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FASM 310

PRO. RABANAL



GENTLE MONSTER

01

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GENTLE MONSTER

COMPANY OVERVIEW



MISSION

Gentle Monster is a designer eyewear brand that constantly develops itself under a philosophy of "***high-end experimentation.***"

VALUE

Gentle Monster strives to astonish the world with the value of "unpredictability" via five main focuses: ***Product, Space, Styling, Culture Redesign and Technology.***

GOAL

Gentle Monster aims to set an innovative design perspective by focusing on five values. The futuristic approach extends from product design and retail store presentation to particular projects. The brand refuses to be simply perceived as an eyewear brand.



HISTORY

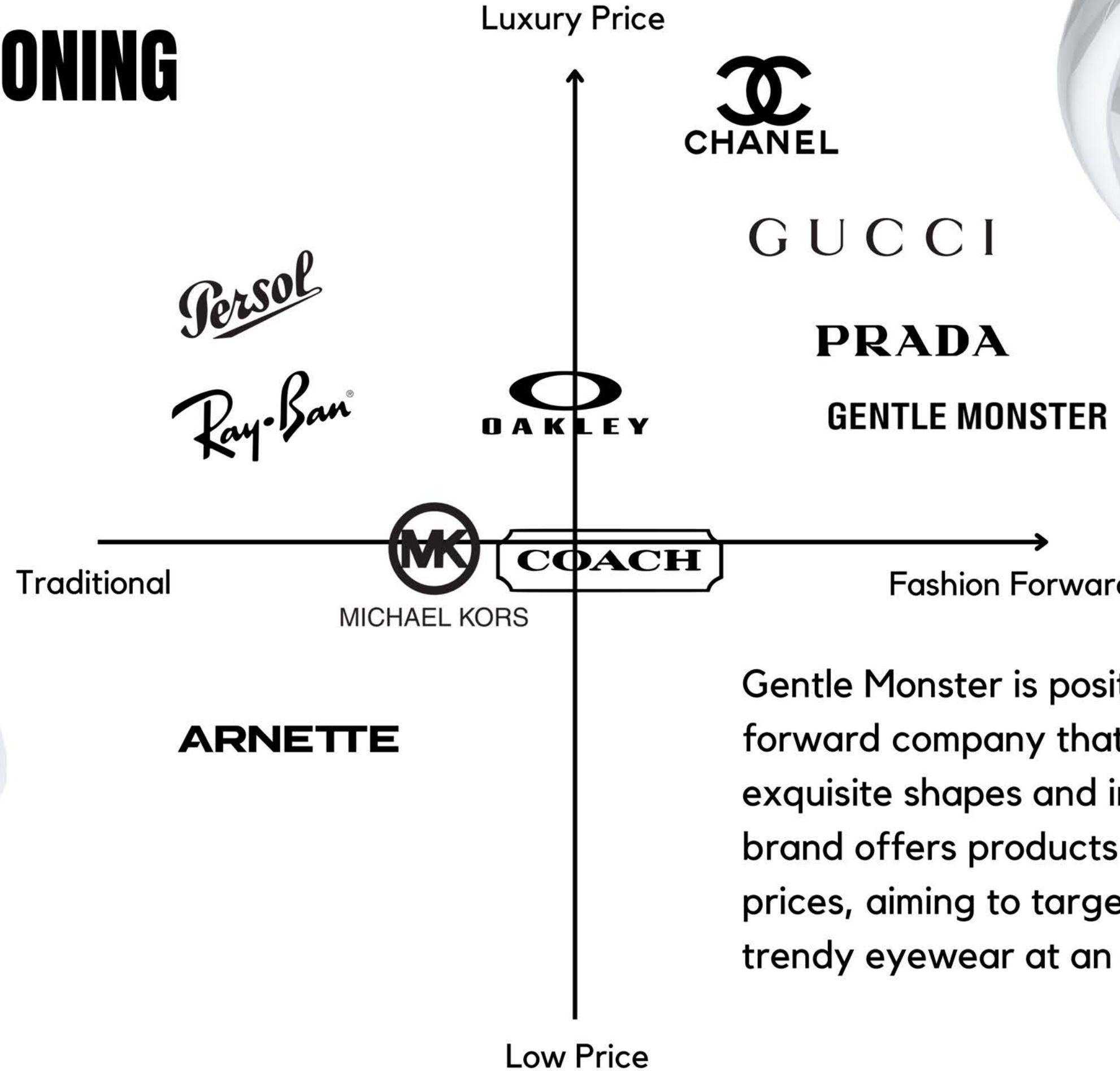
- Founded by Hankook Kim and Jay Oh in Seoul, Republic of Korea in 2011
- The founders developed oversized glasses with low bridge noses based on the nuanced needs of consumers to have a smaller face size
- Kim decides to use "unpredictability" for the branding strategy
 - Originally tested out "fast space" in Hongdae's retail store and failed due to the frequent changes in the retail store
- Sub-brands that born out of unpredictability
 - Tamburins - perfumes, body cream
 - Nudake - dessert



Nonhyeon, Seoul, Korea



BRAND POSITIONING



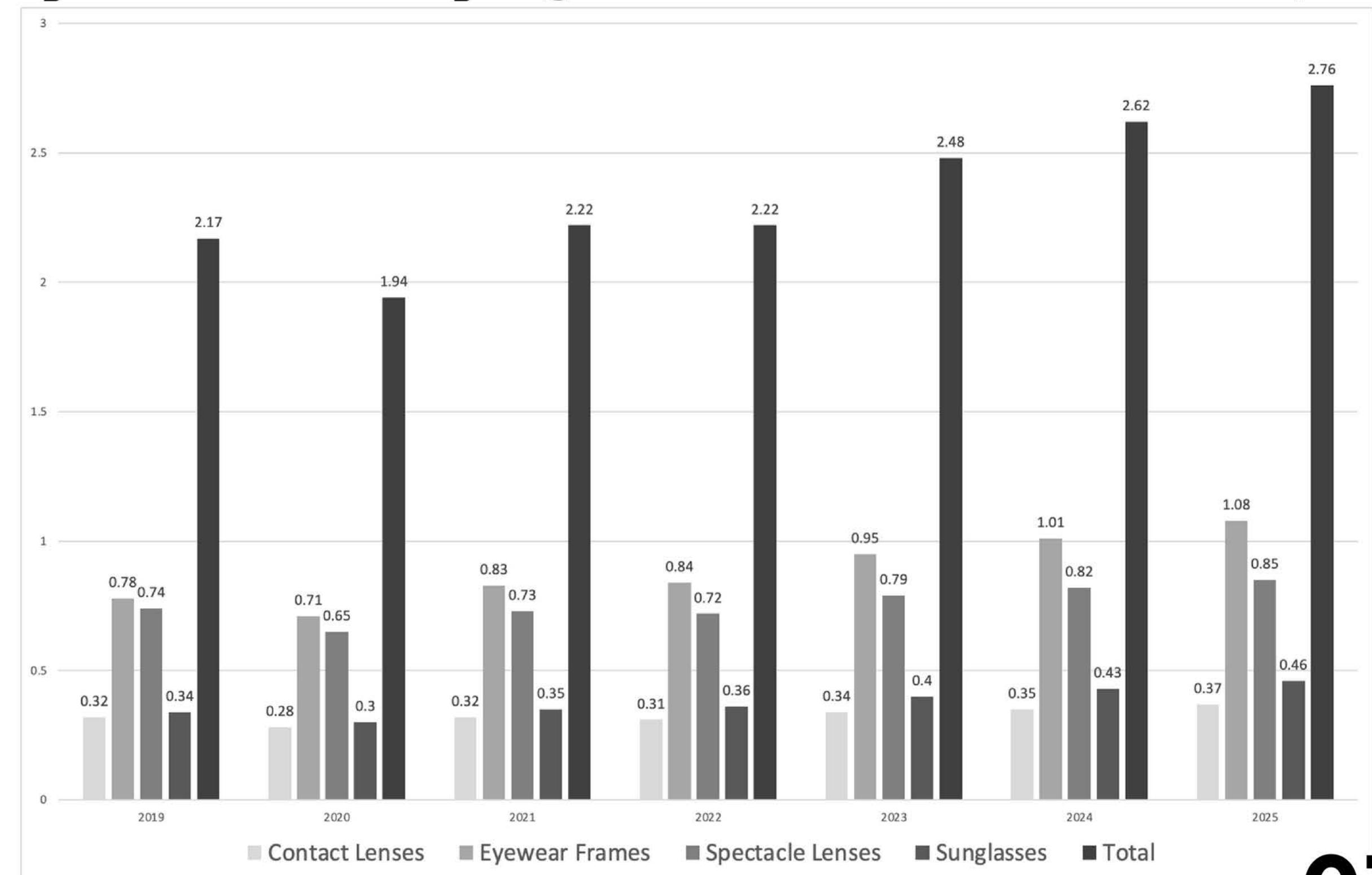
Gentle Monster is positioned as a fashion-forward company that provides products in exquisite shapes and innovative designs. The brand offers products at affordable retail prices, aiming to target consumers looking for trendy eyewear at an accessible price point.

