



WOOLONG

BRAND OVERVIEW



TABLE OF CONTENTS



BRAND IDENTITY / COMPETITIVENESS	01
연혁	02
KEY METRICS & GROWTH	03
CUSTOMER PROFILE & TARGET STRATEGY	04
CUSTOMER COMMUNICATION & ENGAGEMENT	05
PRODUCT STRUCTURE & DESIGN PHILOSOPHY	06
MARKETING PERFORMANCE	07
SALES & DISTRIBUTION CHANNELS	08
CORE VALUE	09

BRAND IDENTITY / COMPETITIVENESS

The brand slogan is 'wear active life' in real life.
This is not just a product concept, it's a brand's attitude.

Vision Statement: "Popularize WOOLONG to all lifestyles by 2030"



WHY? WOOL-ALLONG?



Strongness

Product development skills with stories

It's not just about making 'clothes', it's about planning products that contain the brand's worldview and message

A philosophy that takes the essence of product function, fit, material, and silhouette at the planning stage Not just a fashionable design, but a fit and practical design
 Deliver product philosophy in three dimensions through content, customer response, and offline space

Sales of signature products such as hoodies and caps using logo play are strong
 IP-type assetization with high expandability, such as brand goods/collaboration
 Foundation for brand loyalty and content spread

COMPETITIVE COMPATIBILITY



BRAND GROWTH HISTORY

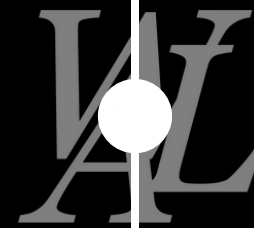
2018

"Brand growth story that started with Signature Ball Cap and expanded across product categories"
Launched in 2018, based on the slogan "Wear Actual Life"

Short-form contents > Spread SNS / Securing fast brand awareness through media utilization strategies based on K-POP fandom

2019 ~ 2021

2022 ~ 2023



Hyundai Opens First Pop-Up Store in Yeouido, Seoul
The first brick-and-mortar store opened in Gangnam, Shinsegae

Expanding full categories such as signature sweat, denim, outerwear, etc
Now: Brand's New Chapter > Lifestyle, Growing as Contemporary Brand

