

EIDER

CHALLENGE YOUR FEAR, FEAR IS NOTHING!



EIDER CHAMONIX ESPRIT

우리는 두려움을 넘어 모험을 선택하며, 그 정신을 모든 탐험가들에게 전하고 있습니다.

**CHALLENGE YOUR FEAR,
FEAR IS NOTHING.**

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01

EIDER IS



BRAND EIDER

EIDER's brand name is inspired by the Eider duck, which possesses the most beautiful wings in the Alps.



The Eider duck, which inhabits the coastlines of Iceland and Greenland, plucks its own down to protect its eggs and offspring from extreme cold and natural hazards. Eider down is reclaimed from the nests after the Eider ducks have left, ensuring the protection of Eider ducks. Because of its harvesting process, only limited quantities can be acquired, and as a result, its price is considerably high.



The original EIDER logo, formed by Eider duck eggs, symbolizes the brand's commitment to providing safe protection for humans even in extreme natural environments through high functionality and comfort.



Eider duck



Functionality

Eco-friendliness

Premium

BRAND VALUE

CHAMONIX ESPRIT

“No Demons, No Dragons Just Breathtakingly Beautiful”

This is the sentiment left behind by the pioneers of modern mountaineering, French climbers Jacques Balmat and Michelle Paccard, upon their first ascent of Mont Blanc.

In 18th Century Europe, mountain climbing had become a popular pursuit, and the snow-covered peak of Mont Blanc was one of the most coveted climbing objectives at the time.

After three years of arduous attempts, Balmat and Paccard formed a mountaineering team. They crossed desolate plains, climbed high mountains, traversed glacier crevasses, and overcame harsh weather and numerous difficulties. Finally, on August 8, 1786, they achieved the extraordinary feat of being the first humans to reach the summit of Mont Blanc.

In the year of 1962, born in Chamonix, Eider defines the **CHAMONIX ESPRIT** as their challenge to overcome the fear of the unknown.

And EIDER says,

“Everyone has their own Mont Blanc to overcome.

The challenge of confronting your fear is the only way to overcome that fear.”



BRAND ORIGIN

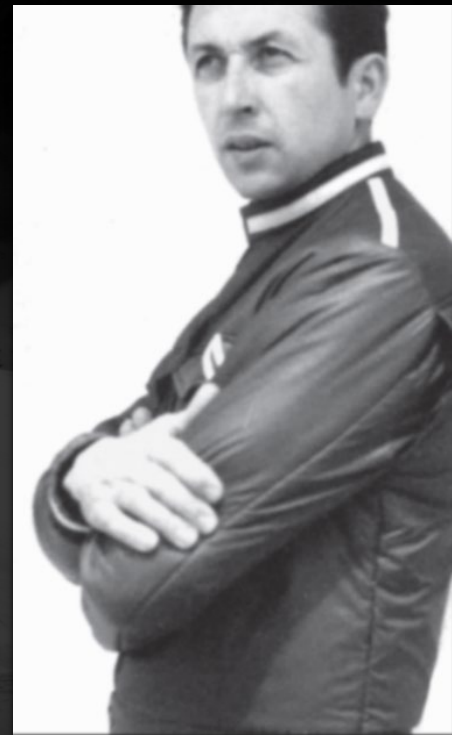
1960S: The beginning and development of the brand



EIDER's founder

Georges Ducruet, who worked as a tailor near the beautiful lakes at the foot of the French Alps, began creating functional and high-performance winter sports jackets using EIDER duck down.

In 1962, with a team of 21 employees, the first 'EIDER' store was established in the Alps. In 1973, a factory was established in Haute Savoy, France, with 45 employees, marking the official start of the production of winter sports clothing and ski-related equipment.



