT

BS Official Brand

REPUBLIC OF KOREA / SINCE 2024

ANYMOMENT IS AN AI-POWERED PHOTO BOOTH THAT INSTANTLY TRANSFORMS YOUR PHOTO INTO A PERSONALIZED CHARACTER IMAGE. IT OFFERS AN IMMERSIVE CULTURAL EXPERIENCE THAT COMBINES CREATIVITY, TECHNOLOGY, AND FUN.

Retail Price : \$30,000 Usd

Product Categories : Virtual Reality

Annual Revenue(24y) : \$2.3M

Sales Channels : AK Hongdae, CHANEL Beauty Pop-Up, BMW Motor Show,

Overseas Channels : Online :

Official Website, Amazon

Offline :

SM Global Tour & Concert, Japan Road Shop



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INSTAGRAM

IROIRO BS Official Brand

REPUBLIC OF KOREA / SINCE 2023

DISCOVER YOUR COLOR, SHINE IN YOUR STYLE!

IROIRO WAS BORN FROM THE WISH TO CREATE BETTER PRODUCTS FOR THE PEOPLE WE LOVE, DELIVERING VIVID, EXPRESSIVE COLORS WITH NATURALLY DERIVED INGREDIENTS.

Retail Price :	\$13 - \$20
Product Categories :	H&B > BODY&HAIR
Annual Revenue(24y) :	\$2.3M
Sales Channels :	Official Website
Overseas Channels :	Online : Amazon, Ubuy, EBay, Offline : Sally Beauty



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CODE GRAPHY

BS Official Brand

REPUBLIC OF KOREA / SINCE 2020

CODEGRAPHY IS A BELOVED FASHION BRAND, PARTICULARLY AMONG THE MZ GENERATION, OFFERING HIGH-QUALITY, TRENDY PRODUCTS AT AFFORDABLE PRICES..

THE BRAND HAS ESTABLISHED A STRONG PRESENCE IN KOREA'S ONLINE AND OFFLINE CASUAL MARKETS AND IS RAPIDLY EXPANDING ITS FOOTPRINT ON THE GLOBAL STAGE, FOCUSING ON KEY MARKETS IN JAPAN, CHINA, AND EAST ASIA.

Retail Price :	\$50 - \$210
Product Categories :	UNISEX CASUAL > Ready-To-Wear (RTW), Accessories (ACC), Shoes
Annual Revenue(24y) :	\$45M
Sales Channels :	Official Website, MUSINSA, SSF SHOP Etc.
Overseas Channels :	Online : MUSINSA Global, ALAND USA, Tinkerlust Offline : HEP FIVE, Shiga Ryuo Outlet, 2nd Floor (JP)



OFFICIAL SITE

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INSTAGRAM

CITY BREEZE

BS Official Brand

REPUBLIC OF KOREA / SINCE 2016

CITYBREEZE WAS FOUNDED IN THE SPACE BETWEEN FAST FASHION AND HIGH-END DESIGNER LABELS. GROUNDED IN THREE CORE VALUES—PRECISE TAILORING, MINIMAL DETAILING, AND REASONABLE PRICING—WE CREATE TIMELESS STYLES THAT HELP YOU STAY TRUE TO YOUR IDENTITY IN THE FAST RHYTHM OF URBAN LIFE.

Retail Price : \$50 - \$300

Product Categories : Women's Casual > Apparel (RTW), Bags, Accessories (ACC)

Annual Revenue(24y) : \$22M

Sales Channels : Official Website, 29CM, MUSINSA Etc.



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ORR

 BS Official Brand

REPUBLIC OF KOREA / SINCE 2007

ORR STANDS FOR "ORIGINAL REALIZE," EMBODYING THE REALIZATION OF THE INHERENT VALUE OF A PRODUCT. THE ESSENCE OF THIS VALUE, AS ENVISIONED BY ORR, LIES IN ITS UNIQUE BEAUTY THAT MATURES AND EVOLVES OVER TIME. ROOTED IN A COMMITMENT TO THE FUNDAMENTALS, ORR INTRODUCES BOLD EXPRESSIONS THAT ACHIEVE A DISTINCT BALANCE, OFFERING A BEAUTY UNIQUE TO THE BRAND.