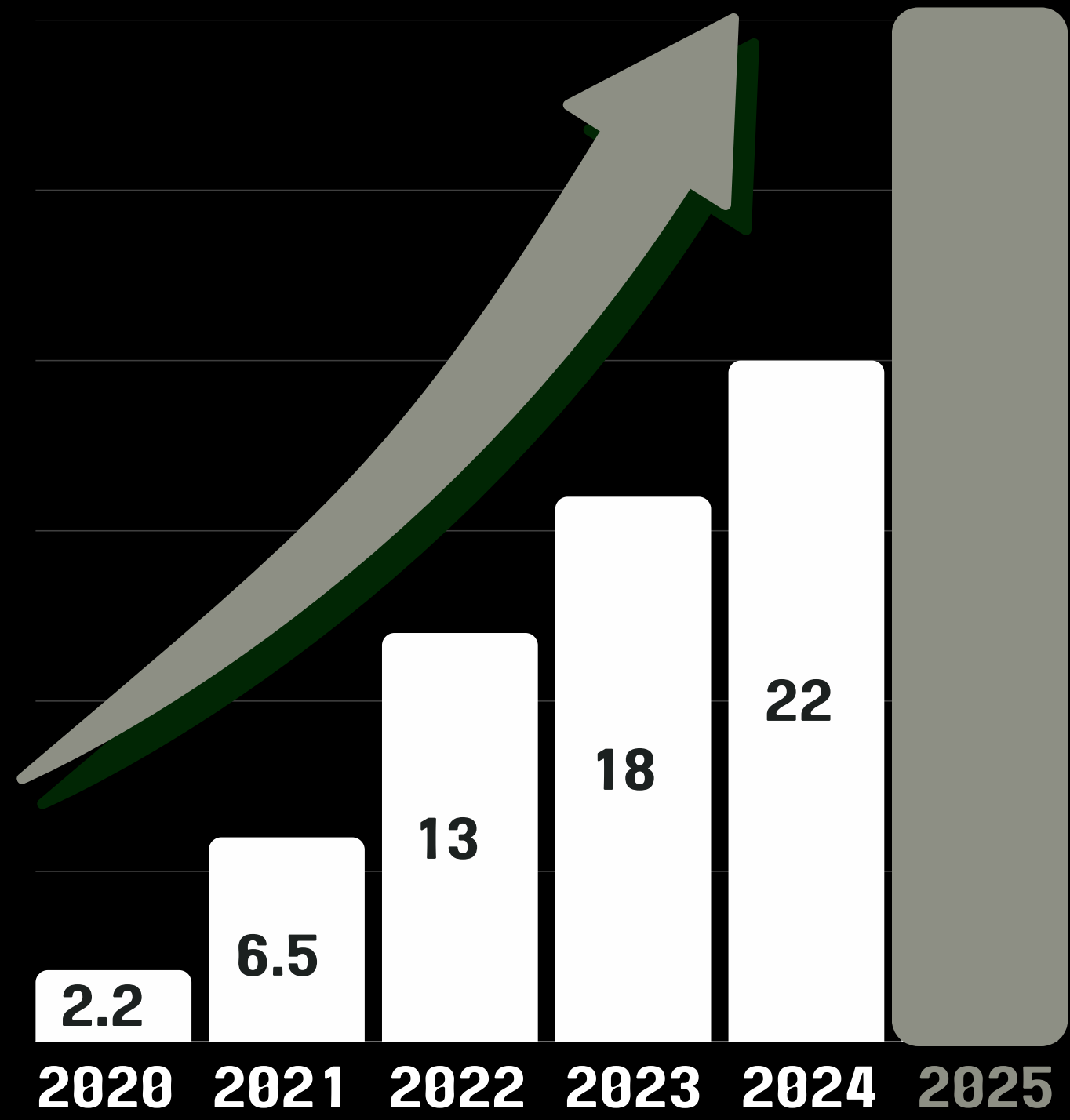
2023 ~ 2025

2025 ~

25SS Collection In Progress, Premium Line Will Be Launched Soon

KEY METRICS & GROWTH

KRW BILLION

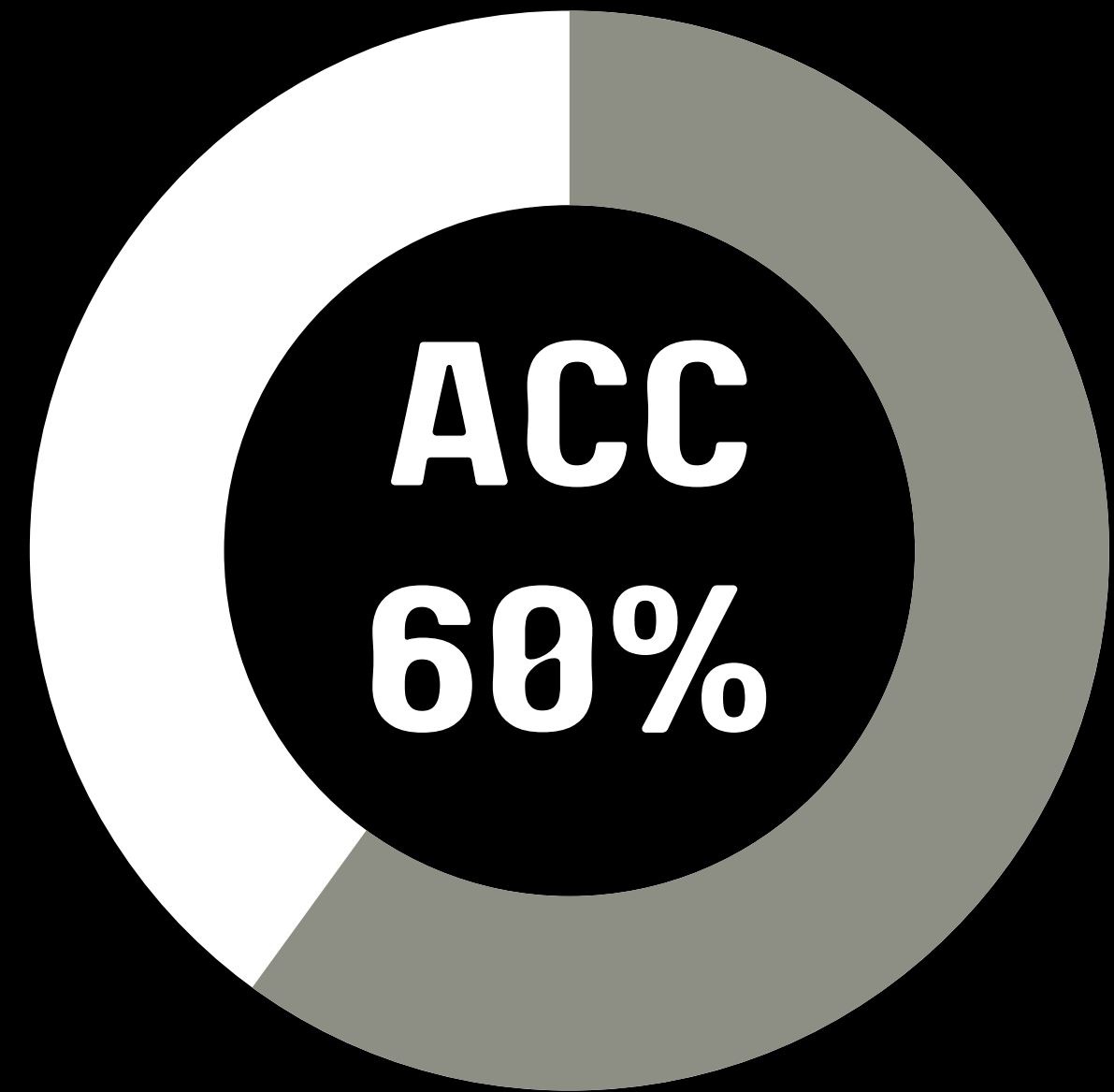


YEARLY REVENUE SUMMARY

We have been experiencing steady growth every year, with a goal to expand up to **KRW 350 billion in 2030**.

KEY PERFORMANCE INDICATORS

- More than **5.9 million** cumulative ball cap sales (2019-2025.5)
- More than 60% of total sales of cap sales
- SKU Expansion: Launch of New Line, including Premium Coat, Denim, etc
- Global Sales Countries Japan, Hong Kong, Taiwan, Thailand, etc. (Flagship Foreign Visits Rate Over 50%)



CUSTOMER PROFILE & TARGET STRATEGY



CORE TARGET

Age: mid-20s to early 30s (MZ generation)
Gender: Female-focused → Unisex family expansion → male customer growth trend

CUSTOMER JOURNEY STRATEGY (LTV-FOCUSED)