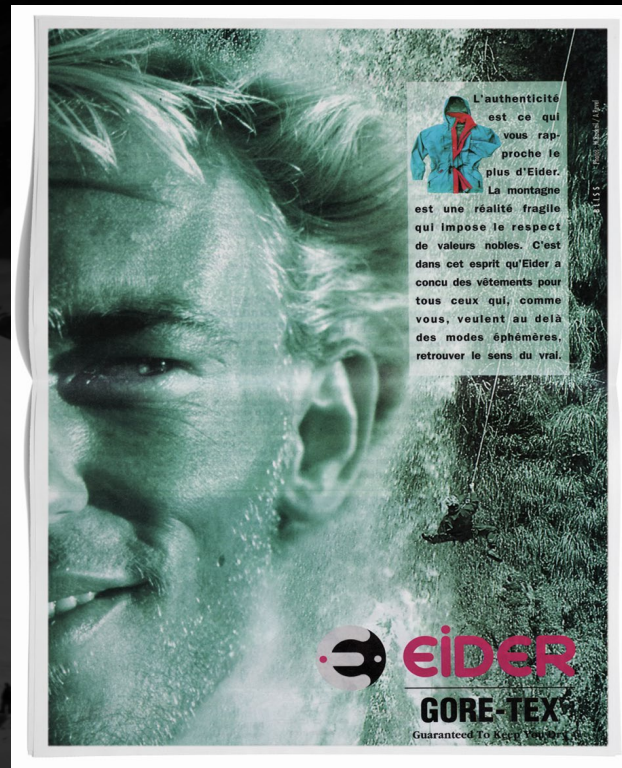
BRAND ORIGIN

1970S: Incorporating functional materials



The first application of Gore-tex

In the 1970S, EIDER expanded its clothing production beyond skiing and winter sports to encompass a wider range of activities. It began manufacturing clothing for climbing, hiking, and progressively entered the outdoor product market. Furthermore, EIDER actively incorporated high-performance materials like Gore-tex .



BRAND ORIGIN

1980S: Brand expansion



Expansion from skiing to Mountaineering

In the late 1980S, the business expanded from snow sports into mountain-related areas, leveraging expertise in winter sports clothing to produce extreme outdoor apparel.



BRAND ORIGIN

1990S: Brand expansion



Expansion from Mountaineering to Trail Running and Travel

In the 1990S, EIDER expanded its brand's scope to reach a wider audience. By emphasizing technical expertise in the mountain sector and expanding into various fields such as trail running and travel, the brand achieved growth as a comprehensive outdoor brand.



BRAND ORIGIN

2000S: The beginning of design innovation

EIDER has solidified its position with outstanding design and functionality, providing hikers with the best outdoor performance experience while establishing a diverse product line up.



Time Line

'EIDER'
Born in
Chamonix, France
1962



1962



1970



1980



1990

'EIDER'
Launched
in Korea
2006



2006

'EIDER'
Chinese
License
Agreement
2025



2023

'EIDER'
European
License
Agreement
2022

'EIDER'
Acquisition of
Global
Trademark
2020



2015

'EIDER'
Corporate
separation
In Korea
2014

'EIDER'
Acquisition of
Korean
Trademark
2009

02

OUR PRODUCTS



TOUR DU CHAMONIX

M-SERIES



Functional Apparel Series Suitable
For Extreme Natural Environments

HIKING NEW STYLE
TECH

C-SERIES



Casual And Stylish Clothing Series
Suitable For Urban Life and Light
Outdoor Activities

LIFESTYLE ADVENTURE
FUNCTION

M-SERIES

Provide functional outdoor clothing series suitable for professional outdoor activities.

The design style is simple and capable, while embodying the high-end sense, it also pays attention to the comfort of the clothing.



M Series provides functional outdoor clothing series suitable for professional outdoor activities such as mountaineering and hiking



M-SERIES*CIRCULART*

M Series provides functional outdoor clothing series suitable for professional outdoor activities such as mountaineering and hiking

CIRCULART TECHNICAL DOWN JACKET

High-performance goose down jacket series using air circulation tech



1. Designed for extreme cold environments, it integrates EIDER's top thermal insulation technology
2. Adopts breathable-baffle bonding technology to achieve efficient heat circulation, improve warmth, and enhance the fluffiness recovery performance of down
3. Combined with seamless and hot-melt welding technology, it effectively blocks cold air and ensures uniform insulation
4. Uses highly waterproof 3-layer fabric to provide protection in rainy and snowy weather while keeping the down dry and fluffiness
5. Equipped with a two-way waterproof zipper to enhance waterproofness and improve freedom of movement



M-SERIES

HERITAGE



M Series provides functional outdoor clothing series suitable for professional outdoor activities such as mountaineering and hiking

HERITAGE GORE-TEX 3L WATERPROOF JACKET

The ultimate outdoor performance collection combining ergonomic tailoring and high-performance fabrics



1. Made of Gore-tex 3L fabric, it provides perfect waterproof and windproof, excellent breathability, and outstanding durability
2. Waterproof zipper & curved design provide three-dimensional fit, comfort and excellent mobility
3. The air circulation system in the sleeves and the three-dimensional version provide excellent wearing comfort and mobility
4. Three-dimensional tailoring design & dart provide comfortable wearing feeling



M-SERIES

TECH JACKER SERIES-"WINDLOCK" AND "DEFENDER"



M Series provides functional outdoor clothing series suitable for professional outdoor activities such as mountaineering and hiking

WINDLOCK WINDSTOPPER JACKET



A collection of windproof jackets in Gore-tex Windstopper 2l

DEFENDER 2L WATERPROOF JACKET



Waterproof jacket series using EIDER's exclusive technology and self-developed high-performance Defender protect fabric



C-SERIES

A leisure outdoor clothing series that brings a sense of freshness to everyday life

Incorporate natural colors and a youthful, trendy design style.
Perfect for everyday life and various travel and leisure activities.