Retail Price : \$350 – \$900

Product Categories : Contemporary > Ready-To-Wear (RTW), Accessories (ACC), Shoes, Bags

Annual Revenue(24y) : \$15M

Sales Channels : Official Website, Hyundai Department Store Etc.

Overseas Channels : **Offline :**
S&W LADIES, ROMY PARK CITY, VIAVIA(U.S.)
NOBLE, GREEN LABEL RELAXING, BEAMS, DTHIRD MAGAZINE(JP)
THE PAM, CHIARO, JIM5, THE BALANCING(CHN) / STORIES(HK) / JADE(IDN)



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PLACE WHOLESALE ORDER

INSTAGRAM

ARTID

BS Official Brand

REPUBLIC OF KOREA / SINCE 2016

ARTID, THE ATTITUDE TOWARD VARIOUS MOMENTS BEYOND STYLE, IS THE BRAND FOR A CONFIDENT PEOPLE WHO MAKES LEADING CHOICES IN THEIR LIFE. BASED ON CLASSIC SILHOUETTES AND TIMELESS COLORS, WE PRESENTS THE EVERLASTING ITEMS CAN KEEP IN WARDROBE FOR LONG PERIOD JUST LIKE A BEST FRIENDS.

Retail Price : \$50 - \$150
Product Categories : Women's Casual > Apparel (RTW), Bags, Accessories (ACC)
Annual Revenue(24y) : \$ 5.5M
Sales Channels : Official Website, 29CM, MUSINSA Etc.



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ANOETIC

BS Official Brand

REPUBLIC OF KOREA / SINCE 2022

ANOETIC IS A BRAND THAT PURSUES CONTEMPORARY AND REFINED DESIGNS WHILE STRIVING FOR UNIQUENESS AND CREATING DESIGNS THAT HAVE NEVER EXISTED BEFORE. THE ANOETIC SIGNATURE BACKPACK, MADE FROM VEGAN LEATHER, IS A STEADY SELLER AND ENJOYS HIGH POPULARITY AND SALES ON KOREAN FASHION ONLINE PLATFORMS.

Retail Price : \$50 - \$200
Product Categories : Young Casual > Ready-To-Wear (RTW), Accessories (ACC), Bags
Annual Revenue(24y) : \$5.5M
Sales Channels : Official Website, EQL, MUSINSA, WCONCEPT, 29CM Etc.
Overseas Channels : **Online :**
60%(JP), LOTTE DUTY FREE, SHILLA DUTY FREE



OFFICIAL SITE

PLACE WHOLESALE ORDER

INSTAGRAM

SOHC

BS Official Brand

(SOME WHERE OUTSIDE)

REPUBLIC OF KOREA / SINCE 2020

SOHC BRIDGES URBAN LIFE AND NATURE WITH OUTDOOR WEAR THAT BALANCES REFINED DESIGN AND PRACTICAL FUNCTION. BUILT FOR EVERYDAY VERSATILITY, OUR GARMENTS REINTERPRET WORKWEAR AND PRESENT HIKING AS A STYLISH LIFESTYLE.

Retail Price : \$50 - \$120

Product Categories : Aesthetic Outdoor > Ready-To-Wear (RTW), Accessories (ACC)

Annual Revenue(24y) : \$3.5M

Sales Channels : Official Website, EQL, Nice Weather Etc.



OFFICIAL SITE

PLACE WHOLESALE ORDER

INSTAGRAM

UL:KIN BS Official Brand

REPUBLIC OF KOREA / SINCE 2014

UL:KIN IS AN ARTISTIC UPCYCLING BRAND INSPIRED BY THE EXPRESSIVE STYLES AND LIFESTYLES OF ARTISTS, BLENDING TRENDINESS WITH ARTISTIC CRAFTSMANSHIP.

SINCE 2016, UL:KIN HAS BEEN A LEADING BRAND THAT PARTICIPATES IN SEOUL FASHION WEEK EVERY YEAR AND HOSTS THE MAIN RUNWAY SHOW.

Retail Price :	\$50 - \$700
Product Categories :	CONTEMPORARY > Ready-To-Wear (RTW), Accessories (ACC), Eyewear
Annual Revenue(24y) :	\$3.5M
Sales Channels :	Official Website, MUSINSA, 29CM, SSF SHOP, WCONCEPT Etc
Overseas Channels :	Online : Maison Bmore(Dubai)



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PLACE WHOLESALE ORDER

INSTAGRAM

BETTY BOOP

BS Official Brand

REPUBLIC OF KOREA / SINCE 2023

BETTY BOOP, A CARTOON CHARACTER INTRODUCED IN THE 1930S, IS A SIGNIFICANT ICON IN MODERN FASHION AND CULTURE.