- By 2025, the market is expected to grow at the rate of **24.3%**
- Sunglasses and spectacle lenses segments are expected to have a stable market share at the average rate of **48.09%** from 2021 to 2025



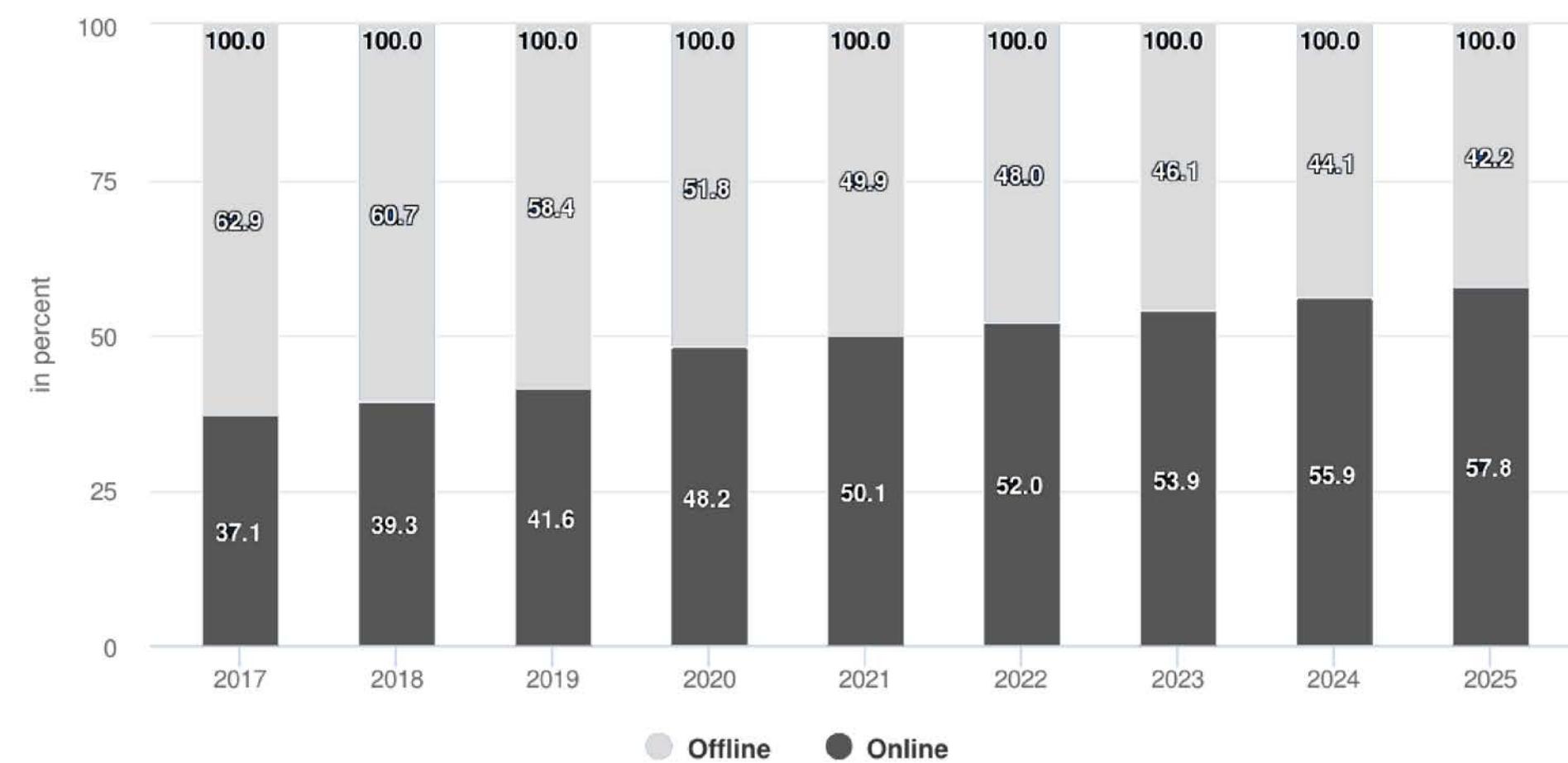
SOUTH KOREA EYEWEAR MARKET OVERVIEW

Eyewear Revenue by segment in South Korea (in billions \$)





Eyewear - Online Revenue Share
South Korea (percent)



Eyewear - Mobile/Desktop Split
South Korea (percent)



- By 2025, eyewear online revenue share will reach **57.8%** of the total market, which is **7.7%** higher than 2021
- By 2025, eyewear mobile retail will reach **85.6%** of the total market, which is **17.4%** higher than 2021

SOUTH KOREAN EYEWEAR MARKET TREND

- The market is expected to grow annually by 5.09% (CAGR 2023-2027).
- The average glasses ownership per person in the Eyewear market is expected to be **4.55 pieces** in 2023.
- Increasing demand for eyewear frames, spectacle lenses and sunglasses
- Online platforms and mobile apps will be more leading for retail purchases



SIZE OF THE BUSINESS IN SOUTH KOREA

	2021	2022	2023
Eyewear market size	2,062.7 M USD	2,180.2 M USD	~2,289.3M USD
Gentle Monster market share	7.8%	7.8%	7.8%
Gentle Monster Revenue	161.2 M USD	170.1M USD	178.6M USD
Average cost of a product	314.5 USD	314.5 USD	314.5 USD
Eyewear market Increase %	8.7%	5.9%	~5%
Current consumer	513K	541K	568K

CURRENT PRODUCT LINES



Sunglasses

Sunglasses offer different shapes, sizes, and colors. Popular styles include aviators, cat-eye, round, square, and oval.



Optical Glasses

A wide range of optical glasses offers different fits of prescription lenses. Material includes acetate, metal, and titanium.



Accessories

Eyewear accessories are designed to complement and enhance the brand's eyewear products including chains, cases, and cleaning cloths.



Kid's Collection

Kid's collection includes both sunglasses and optical glasses in a range of playful styles.



Collaborations

Collaboration creates limited-edition collections of eyewear.



Maison
Margiela



Moncler



HBA



Jente Garden



Coperni



YK Jeong



Heron Preston



Ambush

CHANNELS OF DISTRIBUTION



Retail Stores

- Retail stores are their primary sales channel and they offer customers an immersive shopping experience in all stores.
- The store blends retail, exhibition, and experimentation space. They redefined the traditional layouts of commercial spaces. Instead of prioritizing efficiency and function, they create tension and rhythm throughout the space.
- 24 Stocklists

Starfield Hanam - Self Similarity



Lotte Dongtan - The evolution



Haus Dosan



Seoul Lotte Tower - Time and Sleep



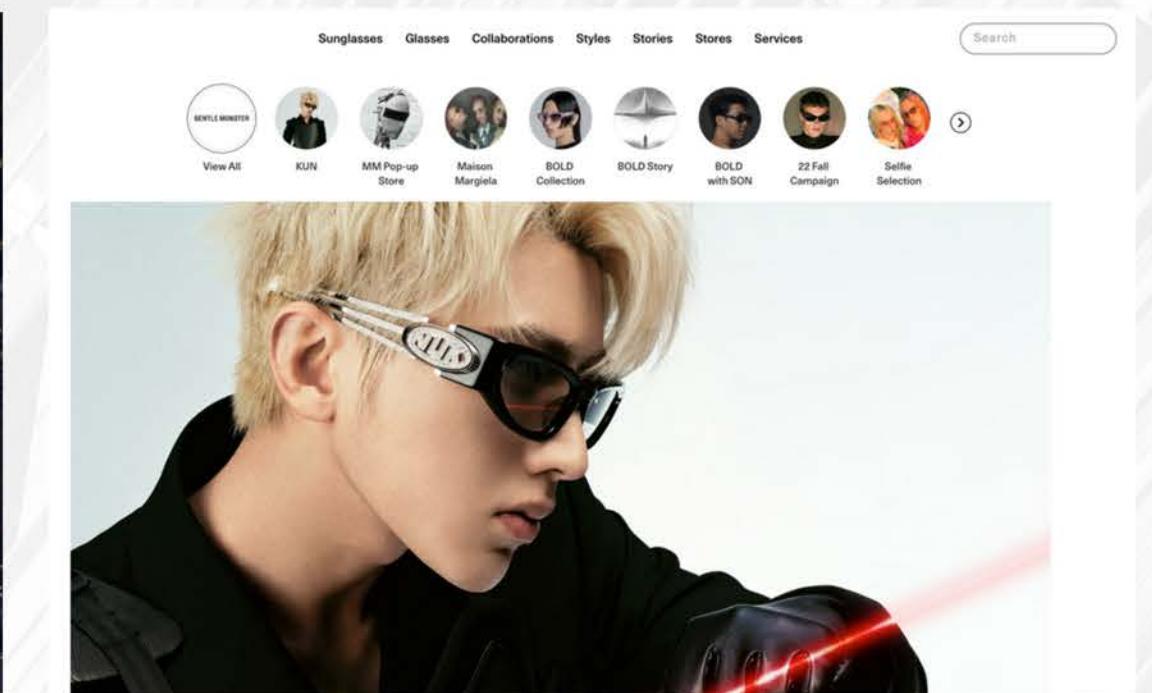
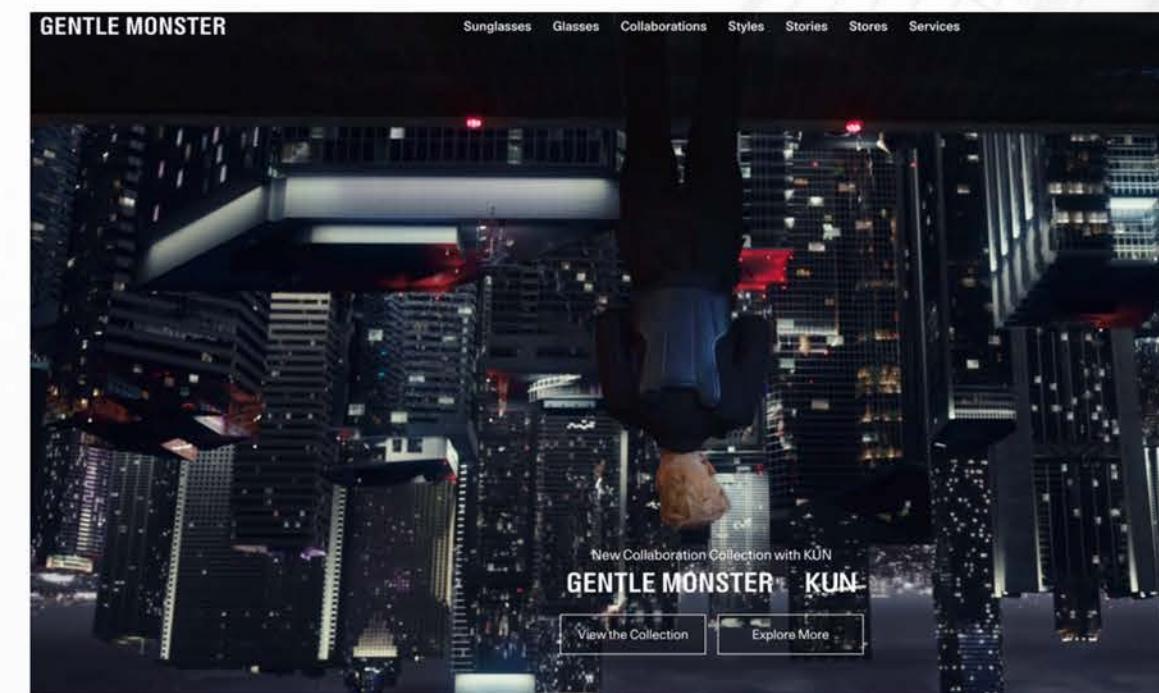
- **34** directly operated stores worldwide, including in South Korea, China, Hong Kong, Singapore, the United Arab Emirates, the United Kingdom, and the United States.