C Series provides outdoor casual clothing series that brings freshness from everyday life



C-SERIES

STOOKY



STOOKY GOOSE DOWN JACKET



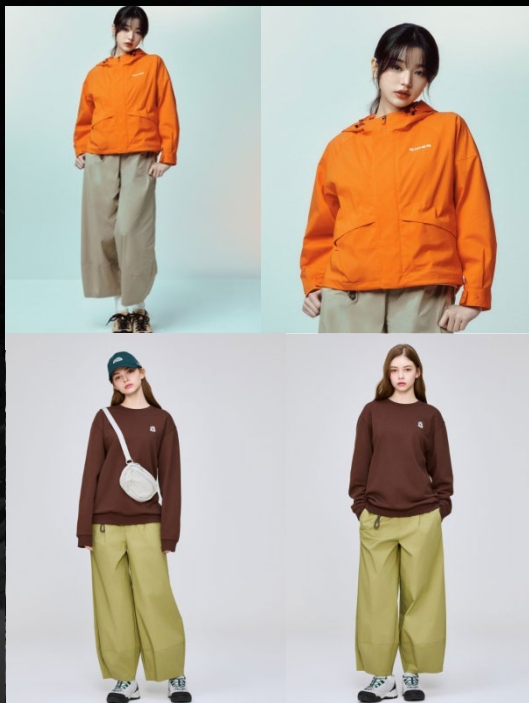
EIDER's representative product Stooky goose down jacket series



1. Goose down products made of high-quality goose down have superior warmth retention and quick rebound and fluffiness compared to ordinary goose down
2. Short version that modifies the female fit
3. Water-repellent polyester fiber spinning fabric, cotton-soft touch
4. Highly recognizable national flag medal as design embellishment
5. RDS certified goose down jacket, golden ratio of goose down ratio 80:20, excellent warmth retention
6. Natural raccoon fur hood collar that can be removed separately according to needs

C Series provides outdoor casual clothing series that brings freshness from everyday life



C-SERIES*RIDGE & CITY CORE*

C Series provides outdoor casual clothing series that brings freshness from everyday life

RIDGE CORE WINDPROOF JACKET

A series of leisure products inspired by the atmosphere and color scheme of mountain adventures, creating a new look

RIDGE CORE BALLOON PANTS

A new collection of balloon-style pants inspired by the atmosphere and colors of mountain adventures

C-SERIES

SHEER



C Series provides outdoor casual clothing series that brings freshness from everyday life

SHEER LIGHTWEIGHT JACKET



EIDER's new sheer series for women combines women's daily life with outdoor scenes, providing fashionable layering and pleasant lightness

SHEER STRING PANTS



The relaxed fit drawstring trousers are stylish and feature unique details, making them the perfect piece for a statement look. The curved cut and drawstring design at the back of the calf allow you to adjust the silhouette as you wish

SHOES

K2 Korea Group has created an exclusive line of outdoor shoes through our in-house R&D system.

These shoes feature advanced technologies like the X-grip Outsole, Gore-tex, Cordura, BOA system, and other functional materials and advanced technologies offering lightweight and functional hiking footwear.

Moreover, we introduced a wide variety of products, including sneakers and Slip-ons loafers and other styles suitable for casual wear.



GORE-TEX
Invisible +

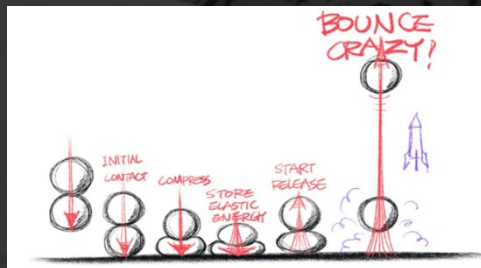
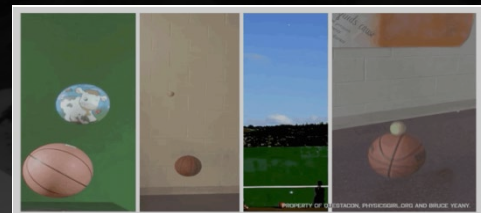
Toe cap
injection