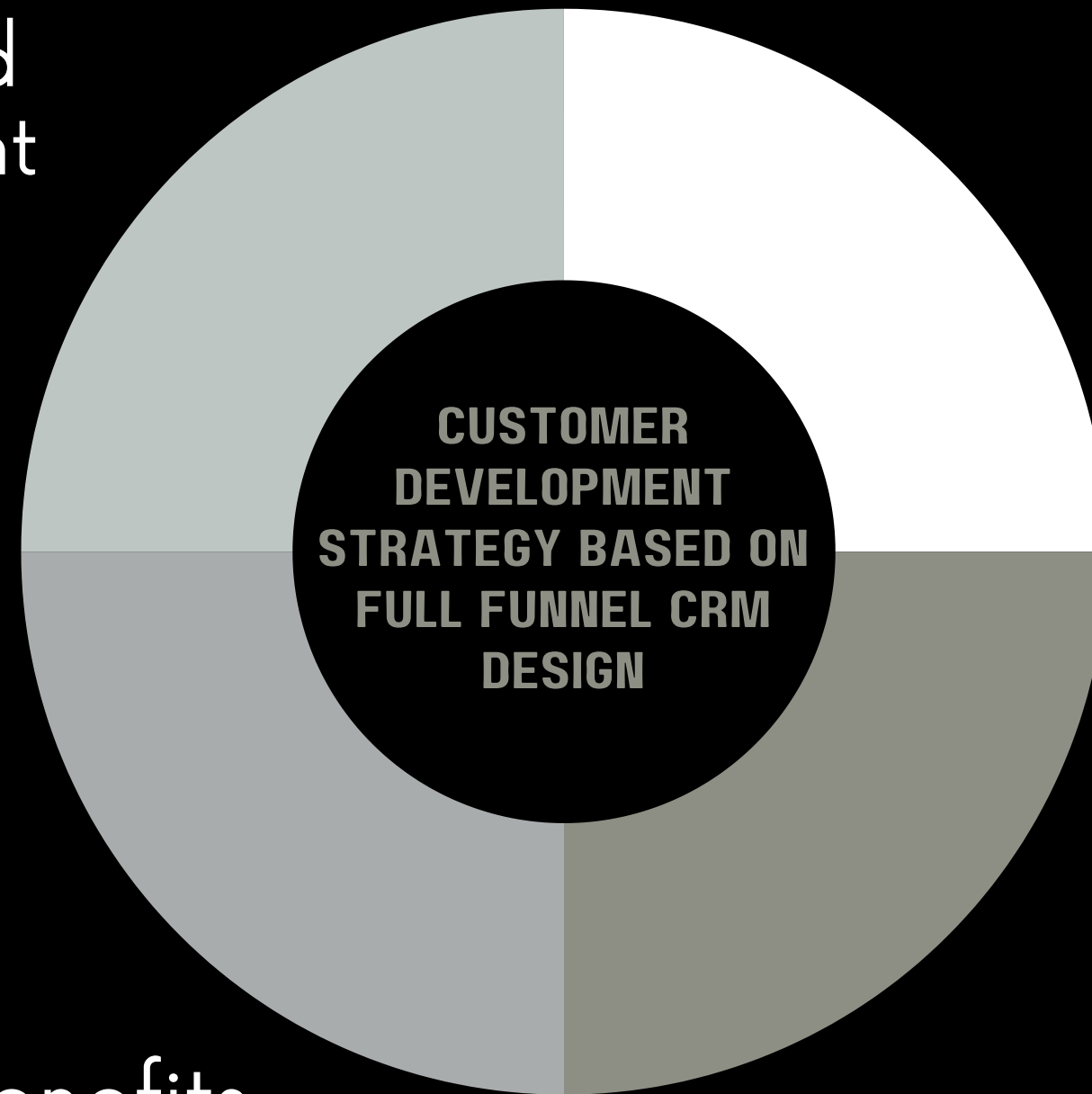
Objective: Maximize the ****Lifetime Value (LTV)**** for each customer

STRATEGIC STEPS



4.Loyalty
Dedicated Benefits, Elected
Products, Dedicated Content

1.Acquisition
SNS content, promotion



3.Retention
Remarking, Customized Benefits

2.Activation
New Welcome Campaign

GLOBAL CUSTOMER

Increased interest in K-Fashion → Strengthen global targets

Seongsu Flagship → Tax Refund Offers Global Benefits

Foreigners-only membership / multilingual POP operation

CUSTOMER COMMUNICATION & ENGAGEMENT

KEY TO BRANDING

: HEARTFELT COMMUNICATION WITH CUSTOMERS

1. Channel Talk-based **VOC (Voice of Customer)** Interworking Product Planning
2. **Regular Response Training + Real-time Feedback System** → Maintains annualized return of 3.8%
3. **'Ask me anything'** → Customer engagement product planning



PRODUCT STRUCTURE & DESIGN PHILOSOPHY



"DESIGNS THAT WEAR BRAND PHILOSOPHY"

We don't just wear clothes,
Making clothes that contain every moment of life.