LEVERAGING THE VISUAL IP OF BETTY BOOP, A WIDE RANGE OF PRODUCTS, INCLUDING APPAREL, ACCESSORIES, AND MERCHANDISE, ARE SHOWCASED.

Retail Price :	\$20 - \$150
Product Categories :	YOUNG CASUAL > Ready-To-Wear (RTW), Accessories (ACC), Bags
Annual Revenue(24y) :	\$3M
Sales Channels :	Official Website, MUSINSA, 29CM Etc.
Overseas Channels :	Online : 60PERCENT(JP)



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ENZOBLUES

BS Official Brand

REPUBLIC OF KOREA / SINCE 2021

ENZO BLUES OFFERS A CASUAL STYLE THAT CAPTURES THE UNIQUE AND CANDID CHARM OF YOUTH, BLENDING THE ORDINARY WITH THE EXTRAORDINARY. ENZO BLUES, KNOWN FOR ITS HIGH-SENSITIVITY DESIGNS, HAS A TRACK RECORD OF HOSTING NUMEROUS POP-UP EVENTS AT BEAKER SEONGSU, HYUNDAI DEPARTMENT STORE, AND SHINSEGAE DEPARTMENT STORE.

Retail Price : \$25 - \$200

Product Categories : YOUNG CASUAL > Ready-To-Wear (RTW), Accessories (ACC), Bag

Annual Revenue(24y) : \$2M

Sales Channels : Official Website, MUSINSA, EQL, SSF SHOP, 29CM Etc.

Overseas Channels : Online :
MUSINSA Global



OFFICIAL SITE

PLACE WHOLESALE ORDER

INSTAGRAM

LETERIE

BS Official Brand

REPUBLIC OF KOREA / SINCE 2024

LETERIE IS A WOMEN'S CLOTHING BRAND THAT PURSUES THE VALUE OF CONVERSATION AND COMMUNICATION AND PURSUES TRENDY FASHION.

Retail Price : \$20 - \$300

Product Categories : WOMEN'S FASHION > Ready-To-Wear (RTW), Accessories (ACC), Bags

Annual Revenue(24y) : \$2M

Sales Channels : Official Website, MUSINSA, 29CM, WCONCEPT Etc.

Overseas Channels : Online :
MUSINSA Global



OFFICIAL SITE

PLACE WHOLESALE ORDER

INSTAGRAM

LOOPLOOP

BS Official Brand

REPUBLIC OF KOREA / SINCE 2020

LOOPLOOP IS A SWIMWEAR BRAND DRIVEN BY THE MOTTO "COLORIZE YOUR BODY," CAPTURING TIMELESS BEAUTY IN EVERY PIECE. FROM INDOOR POOLS TO THE OCEAN AND RESORTS, OUR DESIGNS FEATURE REFINED SILHOUETTES AND DELICATE DETAILS THAT NATURALLY COMPLETE SWIMWEAR AS A STYLE. BLENDING VINTAGE SENSIBILITIES WITH A POETIC MOOD, LOOPLOOP CREATES NOT JUST SWIMWEAR, BUT WEARABLE ART THAT EMBRACES THE BODY.

Retail Price : \$50 - \$162
Product Categories : Sports > Swim Wear, Accessories (ACC)
Annual Revenue(24y) : \$1M
Sales Channels : MUSINSA, 29CM, WCONCEPT, SSFSHOP, EQL Etc.
Overseas Channels : **Online :**
MUSINSA GLOBAL, LAFORET HARAJUKU PARIS, K-FASHION PARIS



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MSGRN BS Official Brand

REPUBLIC OF KOREA / SINCE 2020

MSGRN BLENDS 40 YEARS OF CRAFTSMANSHIP WITH AI TO CREATE DEEPLY PERSONALIZED JEWELRY. USING THE AI PROGRAM CHROMAKEY, IT ANALYZES CUSTOMER PREFERENCES TO OFFER UNIQUE, CUSTOM DESIGNS. CUSTOMERS CO-CREATE PIECES THAT REFLECT THEIR PERSONAL STORIES — TURNING JEWELRY INTO ART. MSGRN EMPOWERS SELF-EXPRESSION THROUGH TECHNOLOGY AND DESIGN.