Cushion
capsule

Principle of
double
elasticity

Gelatin
FOAM

Abrasion Resistance
and grip



SHOES

M-SERIES

DOUBLE REACT



1. EIDER's exclusive technology integrated into Ultra-lightweight cushioning capsule hiking shoes
2. Designed with a multi-layered elastic ball stacking structure, delivering up to 4-5 times the rebound energy, significantly enhancing heel cushioning performance
3. The first domestically developed expandable Gore-tex Invisible+ technology, combining waterproof and breathable properties for superior comfort
4. X-GRIP outsole (containing 30% butyl rubber) ensures exceptional traction and anti-slip performance across various challenging terrains

RAPTOR WIDE



1. Designed with a bootie-style elastic Gore-tex fabric construction, ensuring comfortable fit for prolonged wear while providing excellent waterproof performance
2. The outsole lugs feature a reverse hook-shaped design, delivering superior traction and stability on various terrains

AERO TREK



1. Combines stretchable Gore-tex with a breathable outsole construction, delivering superior comfort for hiking during the spring and summer seasons
2. BOA quick-lacing system allows for easy on and off by simply turning the dial, enhancing convenience
3. Equipped with ventilation channels in the forefoot and midsole, maximizing breathability.

SHOES

C-SERIES

PAVE



1. The newly released EIDER's signature model of "Pierce TT," continues its legacy as a lifestyle-driven everyday outdoor sneaker, designed with an emotional touch
2. The outsole features a gear-like tread pattern inspired by laid tiles, leading to the product's name, "PAVE," which refers to the cobblestone streets of France
3. The EVA midsole ensures lightweight cushioning with a retro aesthetic, embodying EIDER's new lifestyle philosophy

JANE



1. From casual comfort to stylish elegance, these gracefully designed Mary Jane shoes offer a refined take on women's footwear
2. Featuring a Velcro strap design, they allow for easy adjustment and effortless wear
3. Crafted with breathable mesh fabric, ensuring a fresh and comfortable feel, while synthetic materials enhance outdoor stability and support.
4. Available in versatile classic black, as well as soft, elegant beige and lavender purple, adding a delicate touch to any outfit

AEGIS



1. Featuring a fully water-repellent knit upper, this enhanced version significantly improves stain resistance, catering to everyday protection needs
2. The seamless knit upper ensures natural foot movement while providing a snug, sock-like fit. Additionally, the diagonal elastic strap enhances support and stability, delivering a secure yet comfortable wearing experience

EQUIPMENT

Introducing an equipment line featuring various items suitable for outdoor activities.

This line includes specialized gear such as trekking backpacks, lightweight hats, gloves, and trekking poles for professional outdoor activities.

Additionally, it offers trendy designed backpacks, sling bags, bucket hats, and other casual products, providing a diverse and versatile selection.



EQUIPMENT

M-SERIES

C-SERIES

THE KANTE 35L
BACKPACK



POP NOVA 15L
BACKPACK



RIDGE 40L
BACKPACK



N-KANTE 20L
BACKPACK



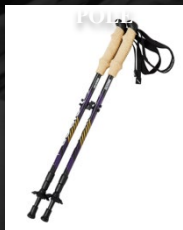
ETTE MINI
BACKPACK



N-KANTE
TRAVEL



CARBON THREE-
SECTION TREKKING



HIGH DENSITY
ELASTIC GLOVES



DEFENDER
WATERPROOF CAP



BUCKET HAT



ESSENTIAL CAP



SHINE CAP



CAMPING GEAR

Camping equipment product series that embodies EIDER's 60-year outdoor tradition

Tunnel tents that are full of EIDER's professional technology

Provide a variety of durable camping equipment such as folding chairs, storage boxes, and thermal boxes designed with Cordura fabrics.



03

STRENGTHS



DISTRIBUTION CHANNELS

001
OFF-LINE STORES

DTC
Brick-and-Mortar Shop
Department Store
Duty Free Shop

EIDER has a diverse range of offline stores with 4 DTC stores, 139 Brick-and-Mortar Shops, 125 department stores, 2 duty free shop in major commercial areas throughout Korea.

002
ON-LINE STORES

Online DT Store
Online Market Place

EIDER operates its own online DT store and actively engages in online sales by partnering with major domestic shopping malls.