1) CONFIGURING PRODUCT CATEGORIES

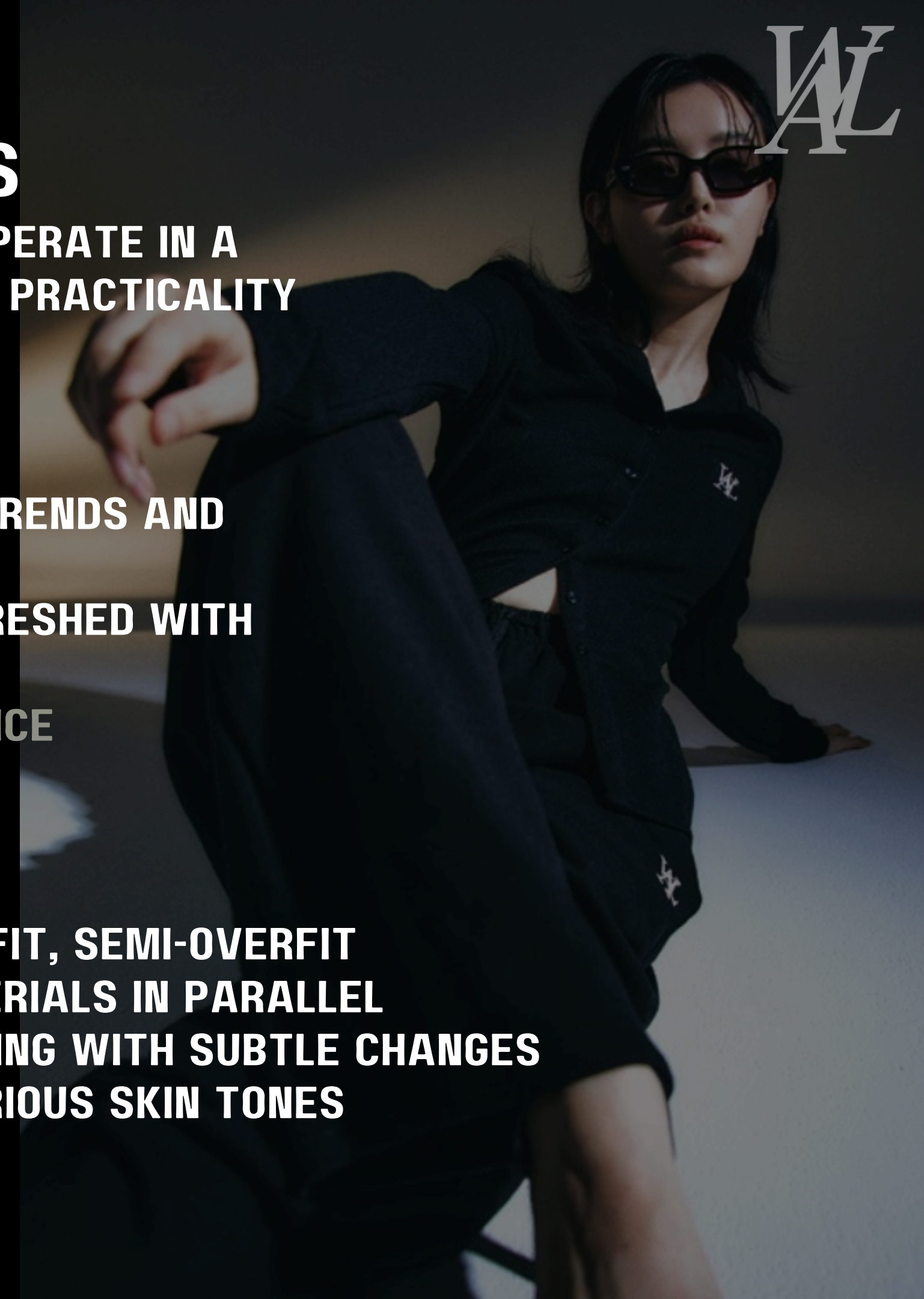
- WOOLONG'S PRODUCTS ARE BASED ON DAILY LIFE, BUT OPERATE IN A CATEGORY STRUCTURE THAT CONSIDERS BOTH STYLE AND PRACTICALITY

2) HOW THE SEASON IS ORGANIZED

- SEASONAL COLLECTION: DESIGN COLLECTION REFLECTING TRENDS AND SENSITIVITY (LOOKBOOK, CONTENT FOCUSED)
 - CARRYOVER LINE: RE-RELEASE THE SIGNATURE SUITE REFRESHED WITH FABRIC/FIT IMPROVEMENTS EVERY SEASON
- PROVIDE CUSTOMERS WITH A FAMILIAR BUT NEW EXPERIENCE