CHANNELS OF DISTRIBUTION

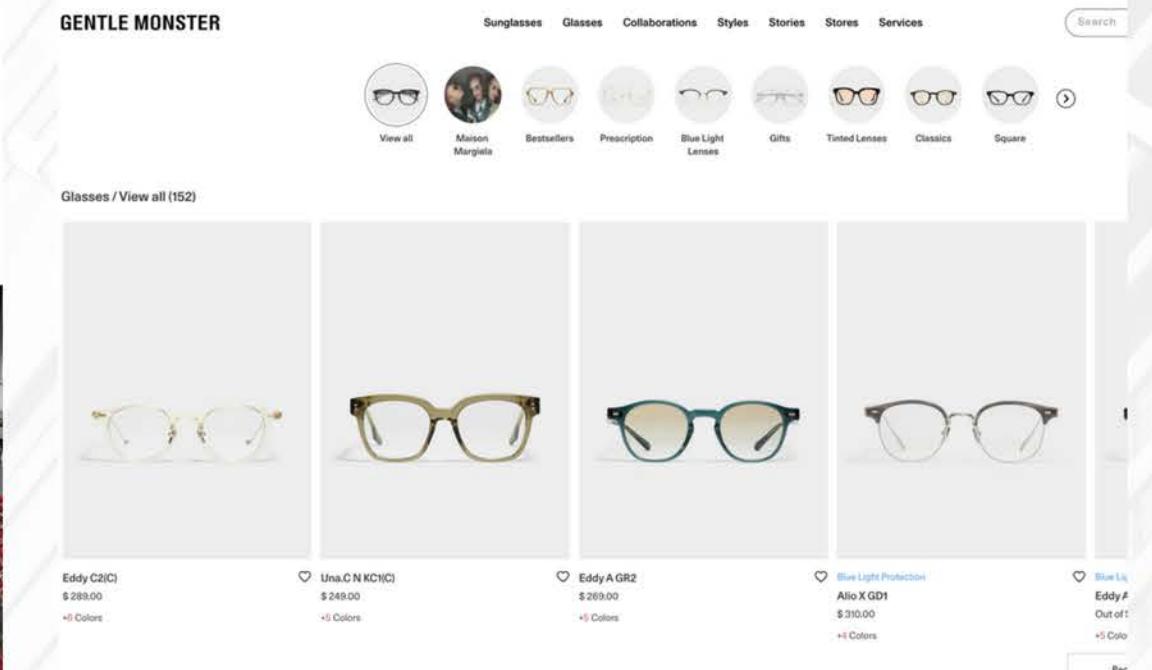
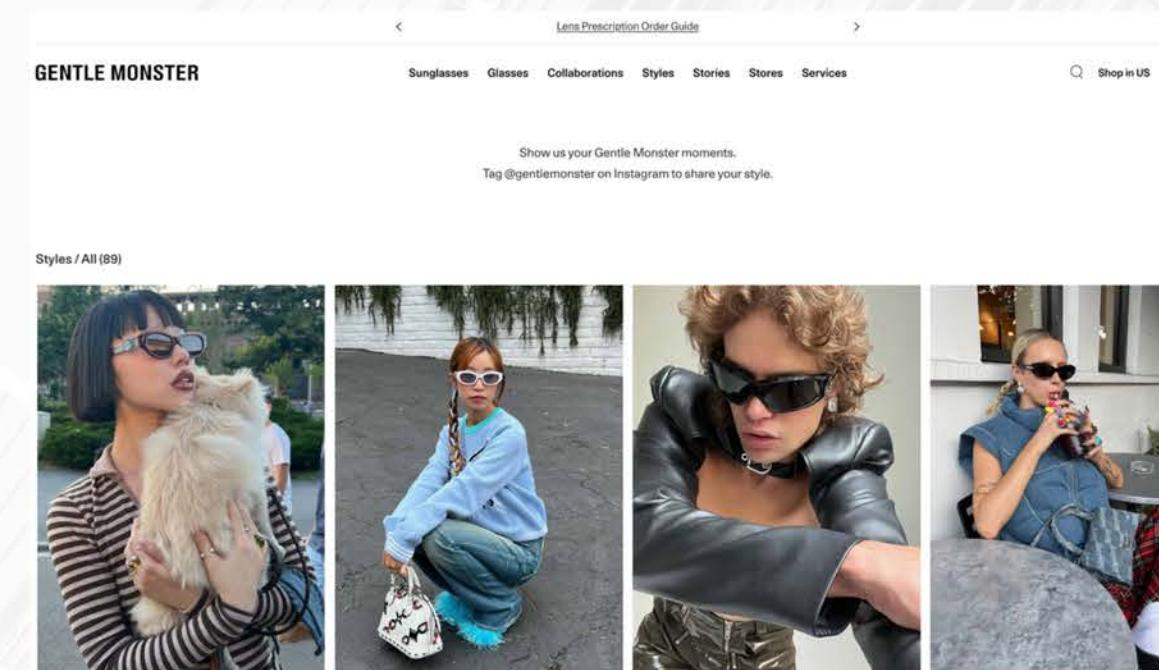


Online Stores

- Their website allows customers to purchase products from anywhere in the world.



- It includes a wide range of products, including sunglasses, prescription glasses, and accessories.



CHANNELS OF DISTRIBUTION



Wholesale

- GM also sells its products to other retailers and distributors through a wholesale channel.
- It allows the company to expand its reach and sell its products through other stores.