003
OVERSEAS

License
Export

EIDER is strengthening its global capabilities through the expansion of its European and Chinese licensing business and the export of products to Asian markets.

OUR STORES

- EIDER DTC STORES

EIDER MYEONG DONG FLAGSHIP STORE

Located in the heart of Myeong-dong, this three-story store showcases the brand's full range of products, including outdoor and urban casual apparel, various functional outdoor footwear, outdoor gear accessories, and camping products. Through its panoramic store design and layout, it conveys the brand's **Chamonix Esprit**.

📍 EIDER flagship store – Myeong-dong-38 Myeongdong-gil, Jung-gu, Seoul, South Korea



OUR STORES

- EIDER BRICK-AND-MORTAR SHOP

EIDER's Brick-and-Mortar Shops are distributed across a total of 139 locations, strategically positioned in major hub areas.

📍 Jeju Store – 1st Floor, 49 Jungang-ro, Jeju-si, Jeju Special Self-Governing Province, South Korea



OUR STORES

- EIDER DEPARTMENT STORES

EIDER operates a total of 125 domestic department store and outlet stores.

📍 Lotte Main Store – 7th Floor, 81 Namdaemun-ro, Jung-gu, Seoul, South Korea



📍 Lotte Gwanggyo Outlet – 2nd Floor, Gwanggyo Center, Prugio City, 10 Docheong-ro, Yeongtong-gu, Suwon-si, Gyeonggi-do, South Korea



OUR STORES

- EIDER DUTY FREE STORES

EIDER operates a total of 2 duty free stores.

📍 **Jeju Shilla Duty Free Store** – Jeju Island Shilla Hotel Duty Free, 69 Loyun-ro, Jeju-si, Jeju Special Self-Governing Province, South Korea.



OUR STORES

ONLINE STORES IN SOUTH KOREA

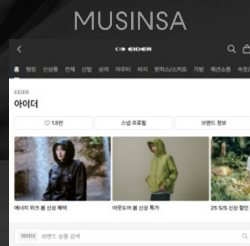
EIDER is not only present in its own online DT store but also has partnered with various online malls and marketplaces

ONLINE DT CHANNELS AND ONLINE MARKET PLACE

📍 EIDER OFFICIAL ONLINE MALL – K.VILLAGE



📍 MUSINSA



📍 29CM




📍 DOMESTIC ONLINE MALLS

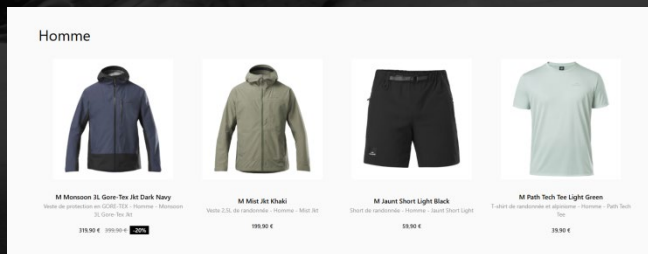



OUR STORES

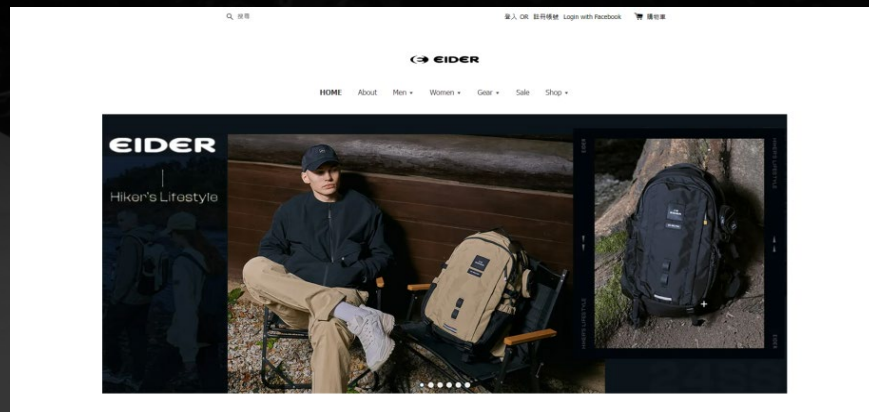
OVERSEAS

- Relaunch its brand licensed products in European market, with sales available both online and in physical stores in France.
- Asia-Pacific region, exporting domestic products to Taiwan and entered the mainland China market in 2023.
- Plans to open the first offline flagship store in China by 2025.