Retail Price : \$26 - \$2,300

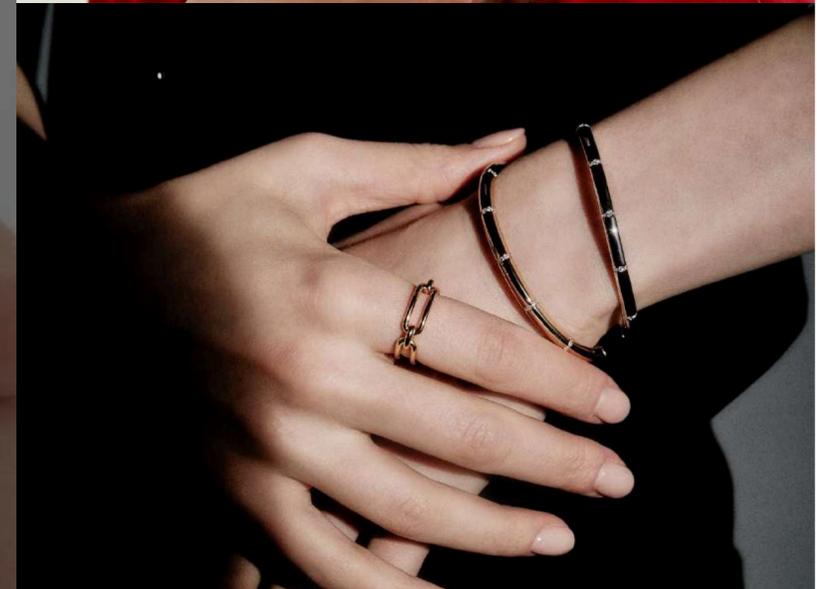
Product Categories : Fashion Accessories > Jewelry (JEW), Accessories (ACC)

Annual Revenue(24y) : \$1M

Sales Channels : MUSINSA, 29CM, WCONCEPT, SSFSHOP, EQL Etc.

Overseas Channels :

- Online :** Official Website, WCONCEPT, 29CM, Shilla/Lotte/Shinsegae Duty Free Etc.
- Offline :** Lotte Department Store, The Hyundai Pop-Up Store



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INSTAGRAM

IBYP  BS Official Brand

(I BAG YOUR PARDON)

REPUBLIC OF KOREA / SINCE 2023

I BAG YOUR PARDON. IS A BRAND THAT REPRESENTS THE JOURNEY OF ESCAPING REALITY IN SEARCH OF TRUE HAPPINESS. INSPIRED BY THE PHRASE "I BEG YOUR PARDON?", IT TELLS THE STORY OF LEAVING BEHIND THE NOISE OF EVERYDAY LIFE AND HEADING TOWARD YOUR OWN PARADISE. EXPERIENCE QUIET LUXURY WITH I BAG YOUR PARDON. BAGS — TIMELESS IN DESIGN, SIMPLE YET ENDLESSLY CAPTIVATING.

Retail Price : \$90 - \$300

Product Categories : Fashion Accessories > Bags (BAG), Accessories (ACC)

Annual Revenue(24y) : \$1M

Sales Channels : Official Website, 29CM, WCONCEPT, Pop-Up Event At Galleria Department Store



OFFICIAL SITE

PLACE WHOLESALE ORDER

INSTAGRAM

FACE REPUBLIC BS Official Brand

REPUBLIC OF KOREA / SINCE 2019

FACE REPUBLIC IS A KOREAN SKINCARE BRAND DEDICATED TO GENTLE, HYPOALLERGENIC SOLUTIONS FOR SENSITIVE SKIN. WITH A STRONG PRESENCE ACROSS SOUTHEAST ASIAN CHANNELS SUCH AS WATSONS AND SHOPEE, THE BRAND HAS BUILT A LOYAL FOLLOWING THANKS TO ITS CLEAN INGREDIENTS, MINIMALIST FORMULAS, AND ACCESSIBLE PRICE POINT. ITS BEST-SELLING LINES — INCLUDING TONE-UP CREAMS, SUN GELS, AND SOOTHING PADS — MAKE FACE REPUBLIC A POPULAR CHOICE AMONG YOUNGER CONSUMERS SEEKING K-BEAUTY SIMPLICITY WITH PROVEN RESULTS.