MODESENS

FARFETCH

The RealReal

MERCARI

SSENSE

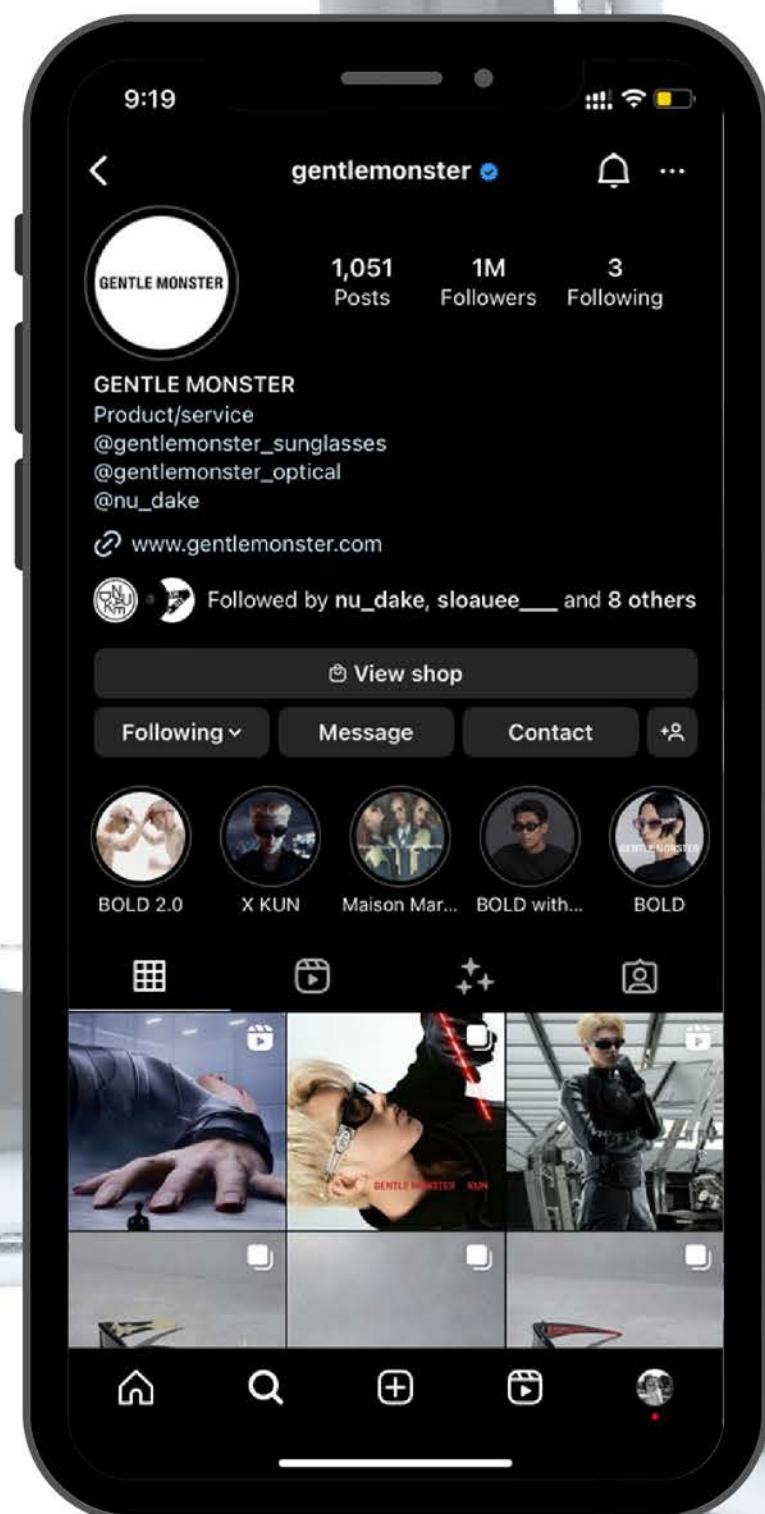
SELFRIDGES & CO



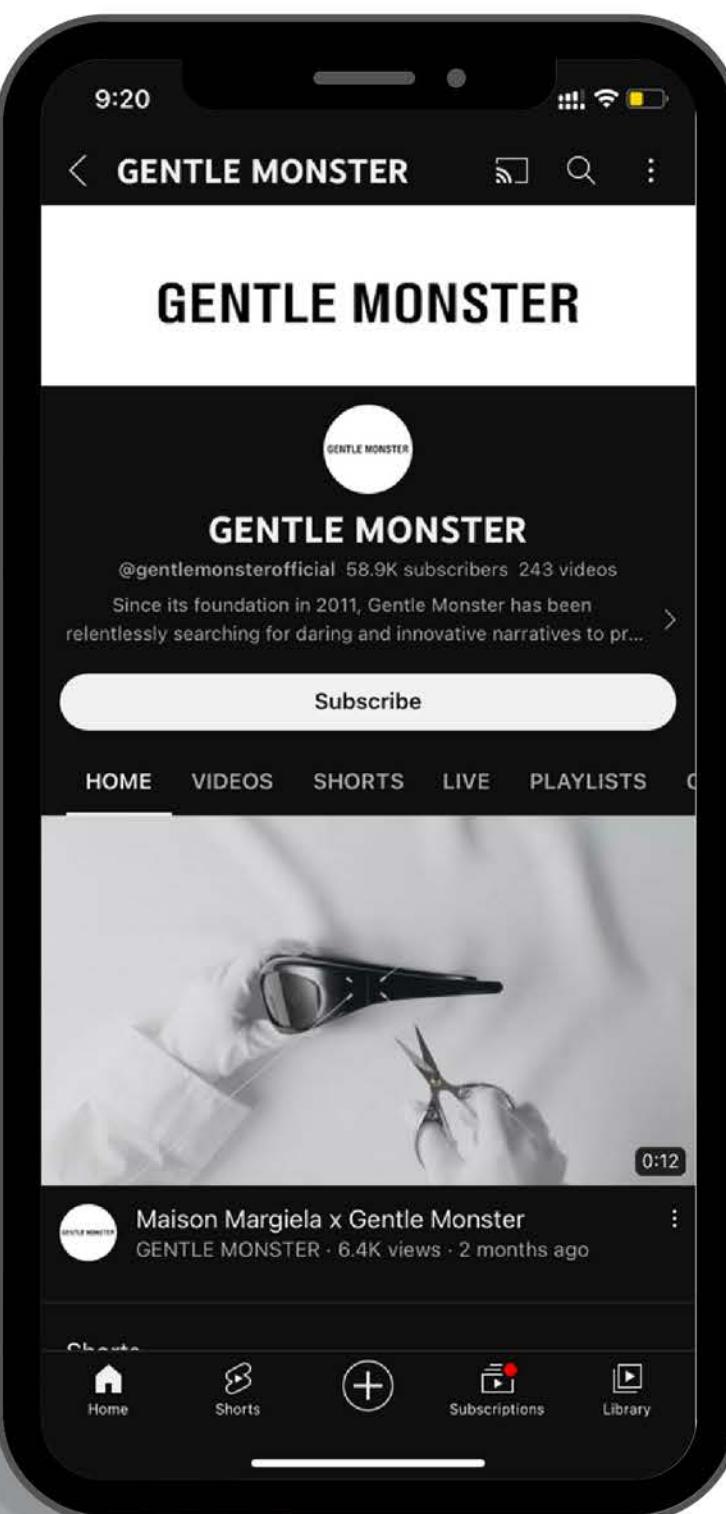
SmartBuyGlasses

SOCIAL MEDIA PRESENCE

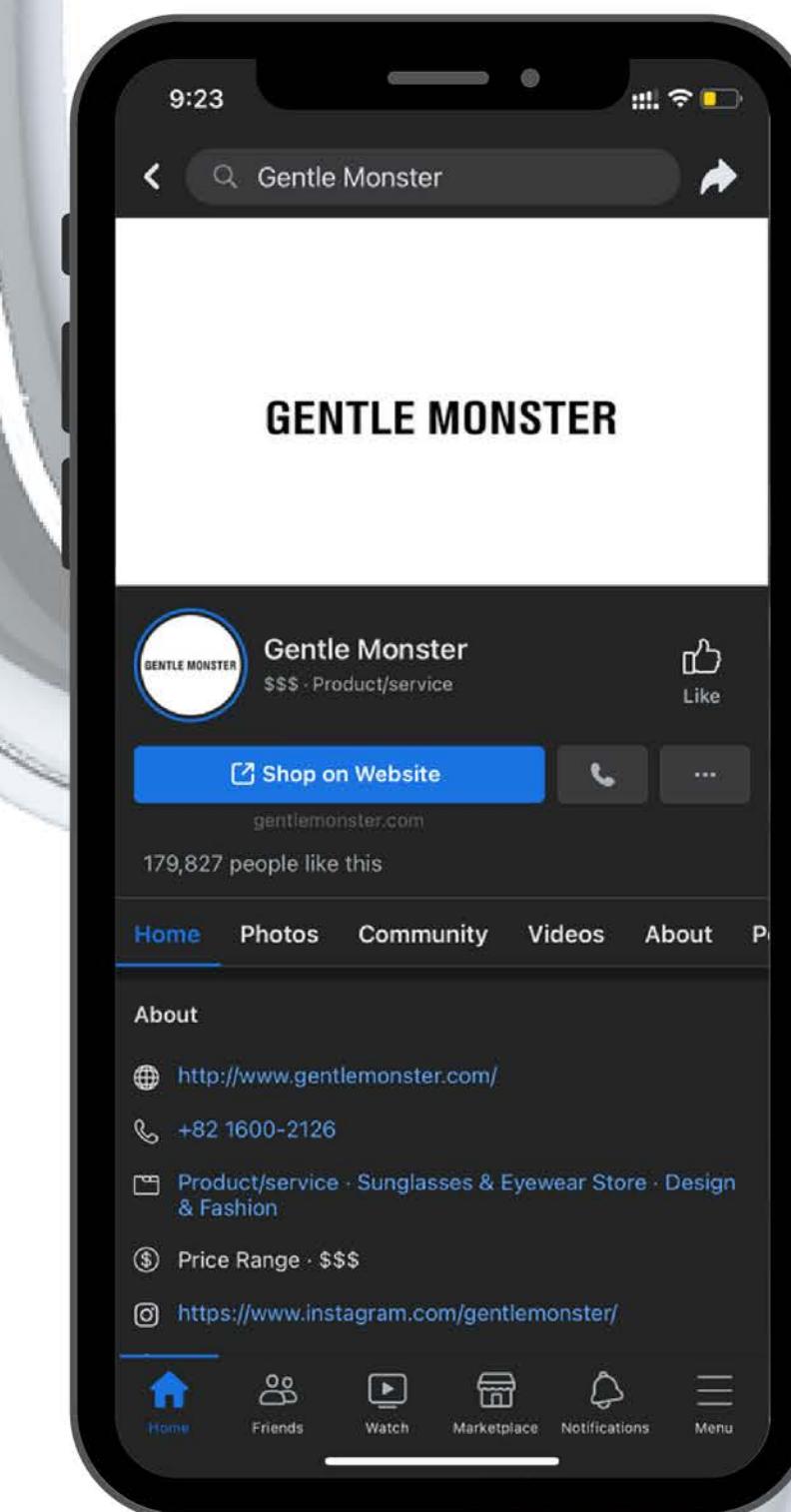
Instagram



YouTube



Facebook





- The online Product repair team provides repair service for customers worldwide with all completed products safely packaged and shipped back.
- All minor parts and care including trims, polishing, and cleaning are free of charge. The major part such as the front lens will cost 20% of the retail price.
- Products take 7-14 business days to complete the repairing process.

SERVICES

- Gentle Monster provides experts that diligently consult with consumers to find customized solutions for all types of repair.
- Global flagship stores offer complimentary adjustments for GM products.



PRICING STRATEGY

Gentle Monster sells at premium pricing (from \$200 to \$500). The brand's high-quality designs, cultural values, and exclusivity drive up consumer demand and pricing.

High Quality Design



The quality was strictly controlled by their own factories. Its oversized shape and low bridge fit suit Asian consumers better than Western brands.

Cultural Value



Retail stores have immersive and theatrical installations that change every 21 days. Each display is curated as an art exhibition.

Exclusivity



The brand creates unique collaborations frequently to create limited edition products. Consumers are paying for experiencing something new.

MARKET SEGMENTATION

DEMOGRAPHICS

- Gen Z and Zillenials(**20-30 y.o**)
- Middle/Upper class
- Big disposable income (**CPI 107.2**)
- Own an apartment
- College graduates
- Average annual income: **USD 32,570.33**
(43,584,312.96 KRW)

GEOGRAPHICS

- From South Korea or often travel to South Korea
- Urban area
- Experience sunny weather
- Can speak more than one language



PSYCHOGRAPHICS

- Strong social media presence
- K-pop fans
- Planning to study or already started studying abroad
- Like to visit concerts and pop-up events
- Established their own style

BEHAVIORAL

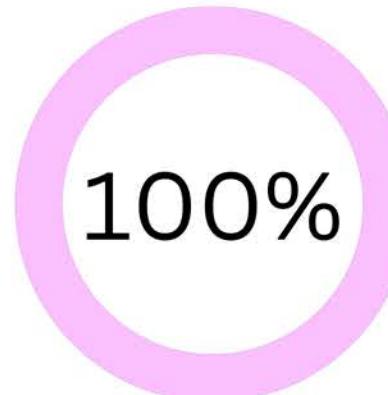
- Shopping as therapy
- Follow trends and news
- Like to travel
- Care about self-expression

POTENTIAL OF TARGET CONSUMER

To create our target consumer we used demographic and psychographic data. The consumer is 20 to 29 years old, currently enrolled in college, or already graduated from college, and economically active.