 EIDER EUROPE <https://www.eider.com>

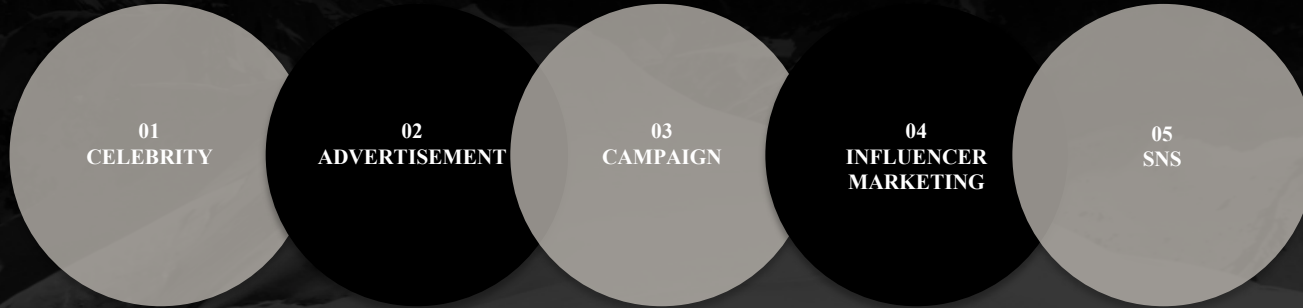


 EIDER TAIWAN <https://www.eider.com.tw/>



MARKETING

MARKETING STRATEGY



MARKETING

01 CELEBRITY

Time Line



Yoona 2011



Park Bo Gum 2018



Wanna One



Han So Hee 2020

Lee Min Ho



Irene
Red Velvet



Kim Woo Bin



Jang WonYoung 2025



NO:ZE 2022



Jang WonYoung



Aespa

2021

Park Bo Gum



MARKETING

02 ADVERTISEMENT

TV-CF



EIDER efficiently executes its advertising campaigns by utilizing TV commercials featuring main models every season. Ensuring widespread exposure across various channels, maximizing the impact of their advertisements.

OUTDOOR ADVERTISING



Utilizing vertical banners at brand flagship stores, featuring each season's key products to enhance visual impact and expand exposure coverage.

MARKETING

03 CAMPAIGN

EIDER ROAD & HIKER'S DAY

Through the "EIDER ROAD" Hiking Event, the brand introduced 504 hiking routes across various regions, actively promoting outdoor hiking culture. This initiative significantly enhanced consumer engagement, strengthened the connection between the brand and its customers, and reinforced its image as a trendy outdoor brand.



MARKETING

03 CAMPAIGN

PEAK HIKE-JEJU ISLAND HIKING

EIDER emphasizes experiencing outdoor activities in a friendly and enjoyable way.

Integrating ESG elements, the brand has developed a sustainable Jeju Island journey.

Rather than simply hiking, this initiative strengthens EIDER's outdoor brand image by encouraging consumers to immerse themselves in and appreciate Jeju's natural beauty.

Eco-friendly aspects, such as biodegradable material T-shirts and plogging-themed activities, further highlight the brand's commitment to ESG values.



Theme 1 Sound Walk



Theme 2: Trash Pickup Hiking



MARKETING

04 INFLUENCER MARKETING

MAIN PROMOTION EVERY MONTH

Based on the main IMC products and seasonality of each month,
shoot high-quality outdoor contents to enhance product and brand appeal and focus on IMC products