Retail Price :	\$10 - \$30
Product Categories :	Cosmetics > Skin Care, Cleansing
Annual Revenue(24y) :	\$3.5M
Overseas Channels :	Online : ZALORA(South East Asia), YesStyle(Global), L'Etoile(Russia) Offline : Watsons



OFFICIAL SITE

PLACE WHOLESALE ORDER

INSTAGRAM

HOTEL DAWSON

BS Official Brand

REPUBLIC OF KOREA / SINCE 2020

HOTEL DAWSON CAPTURES THE AMBIANCE OF LUXURY BOUTIQUE HOTELS THROUGH ITS SIGNATURE LINE OF DIFFUSERS AND PERFUMES. WITH ELEGANT PACKAGING AND CAREFULLY CRAFTED SCENTS, THE BRAND OFFERS AN ELEVATED OLFACTORY EXPERIENCE THAT BLENDS SEAMLESSLY INTO BOTH PERSONAL AND HOME ENVIRONMENTS. DESIGNED WITH AESTHETIC MINIMALISM AND SOPHISTICATED SCENT PROFILES, HOTEL DAWSON APPEALS TO BEAUTY RETAILERS, INTERIOR SHOPS, AND LIFESTYLE CONCEPT STORES ALIKE. THE BRAND REGULARLY LAUNCHES SEASONAL FRAGRANCE COLLECTIONS AND OFFERS FLEXIBLE B2B SETS TAILORED FOR GLOBAL RETAIL PARTNERS.

Retail Price : \$15 - \$150
Product Categories : Fragrance > Diffuser, Perfume, Body Care Product
Annual Revenue(24y) : \$2.2M
Sales Channels : Official Website, 29CM, MUSINSA Etc.



OFFICIAL SITE

PLACE WHOLESALE ORDER

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RISKY BEAUTY

BS Official Brand

REPUBLIC OF KOREA / SINCE 2024

RISK THE RULES, REVAMP THE BOLDNESS. RISKY IS A BOLD BEAUTY BRAND THAT BREAKS THE MOLD AND PIONEERS FREEDOM. THROUGH INTENTIONAL IMPERFECTIONS, WE DEFINE AUTHENTICITY WITH GREATER BOLDNESS.

Retail Price : \$15 -\$200
Product Categories : Cosmetics > Eyes Make-Up, Lips Make-Up
Annual Revenue(24y) : \$1M
Sales Channels : Official Website



OFFICIAL SITE

PLACE WHOLESALE ORDER

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NICE WEATHER

BS Official Brand

REPUBLIC OF KOREA / SINCE 2020

FAD IS A BRAND BORN FROM THE HARMONIOUS BLEND OF MODERN SENSIBILITIES AND THE ELEGANCE OF THE PAST, FREELY EXPRESSING CULTURAL ELEMENTS ACROSS GENERATIONS AND GIVING NEW VALUE TO THOSE OF THE PAST. FAD'S COLLECTIONS EXUDE A UNIQUE MOOD WHERE YOUTHFUL, SOPHISTICATED ENERGY MEETS REFINED ELEGANCE. EVERY YEAR, FAD PURSUES NEW CHALLENGES AND TRANSFORMATIONS, PRESENTING DIVERSE AND CREATIVE COLLECTIONS.

Retail Price : \$35 - \$100

Product Categories : NISEX CASUAL > Ready-To-Wear (RTW), Accessories (ACC), Bags

Sales Channels : MUSINSA, 29CM, EQL



04

APPENDIX

APPENDIX PRESS RELEASE

Buying Square, Women's Clothing 'Or' First Pop-up Store in Japan

Reporter Lee Yu-min (youmin@fashionbiz.co.kr) | 25.04.29 · Views 1,104



Buying Square (CEO Choi Jeong-hyeon) will collaborate with Japanese authentic high-end boutique 'RESTIR' to launch the first solo pop-up store of K-fashion brand 'ORR' in Japan. The pop-up store will be held from April 26 to May 5 at the RESTIR edit shop during Japanese Week.