3) FIT & FABRIC PHILOSOPHY

- FIT: DESIGN OF A COMFORTABLE FIT CENTERED ON LOOSE FIT, SEMI-OVERFIT
- FABRIC: WASHING TEXTURE, SEASONAL FUNCTIONAL MATERIALS IN PARALLEL
- SILHOUETTE: FAITHFUL TO THE BASICS AND DIFFERENTIATING WITH SUBTLE CHANGES
- GLOBAL RESPONSE: COLOR COMPOSITION CONSIDERING VARIOUS SKIN TONES (ESPECIALLY BALL CAPS, SWEATSHIRTS)



MARKETING PERFORMANCE

BLACK PINK - JENNIE



BTS - SUGAR



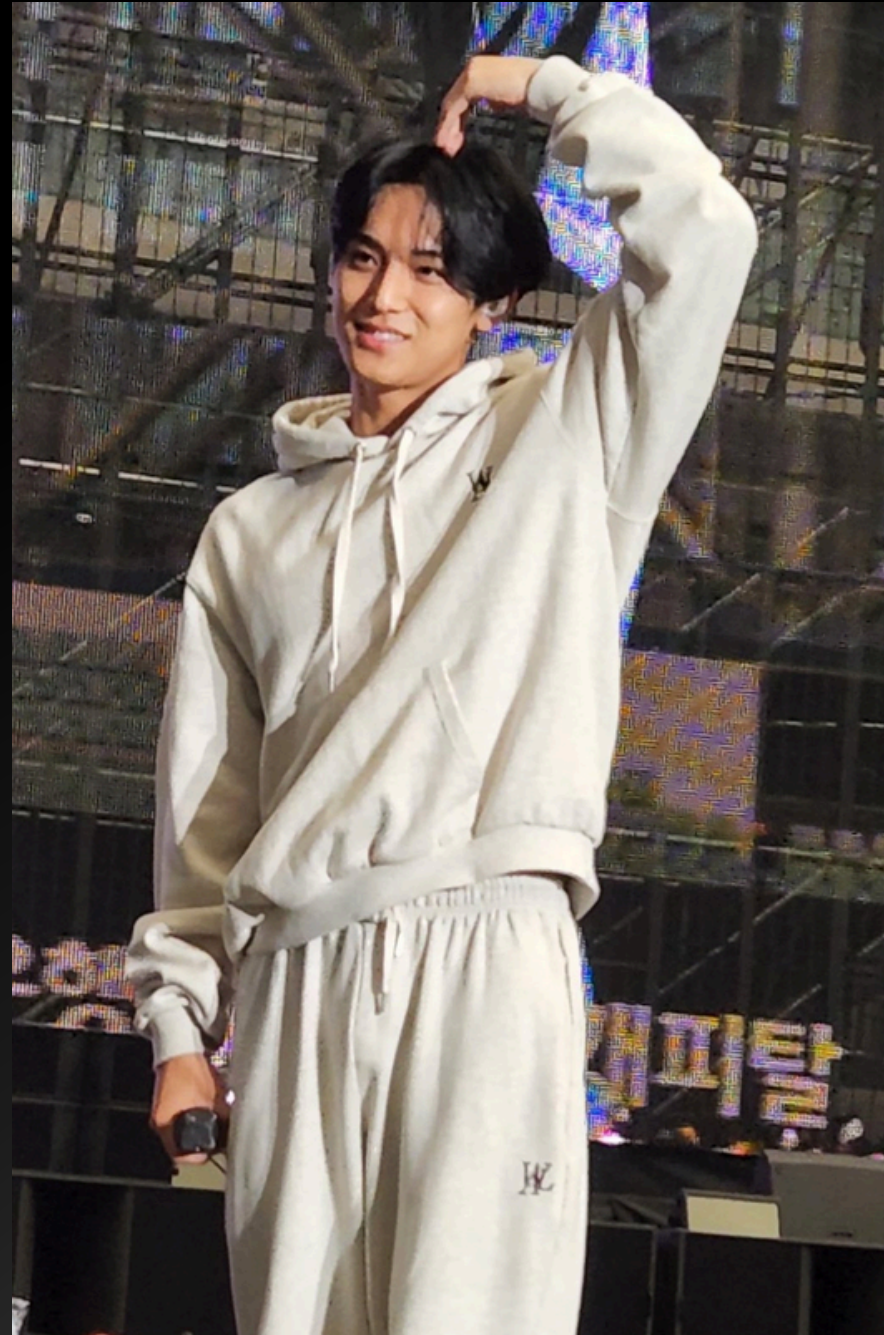
AESPA - WINTER



KISS OF LIFE - HANEUL



SEVENTEEN - MINKYU



NCT WISH - YUSHI



SALES & DISTRIBUTION CHANNELS

SALES & DISTRIBUTION CHANNELS

: "OPERATING A STRATEGIC ONLINE DISTRIBUTION STRUCTURE THAT TAKES INTO ACCOUNT THE CHARACTERISTICS OF TARGETS/PLATFORMS BY UNISEX, WOMEN AND MEN PERSONA"

1. Premium

- KREAM: Premium sensitivity centered / Strengthening brand identity through artist collaboration / Viral/scarcity-based marketing

2. UNISEX

- MUSINSA: Korea's largest street/casual platform/content-based marketing
- Kakao (Kakao Gift): Gift-specific platform / Low customer unit price gift-type item focus

3. WOMEN

- 29CM: Sensitive curation editing shop / Brand story-oriented content operation
- W CONCEPT: Trendy Styling Content-Centered/Season Trend Product Proposal
- SSF SHOP : Emotional Contemporary Brand-centered / Brand Awareness Link Strategy

4. MEN

- 4910 : Brand + Shopping Mall Mixed Platform / Development of Lowest Price Strategy at Special Exhibition/Sale Timing

THE HOUSE OF WOOALONG

The way we live, the emotional house

We are not just a brand that sells clothes.

We suggest **'the way we live'**.

The Seong-su flagship is the space where Wooalong's world view is most deeply embodied.

"It's not a store, it's a house where we stay."

The entrance to the WOOALONG flagship is the boundary that enters the world of sensitivity in everyday life.

Refined facades, red bricks and metal panels coexist, stimulating tension and expectations from the first step.

We're going to relax,
Buy sensitivity,
I suggest a way to stay freely.



UNFIXED DAY, GANGNAM BRANCH



“Wear Actual Life”

The Woalong Gangnam branch is the space that started with this slogan.