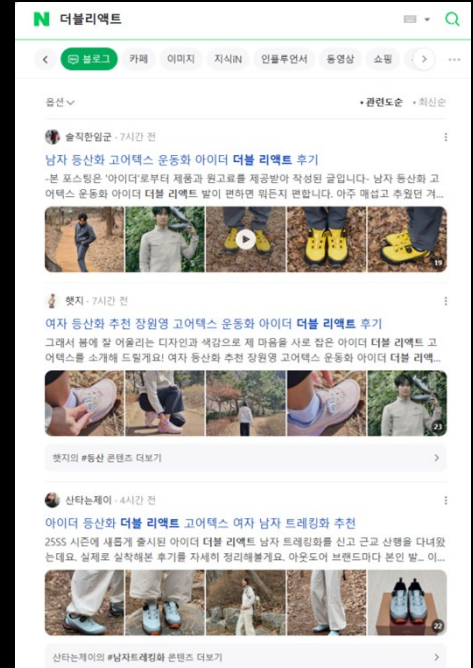
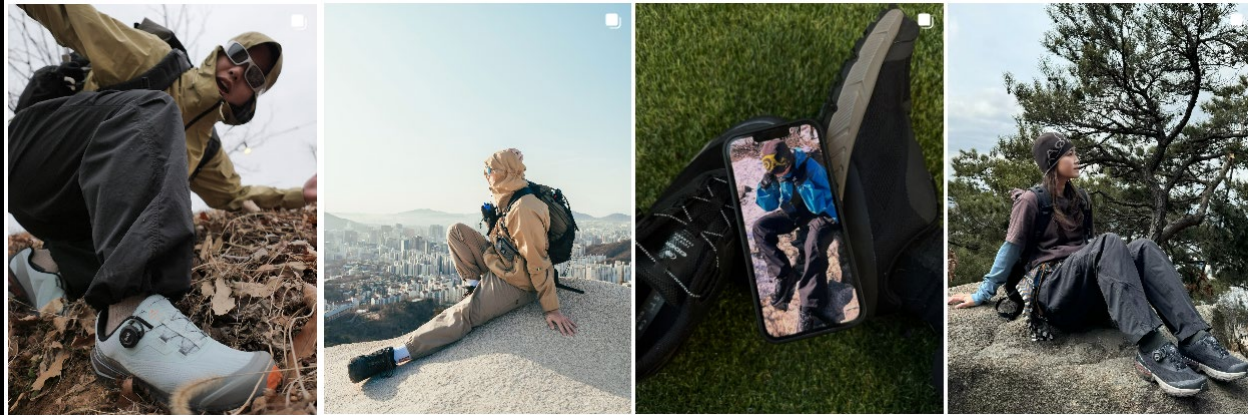
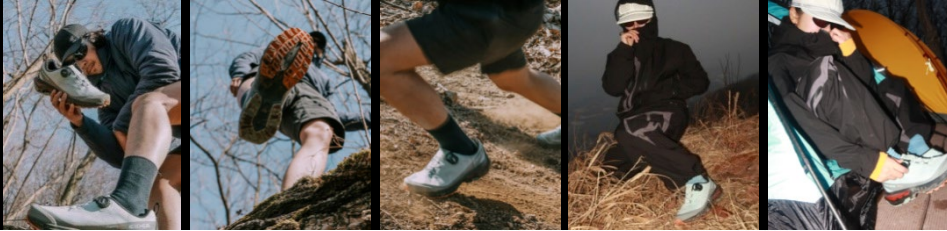
March	April	May	June	July
1.TECH JACKET 2.DOUBLE REACT	SHEER	WIND DRY	AIRY & LINEN	GRSPHIC TEE



MARKETING

04 INFLUENCER MARKETING

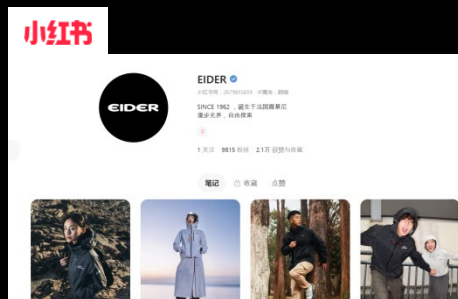
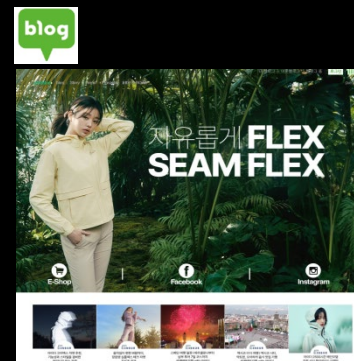
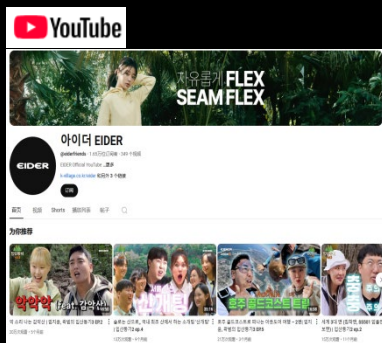
Cooperate with influential bloggers on platforms such as Blog, Instagram, Youtube, etc. for a comprehensive product promotion.



MARKETING

05 SNS

We have opened official SNS accounts on Youtube, Instagram, Naver Blog, Xiaohongshu, Weibo and other channels to promote the brand in all aspects.