This Or Japan-only pop-up store is being held through a collaboration between Buying Square, which acts as a bridge for K-fashion brands to enter the overseas market, and Restier, a native high-end boutique in Japan. Buying Square is supporting the B2B overseas expansion of many promising K-fashion brands through 'Catalog Shop,' Korea's first global brand management platform. It is utilizing its network of approximately 170 overseas suppliers, established through wholesale distribution of 3,300 global brands over the past five years, to smoothly develop overseas sales channels for K-fashion brands.



entrepreneur Posted 2025.03.26 18:38 | Last modified 2025.03.31 14:04 | Like 202504 | 120 pages on the ground

Choi Jeong-Hyeon, CEO of Buying Square

Reporter Yeo Kyung-mi (yeo.kyeongmi@joongang.co.kr)

| K-fashion wholesale platform leader

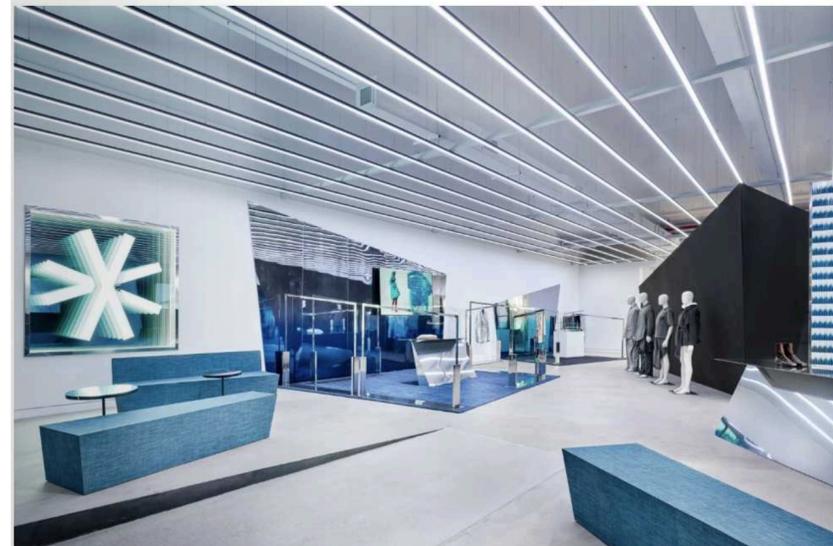
Thanks to the explosive popularity of K-content and K-dramas, interest in 'Korean products' is higher than ever around the world. Buying Square, a leader in the brand wholesale sector, is evaluated as a company that seeks to actively export K-fashion by reorganizing the outdated global wholesale distribution structure and improving labor-intensive wholesale transaction practices.



Buying Square Supports Exports of Promising K-Fashion Brands at the 7th China International Import Expo (CIIE)

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BUYING SQUARE Opens Experiential Brand Showroom 'VIBE TWLV' in Brooklyn



BUYING SQUARE to open first brand showroom, VIBE TWLV, in New York.

Published 12:06 AM GMT+9, February 26, 2025

NEW YORK, Feb. 25, 2025 /PRNewswire/ -- BUYING SQUARE, a generation digital wholesale platform Catalog Shop, unveils its first brand showroom, **VIBE TWLV**, in Brooklyn, New York. The 4,277 sq ft showroom, located on 4th Street in Williamsburg, enhances the neighborhood's vibrant fashion scene by providing a space for nearby luxury fashion houses such as Hermès and Chanel, and luxury retailers like Supreme and Kith.

Under the concept of "SUPERNORMAL UNIVERSE," VIBE TWLV is a complex that defies conventional retail logic by harmoniously combining "VIBE," symbolizing complete spirituality, with "TWLV," considered the most perfect number, to create a complete interior design that incorporates signature retail elements to amplify the creativity of participating artists and design installations and performances.

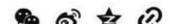


K-fashion brands ORR and DRAGONBLUES on display at the CIIE booth at the 7th China International Import Expo (CIIE)

Reporter Lee Yoon-jung | Brand wholesale convergence company Buying Square announced on the 6th that it will introduce K-fashion brands 'ORR' and 'DRAGONBLUES', for which it holds global distribution contracts, to the global market at the 7th China International Import Expo (CIIE) to be held in Shanghai, China for six days from November 5th.