**The total population
by 2023**

51,558,034



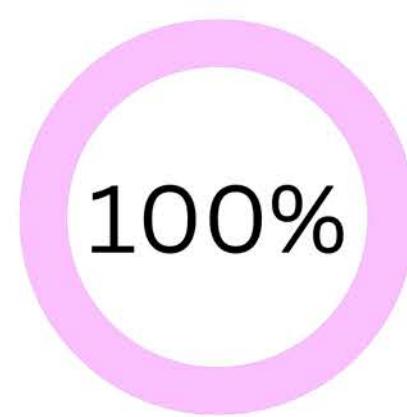
**Population from
20-29 y.o by 2023**

6,476,806



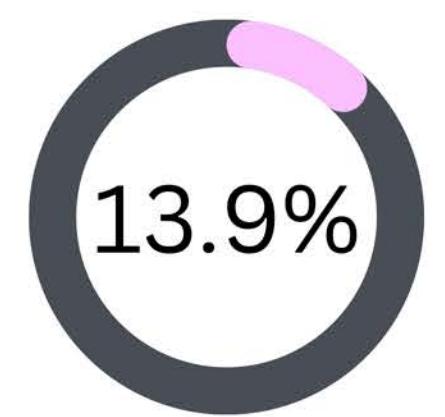
**Total economically active
population by 2023**

29,063,000



**Economically active
population by 2023
20-29 y.o**

4,029,000



SWOT ANALYSIS

S

- Creative and innovative designs
- Unique online branding and visuals
- Interesting collaborations
- Personalization for the main consumer(Asia)

W

- Low brand awareness
- Limited product mix breadth
- Absence of a mobile app

O

- Mobile app development
- Extension of the product breadth
- Collaboration with international celebrities for promotional purposes

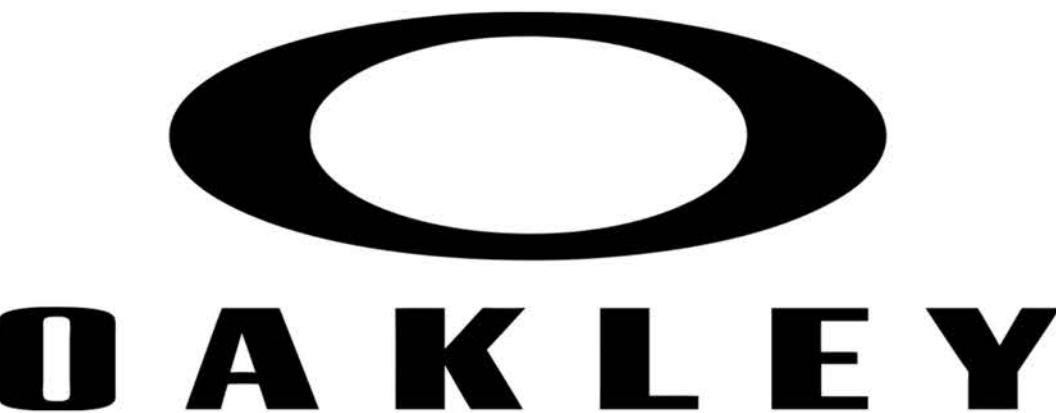
T

- Aggressive competition
- International delivery and regulations
- Replica products that are available at a cheaper price
- Unstable exchange rates

COMPETITIVE REVIEW



- Total revenue: 336M USD
- Online channel: Website, Nordstrom. com, e-bay, Amazon
- Offline channel: Exclusive stores, retail stores, shopping malls
- Market share: 1.7%
- Number of employees: ~500
- Pricing strategy: Competitive



- Total revenue: 14.9M USD
- Online channel: Website
- Offline channel: Specialty stores, high-end retailers, outlets (company-owned)
- Market share: 0.7%
- Number of employees: 900
- Pricing strategy: Prestige



GUCCI

- Total revenue: 84.4M USD
- Online channel: Website, High-end retailers
- Offline channel: 500+ specialty stores
- Market share: 4.1%
- Number of employees: ~18,000
- Pricing strategy: Prestige



A black and white photograph of a woman with long dark hair, wearing large, dark sunglasses and a sequined jumpsuit. She is sitting on the floor, leaning forward with her legs tucked under her. The background is a plain, light color.

GENTLE MONSTER

TREND ANALYSIS

MACRO TRENDS

HEALING SPACE



Mindful Caring
Gradient healing colors

Multifunction Design



Flexible design provides
convenience and a
sense of subtle luxury

Metallic Shine



Textures and optical
geometric shapes

Calming Colors



Calm colors combined
with organic fluid shape

Sculptural Form



Stacked geometric
volumes provide a
muted rhythm

INDUSTRY TRENDS

DECORATIVE ACCESSORIES



NRIN vase, Mimi Shodeinde



Stacked geometric volumes with frosted texture



SCULPTURAL FORMS



Material composition



Multi-function design
Seeming Softness

TEXTURES

METAL



GLASS



WOOD



PORCELAIN

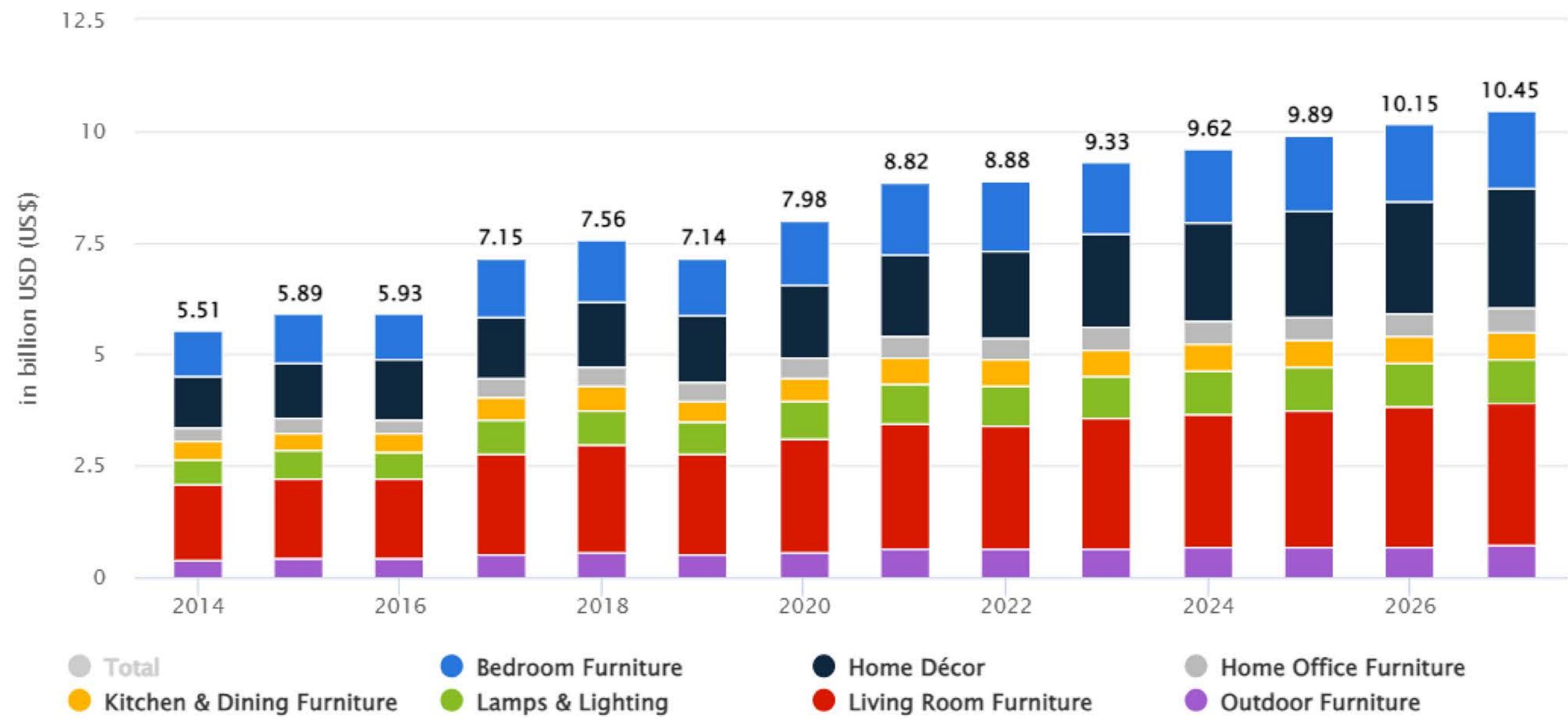


A woman with dark hair and bangs, wearing pink sunglasses and a black top, is shown in profile, looking down. She has a small hoop earring. The background is a neutral grey.

GENTLE MONSTER

FURNITURE MARKET RESEARCH

SIZE OF FURNITURE MARKET IN SOUTH KOREA



2023

Total revenue- 9.33B USD
Home Decor segment -2.08B USD
(22.3% of total annual revenue)

2025

Total revenue- 9.89B USD
Home Decor segment -2.36B USD
(23.9% of total annual revenue)

Annual Grow- 2.87%
(CAGR2023-2027)

Source: Statista

KEY FURNITURE BRANDS IN SOUTH KOREA



Name: ACE BED
Country: South Korea
Revenue: 222.8M USD
Market Share: 4.0%
Product Assortment: Bed Frames, Bed Mattresses

Name: HANSSEM
Country: South Korea
Revenue: 760.2M USD
Market Share: 9.6%
Product Assortment: furniture, appliances, household accessories, and fabric products

Name: IKEA
Country: Sweden
Revenue: 332.4M USD
Market Share: 6.0%
Product Assortment: home furnishing

CURRENT MARKET PRODUCTS

- Lack of creativity
- Restricted function



GENTLE MONSTER



PRODUCT CONCEPT

PRODUCT

NestSC23 Glass Holder

OBJECTIVES

Gentle Monster will launch NestSC23 glass holder that displays and stores glasses during Spring 2025 to achieve 17.9 million dollars within 12 months.