04

APPENDIX

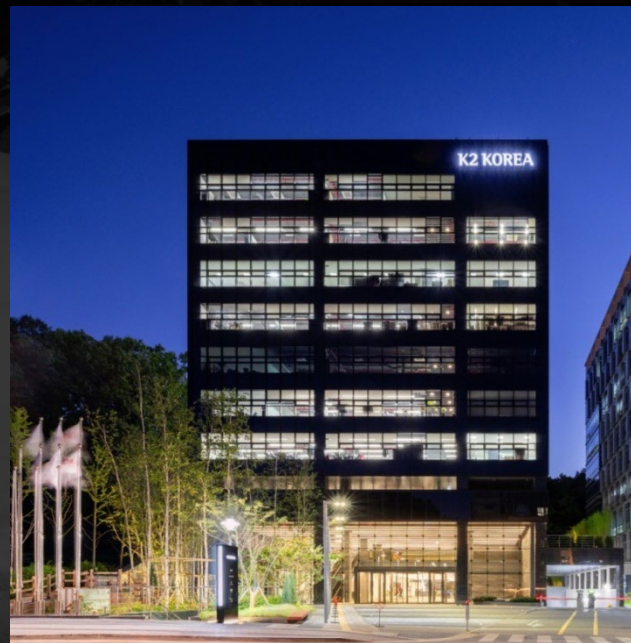


K2 KOREA GROUP

BRAND HISTORY

- 1978 'K2' Launched
- 2006 'EIDER' Launched in Korea
- 2014 'W.ANGLE' Launched
- 2016 'DYNAFIT' Launched in Korea
- 2020 'EIDER' Acquisition of Global Trademark
- 2021 'PIRETTI' Launched in Korea
- 2022 'EIDER' Europe License Agreement
- 2023 'NORDISK' Launched in Korea
- 2025 'EIDER' China License Agreement

K2 KOREA Group, Korea's leading fashion corporation, is steadily growing in different areas of Outdoor, Golf, Sports and Industrial Safety. With fearless challenges, we will keep doing our best to be Global No. 1 Fashion Company, beyond Korea, based on a constant exploration of new realms.



K2 KOREA GROUP

DISTRIBUTION CHANNELS



K2 KOREA Group has distribution sales channels including DTC stores, department stores, retailer stores, wholesale stores, duty free stores etc. It operates around of 1100 offline stores in South Korea.

K2 KOREA GROUP

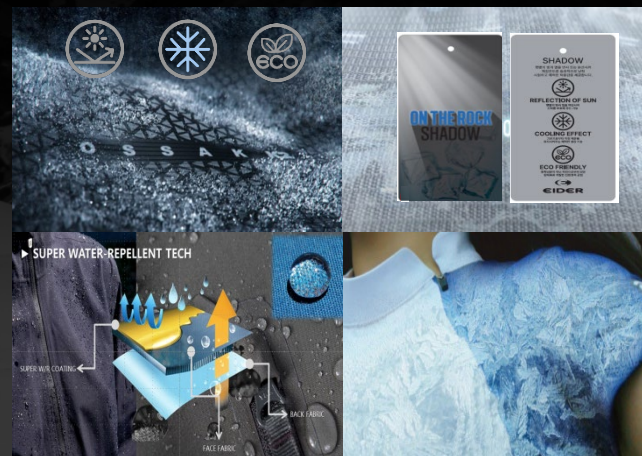
R&D INVESTMENT

Footwear R&D [Shoes Research Lab]



- K2 KOREA Group operates a Footwear Research Lab, conducting professional analyses on durability, stability, and traction. The lab develops functional footwear designed for various outdoor activities and sports environments.
- The proprietary X GRIP outsole technology is engineered to adapt to different mountainous terrains, providing optimal traction across various environments.

Self-developed functional fabrics



- K2 KOREA Group is committed to the independent development of functional fabrics, striving to provide consumers with the highest-quality outdoor experience.
- With a relentless pursuit of excellence, K2 KOREA consistently develops the most advanced functional outdoor products in the industry.

K2 KOREA GROUP

R&D FUNCTIONAL FABRICS

Continuously innovating and developing functional fabrics and technologies tailored for various outdoor and sports scenarios.



Water Resistant



Waterproof



Breathable



Windproof



Insulation



Antifouling



Lightweight



Stretch



Soft



CHAUD MAX



POLARTEC
POWER STRETCH



COTNA



POLARTEC HIGH LOFT



DEFENDER



POLARTEC FLEECE



GORE-TEX



POLARTEC ALPHA



GORE-TEX INFINIUM



SOFILETA



LYCRA



RECYCLED POLYESTER



PERTEX QUANTUM



SEAWOOL



DIAMOND FUSE



ICE T



CORDURA



3M



ANTI-POLLUTION



RDS DOWN



THERMOLOCK



PREMIUM GOOSE DOWN



CIRCULART



RECASHIMERE

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