BUYING SQUARE加速推动韩流时尚品牌进军亚洲主要市场

2025-05-14 08:00 来源: 环球时尚动态 发布于: 上海市



韩国首尔2025年5月14日/美通社/ -- 新一代数字批发平台BUYING SQUARE宣布启动一项计划,旨在支持市场前景巨大的韩流时尚品牌进军包括中国、日本和中国香港特别行政区在内的亚洲主要市场。凭借其本地分支机构网络,该公司与ORR、CODEGRAPHY、CITY BREEZE等20个知名韩流时尚品牌正式签订了全球官方批发协议。目前, BUYING SQUARE正在扩大其品牌品类,将涵盖美妆、珠宝、家具和艺术等领域。

该计划的目标客户是希望在亚洲地区分销韩流时尚品牌并开展B2B批发业务的中国企业。BUYING SQUARE拥有丰富的分销专业知识,其与乐天集团、新世界集团、可隆集团和新罗免税店等韩国领先时尚巨头的批发交易额累计超过7.9亿人民币(约合1.1亿美元)。此外,该公司还提供经认证的零售网络资源,以及与韩国首尔产业振兴院(Seoul Business Agency)的商业合作机会,后者致力于扶持代表首尔、具有发展潜力的韩流时尚品牌的发展。

BUYING SQUARE能够率先发掘极具潜力的韩流时尚品牌,并助其进行全球扩张。通过其

leadership of Chinese brands from 120 countries and the world to enter the market, providing an opportunity to experience and learn about products such as food, fashion, and more. Brands participating, and this includes Burberry and

APPENDIX

VIBE TWLV

Immersive B2B Showroom in Williamsburg, Brooklyn

In 2024, we established a 4,260 sq.ft multi-functional cultural space in Williamsburg, Brooklyn.

The showroom presents curated K-brand and designer showcases, with live events and exhibitions.

Integrated with our platform, it supports real-time wholesale ordering.



APPENDIX

VIBE TWLV

More than 40 vibrant global designer brands converge in this enchanting space,
a recipient of the prestigious 2025 ASIA DESIGN PRIZE.

WOMEN

MEN



JWANDERSON

DIDDI LEE

MARNI and wander

KOCHÉ DIESEL OSOI

Drôle de Monsieur OTTOLINGER

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HEREU RUDSAK Collina Strada MAISON KITSUNÉ JOHANNA PARV

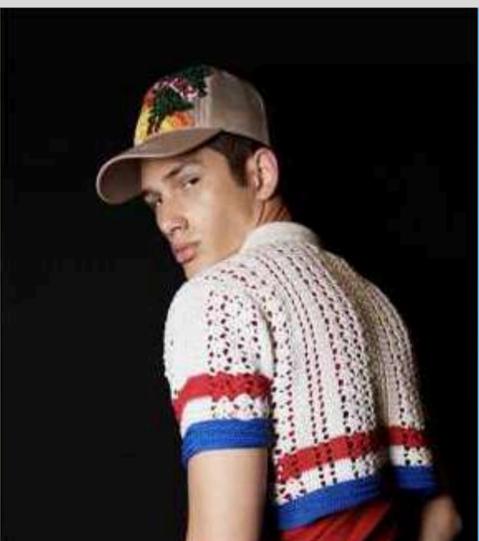
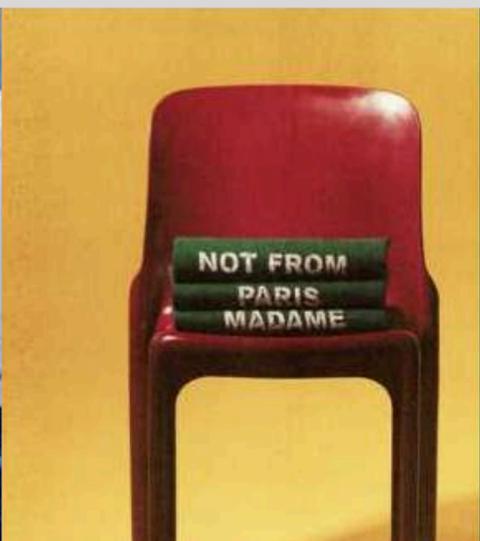
Sporty&Rich coperni MARGE SHERWOOD Juun.J SUNNEI

AARON ESH MAGLIANO HED MAYNER RECTO EENK

DSQUARED2 Martine rose® Juun.J FUMITO GANRYU RUDSAK

KIDSUPER STUDIOS POST ARCHIVE FACTION PLAN C Sporty&Rich NN. 07 SUNNEI

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