RATIONALE

- The average volume per person in the eyewear market is expected to have 4.55 pieces by 2023.
- South Korean furniture market is expected to have 2.8% annual growth rate.
- Current glass holder products in the market are lack of creativity with restricted functions.



PRODUCT DETAIL

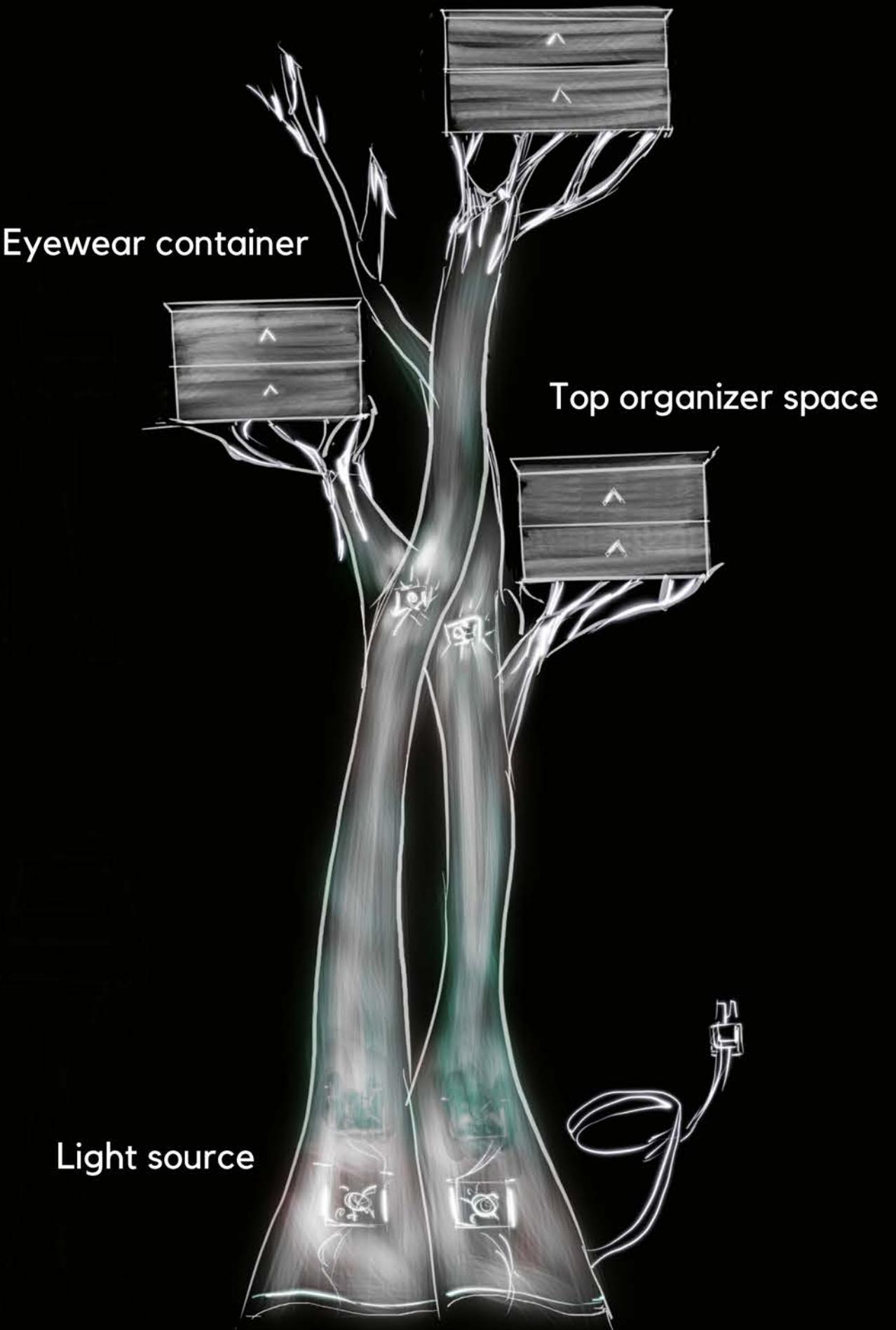
Product Name: NestSC23

Features:

The lamp functions as a glass organizer with 6 drawers while lighting up space with healing colors.

Benefits:

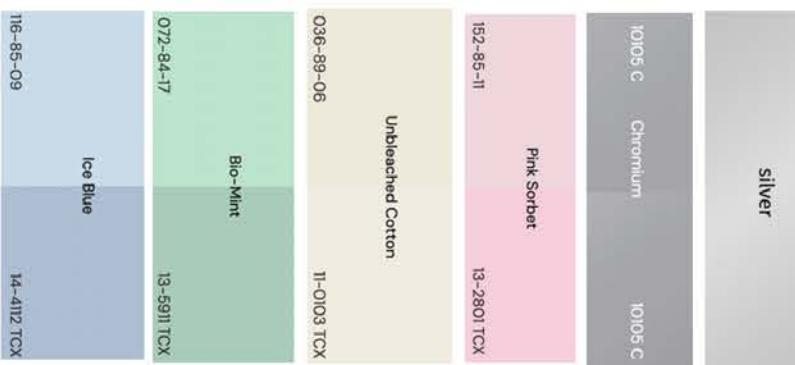
- Modern and futuristic aesthetic to interiors.
- The different color light choices for replacement.
- Evoke emotional connections within the household with personalized name inscription.



CONCEPT



Takashi Kuribayashi
"Nature Versus Synthetics"
Roxy Paine- Tree Art Installation



CONJOINED BELONGING

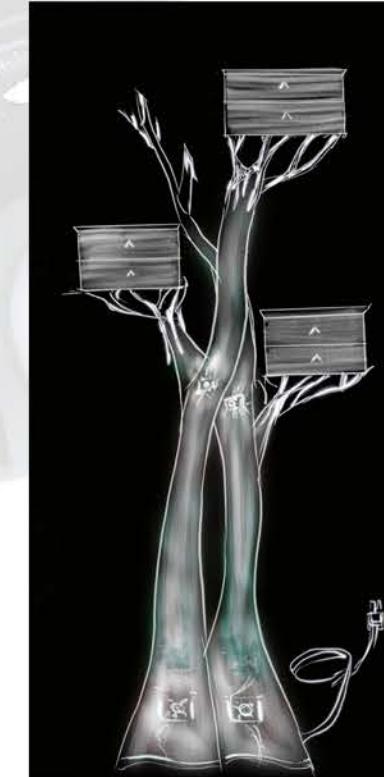
Technology brings our younger generation further back to its roots and provides freedom on exploring a new sense of belonging. Taking inspiration from Takashi Kuribayashi and Roxy Paine's installation art, we aim to reconstruct our view of belonging and build an organizer for your glasses while lighting up your space.



Hayne Park glass sculpture



Aesthetic



Low Functionality



High Functionality



Basic

PRODUCT POSITIONING

Nest SC23 is positioned higher than the average glass holder because of its creative design. The second largest advantage of a product is its functionality and ability for personalization.

MARKET ANALYSIS

ECONOMICS

- South Korea GDP per Capita ranked at 10th 2022
- Stable increase in consumer disposable income
- Lowered inflation rate at 4.2% this year 2023

CONSEQUENCES

A stable GDP provides enough resources for overall industries. Increasing disposable income implies stronger buying power. The lowered inflation rate suggests a lower retail prices, which could stimulate consumers buying desires.