It's not just a store, it's a sensitivity place where reality and experimentation coexist under the concept of 'Rough Street'.

“I hope today will be a little different for you.
Feel the message 'UNFIXED DAY' in this space.”

Rough Street - the boundary between reality and experimentation
The rough structures and textures stimulate our everyday senses.
Around Woalong's solid basic design, various attempts and variations are visually represented.

Shifting Zone - Flow of Flexible Attitudes

The keyword of this space is 'Shifting'.

The ever-changing configurations of logo play, layout, and lighting flow

It intuitively shows the flexible attitude that Woalong aims for.

Unfixed Day - Living in a strange way

Gangnam branch always takes a step away from the same repetitive life

I suggest an experiment in which you live differently every day.
Instead of purchasing something, a space that changes your attitude.

STARFIELD SUWON BRANCH – BEYOND THE LINE

Under the keywords "**penetration**" and "**evolution**", the Starfield Suwon branch is Woalong's new chapter that captures the process of leaping and expanding in space. The main object embodies the bullet's penetration, expressing the brand's power to move forward without stagnating.

The floor is designed like an endless stretch of sea, conveying the sense that space permeates beyond physical boundaries and into another dimension. This is in line with the direction of evolution that Woalong dreams of, visually imprinting a strong message of '**going higher beyond limits**'.

This space is not just a place for shopping, but an evolutionary platform where you can intuitively feel the future values and philosophies that Woalong presents.



CORE VALUE



WOOALONG CORE VALUE

We focus on '**essence**' above all else. It starts with the question, "**Why are you making this product?**" rather than the trend of being consumed and forgotten quickly

We move quickly, but we don't give up on quality. Pursue accurate timing and high completeness at the same time in fast-changing markets and consumer trends

We keep efficiency and sensitivity together in a culture that respects each other.



WOOALONG