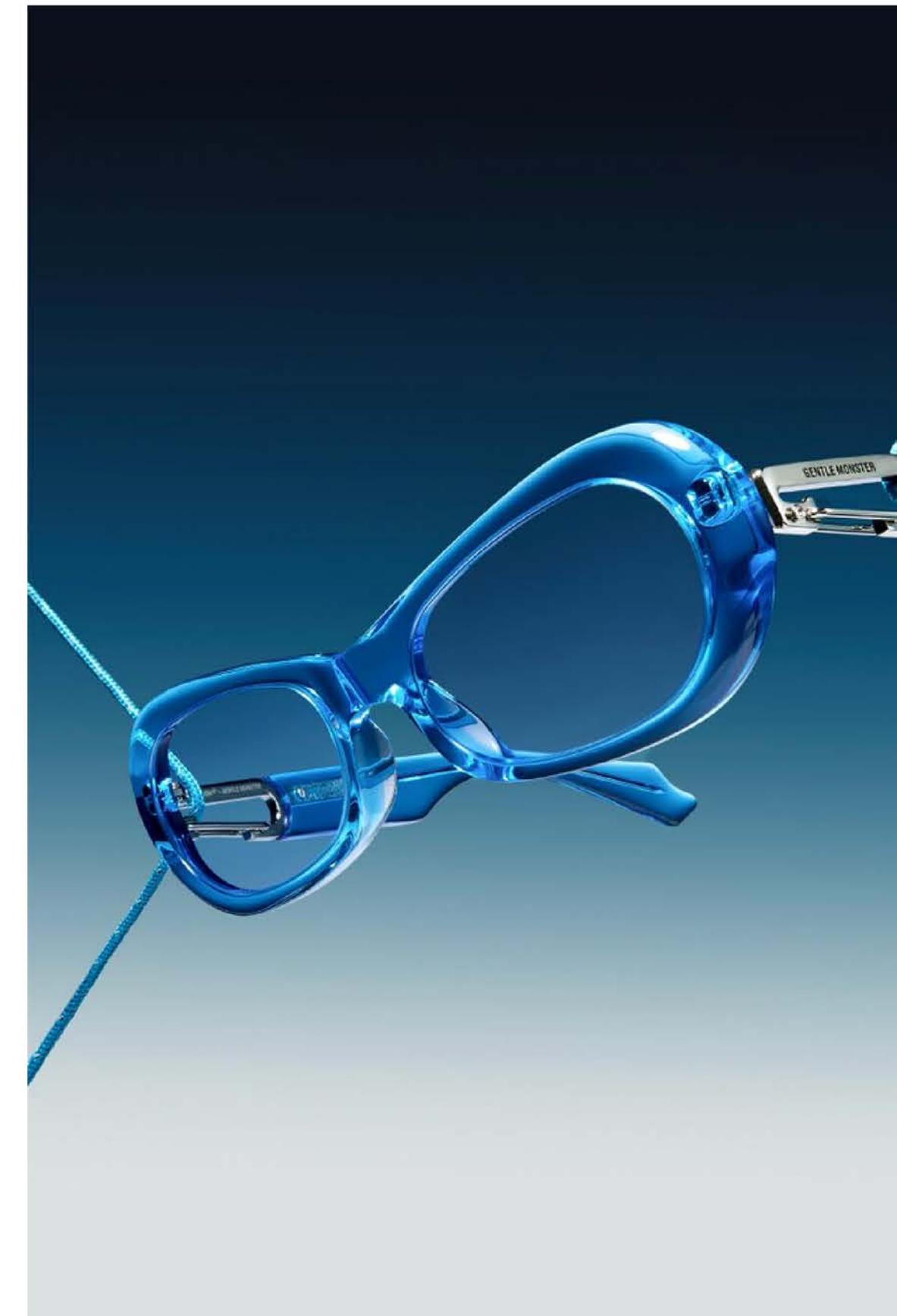
MARKET ANALYSIS

POLITICAL

- Contain institutions for small or middle businesses for outward investments
- Politically stable with an index at 0.66
- Strong trade alliance
- Strict law enforcement on environmental issues (Ministry of Environment Inspection)
- Flat 10% Value Added Tax (VAT) on all imports and domestically manufactured goods.

CONSEQUENCES

The country is politically stable for business to grow. Institutions designed to help small or middle businesses could be strong support for any industry. Gentle Monster also needs to watch out for the production process, since South Korea has strict rules on sustainability. A 10% VAT rate will affect the product price if some of the resources we choose are imported.



MARKET ANALYSIS

Social

- Hierarchy social structure
- Highly educated workforce
- Consumer confidence score at 92
 - Highest score since July 2022
- The younger generation admires originality and audacity
- Adaptable consumers are open to new things and less royal
- 85% of South Koreans use social media, 15% higher than US social media users (2019)

CONSEQUENCES

A consumer confidence score of 92 suggests that consumers feel confident to buy. Society is heavily social media oriented with the younger generation who seek innovation and individuality. Their willingness to accept innovative designs and potential buying power will be our key forces to launch new products.





GENTLE MONSTER

TARGET CONSUMER
FOR THE PRODUCT



NEW PRODUCT TARGET CONSUMER

We're still keeping our target consumer the same (heavily based on demographic and psychographic data.)

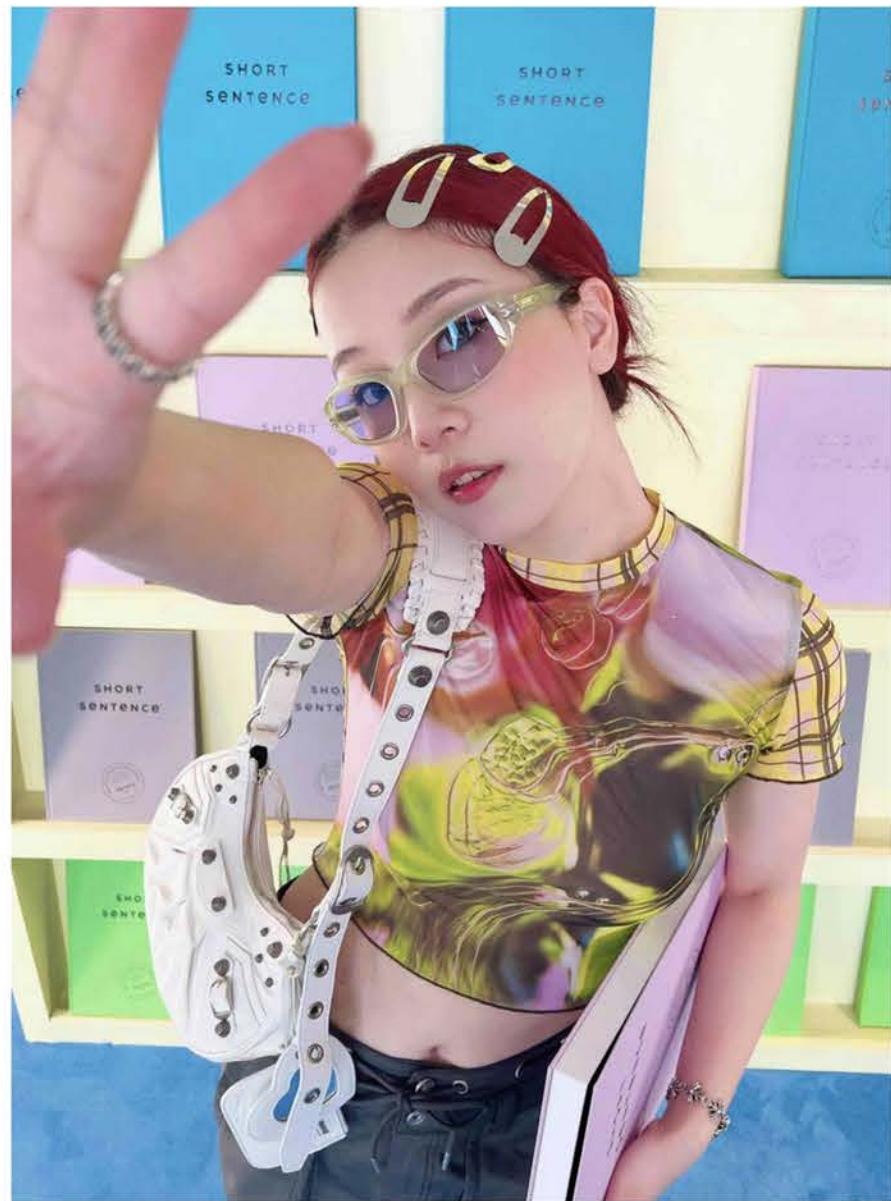
We're also trying to expand into more detailed psychographic needs of our consumers in order to acquire more brand-loyalty(Specifically for our new product)

PSYCHOGRAPHIC DATA- ADDITIONAL CHARACTERISTICS

- Like to visit concerts and pop-up events
- Established their own style
- Open to trying new products
- Tend to decorate their space in their own unique style
- Tendency to seek a relaxing space
- Passionate about Interior decorations
- Interested in art and art installations
- Familiar with Hayne Park art

Potential #2,000,000

Potential # 1,082,000



GOALS

- Sign a job contract with a big entertainment company
- Become an ambassador of her favorite brands

GEYON YOUNG

DEMOGRAPHICS

Age:	20
Location:	Seoul, South Korea
Education:	Performing Arts, BFA
Job:	Actress
Annual Income:	66,500,000 KRW (50,500 USD)
Family:	Single

PERSONALITY



*average annual income in South Korea: USD 32,570.33 (43,584,312.96 KRW)

SOCIAL MEDIA USAGE



NEEDS

- Very driven by the aesthetic of the brand
- Will mostly buy accessories that come with the product

FAVORITE BRANDS



GUCCI

LOUIS VUITTON

Potential # 1,122,000



RACHEL HAN

DEMOGRAPHICS

Age:	24
Location:	Seoul, South Korea
Education:	Advertising, BFA
Job:	Art Director in the entertainment comp.
Annual Income:	90,000,000 KRW (68,400 USD)
Family:	Single

GOALS

- Buy a new house for her parents
- Open her own Advertising agency

PERSONALITY



*average annual income in South Korea: USD 32,570.33 (43,584,312.96 KRW)

SOCIAL MEDIA USAGE



NEEDS

- Likes convenience
- Customer service is important for her
- Shops offline because she likes the experience

FAVORITE BRANDS

MARC JACOBS Acne Studios

RALPH LAUREN

Potential # 1,935,000



PARK KIM

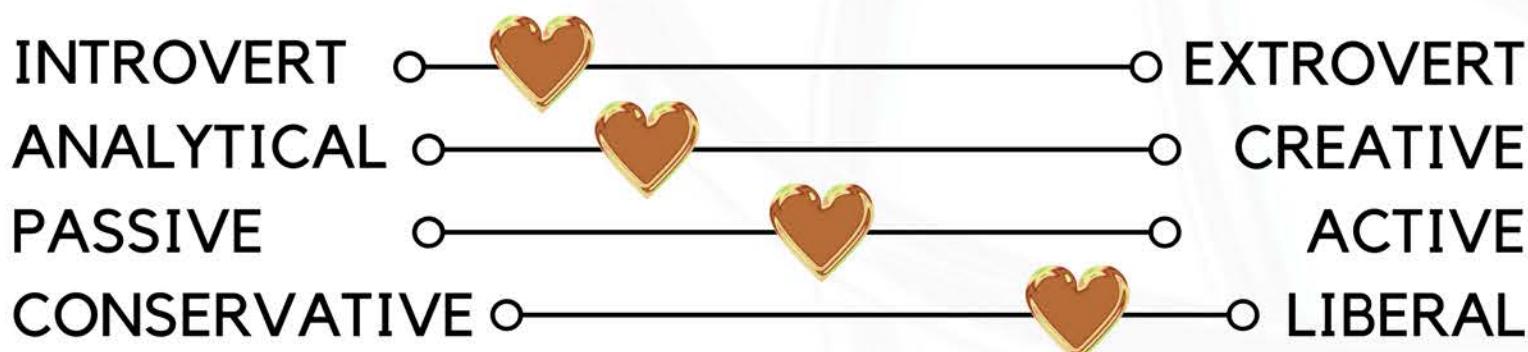
DEMOGRAPHICS

Age:	30
Location:	Seoul, South Korea
Education:	Computer Science, BFA
Job:	Software Engineer
Annual Income:	110,000,000 KRW (84,000 USD)
Family:	Married

GOALS

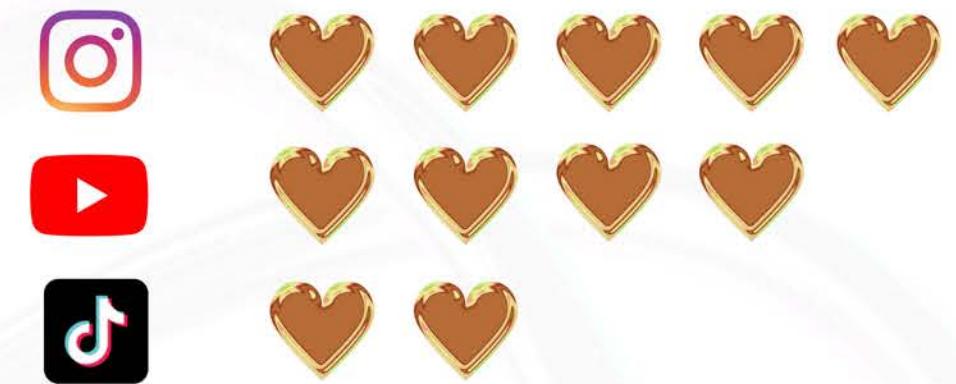
- Invest more time and money in his family
- Buy a house for his new family

PERSONALITY



*average annual income in South Korea: USD 32,570.33 (43,584,312.96 KRW)

SOCIAL MEDIA USAGE



NEEDS

- Looks for durability and comfort
- Fast payment options and ability to order online

FAVORITE BRANDS





GENTLE MONSTER

COMPETITIVE OVERVIEW

POSITIONING

COMPETITIVE REVIEW #1

BRAND



PRODUCT NAME

Geology Composite Box, Black

PRICE

\$ 310.87

RETAIL CHANNELS

Online, Showroom, and Online Third Party retailer

CLAIMS

- Textured design provide luxury aesthetic to any archeological homes or interior
- Practical function as a container in stylish design
- Evoke emotional connection within the household



COMPETITIVE REVIEW #2

BRAND



MICHAEL ARAM

POSITIONING

Taking nature as biggest muse, Michael & Aram takes often overlooked elements in the daily life and turns the elements into most creative art piece. Handmade process is treasured by the brand to celebrate the beauty of imperfection.

PRODUCT NAME

Lodhi Garden Decorative Plate Set

PRICE

\$ 290

RETAIL CHANNELS

Online, Brick and Mortar, Online Third Party Retailer

CLAIMS

Handmade decorative plates that not only contain suitable objects but also delivery visual pleasing experience



COMPETITIVE REVIEW #3

BRAND

ANNA

PRODUCT NAME

ANNA NEW YORK

PRICE

\$ 525

RETAIL CHANNELS

Online, Wholesales, Online & Offline Third party retailers

CLAIMS

- Provide functionality as a container
- Utilize premium material: semi-precious gemstone, pure silver on the edge of the product, crystal, natural agate
- Each bowl is unique in colors, shape and pattern
- Generate positive emotions - Agate is known to bring calmness and peace to owners. Gemstone is meant to raise the owner's self-esteem.

POSITIONING

A luxury furniture brand that combines biomorphic nature and modern minimal shapes to deliver diverse designs that connects consumers to nature in a modern way.



COMPETITIVE ADVANTAGES

- An innovative product that meets the consumer expectations
- Functions as a glass container that showcases the brand's products in a fashionable way
- Offer lighting customization opportunities
- High-quality materials





GENTLE MONSTER

TIME AND ACTION CALENDAR

GENTLE MONSTER

Time and Action Calendar

Task	Task description and comments	Start date	Collaborations	Responsible person	Due Date	Weeks#	Completion
Company's core mission, vision, values		4/18/2023		LAN LIN	11/18/2023	40	Done
History of the company		4/18/2023		LAN LIN	11/18/2023	40	Done
Positioning Statement	Why GM is popular? Positioning statement	4/18/2023		LAN LIN	11/18/2023	40	Done
GM Size of the Business	Annual revenues, market share, actual consumer(numbers)	4/18/2023		Sasha Korablina	11/18/2023	40	Done
Korean Eyewear Market Overview	Korean market overview	4/18/2023		LAN LIN	11/18/2023	40	Done
Korean Eyewear Distribution by channels	% of offline and online stores	4/18/2023		LAN LIN	11/18/2023	40	Done
GM Current Product Line		4/18/2023		Yuqi Xu	11/18/2023	40	In process
GM Channels of Distribution		4/18/2023		Yuqi Xu	11/18/2023	40	Done
GM Pricing Strategy		4/18/2023		Yuqi Xu	11/18/2023	40	Done
GM Target Consumer	Personas	4/18/2023		Sasha Korablina	11/18/2023	40	Done
Consumer Segmentation	Potential consumer#	4/18/2023		Sasha Korablina	11/18/2023	40	Done
SWOT Analysis		4/18/2023		Sasha Korablina	11/18/2023	40	Done
GM Competitive review		4/18/2023		Sasha Korablina	11/18/2023	40	Done
New Product Launch Objectives		4/18/2023	Team	Sasha Korablina	11/18/2023	40	Done
New Product Market Size		1/5/2024		Sasha Korablina	8/20/2024	34	Done
External analysis of new product market		1/5/2024		LAN LIN	8/20/2024	34	Done
New Product concept explanation		1/5/2024	Team	Yuqi Xu	8/20/2024	34	Done
New Product overview		1/5/2024	Team	LAN LIN	8/20/2024	34	Done
Macro/Micro Trends		1/5/2024		Yuqi Xu	8/20/2024	34	Done
Concept board		1/5/2024	Team	Yuqi Xu	8/20/2024	34	Done
GM Social Media platforms		1/5/2024		Sasha Korablina	8/20/2024	34	Done
New Product's competitive review		1/5/2024		LAN LIN	8/20/2024	34	Done
Competitive advantage of a product		1/5/2024		LAN LIN	8/20/2024	34	Done
Product assortment		1/5/2024		Yuqi Xu	8/20/2024	34	Done
New Product target consumer		1/5/2024		Sasha Korablina	8/20/2024	34	Done
Time and Action Calendar		1/5/2024	Team	Sasha Korablina	8/20/2024	34	Done
Marketing Mix		1/5/2024	Team	LAN LIN	8/20/2024	34	Done
Triple Constraint		1/5/2024		LAN LIN	8/20/2024	34	Done
Key Takeaways		1/5/2024		Sasha Korablina	8/20/2024	34	Done
Cost/Retail price negotiations		2/5/2024	Team	LAN LIN	8/30/2024	30	Done
New Product Sales Forecast		2/5/2024	Team	Sasha Korablina	8/30/2024	30	Done
Product Detail		2/5/2024		Yuqi Xu	8/30/2024	30	Done
Final target consumer		2/5/2024		Sasha Korablina	8/30/2024	30	Done
Timing Channel and timing		2/5/2024	Team	Yuqi Xu	8/30/2024	30	Done
Expenses estimate		2/5/2024	Team	LAN LIN	8/30/2024	30	Done
PNL Statements year 1 through 3		2/5/2024		Sasha Korablina	8/30/2024	30	Done
Tech Pack		3/10/2024		Vicky Xu	9/20/2024	28	Done
Design Brief		3/10/2024		Vicky Xu	9/20/2024	28	Done
Logistics		3/10/2024		Sasha Korablina	9/20/2024	28	Done
Production Plan		3/10/2024		Sasha Korablina	9/20/2024	28	Done
Initial Marketing Plan		3/10/2024		LAN LIN	9/20/2024	28	Done
Creative Brief		3/10/2024		LAN LIN	9/20/2024	28	Done
Regulatory and Intellectual Property Issues		3/10/2024		Sasha Korablina	9/20/2024	28	Done
Quality Assurance Plan		3/10/2024			12/25/2024	42	In process
Quality Control Plan		3/10/2024			12/25/2024	42	In process
Desired Marketing Claims		3/10/2024			12/25/2024	42	In process
Testing Plan		4/10/2024			12/25/2024	37	In process
Packaging and Labeling		4/10/2024			12/25/2024	37	In process
Line extension product brainstorming		12/25/2024	Team		4/15/2025		Not complete
New Product Channel of Distribution		1/1/2025			4/1/2025	14	Not complete
Manufacturing of the product		10/3/2024	team	Manufacture	2/3/2025	21	Not complete
Product testing		2/5/2025		Testing facility	2/15/2025	3	Not complete
Distribution		2/16/2025			2/23/2025	2	Not complete
Product Lifestyle Plan		1/1/2025			4/1/2025	14	Not complete
Presentation organization		4/18/2023	Team	Sasha Korablina	4/15/2025		In process

The launch is planned for
04/22/2025

Creative and Design Briefs
should be approved by
9/20/2024

Testing and Validation done
by 12/25/2024

Line extension
brainstorming starts on
4/15/2025

Product should be in store
by 2/23/2025

TIME AND ACTION
CALENDAR

LAUNCH TIMING

Our product will be launched on April 22, 2025.



- Research & Concept: 7 months
- Business Plan: 6 month
- Development/Production: 7 months
- Testing: 1 months
- Pre-launch stage: 3 months
- Total: 2 years (24 months)

- According to our time and action calendar, each stage will leave enough time to adjust marketing tactics and ensure the product reaches the intended audience.
- The 24-month period allows us to produce a collection that further stretches our product line and stays long-term.
- We can take advantage of market conditions and trends to increase our sales by launching our product in 2025.

CHANNELS OF DISTRIBUTION

- Retail store and official website
- Social Media: Instagram, YouTube
- Launch at the store- Gentle Monster Seoul Sinsa
- Available at 5 remaining South Korean stores after launch period



Gentle Monster Flagship Store

PRODUCT LIFECYCLE

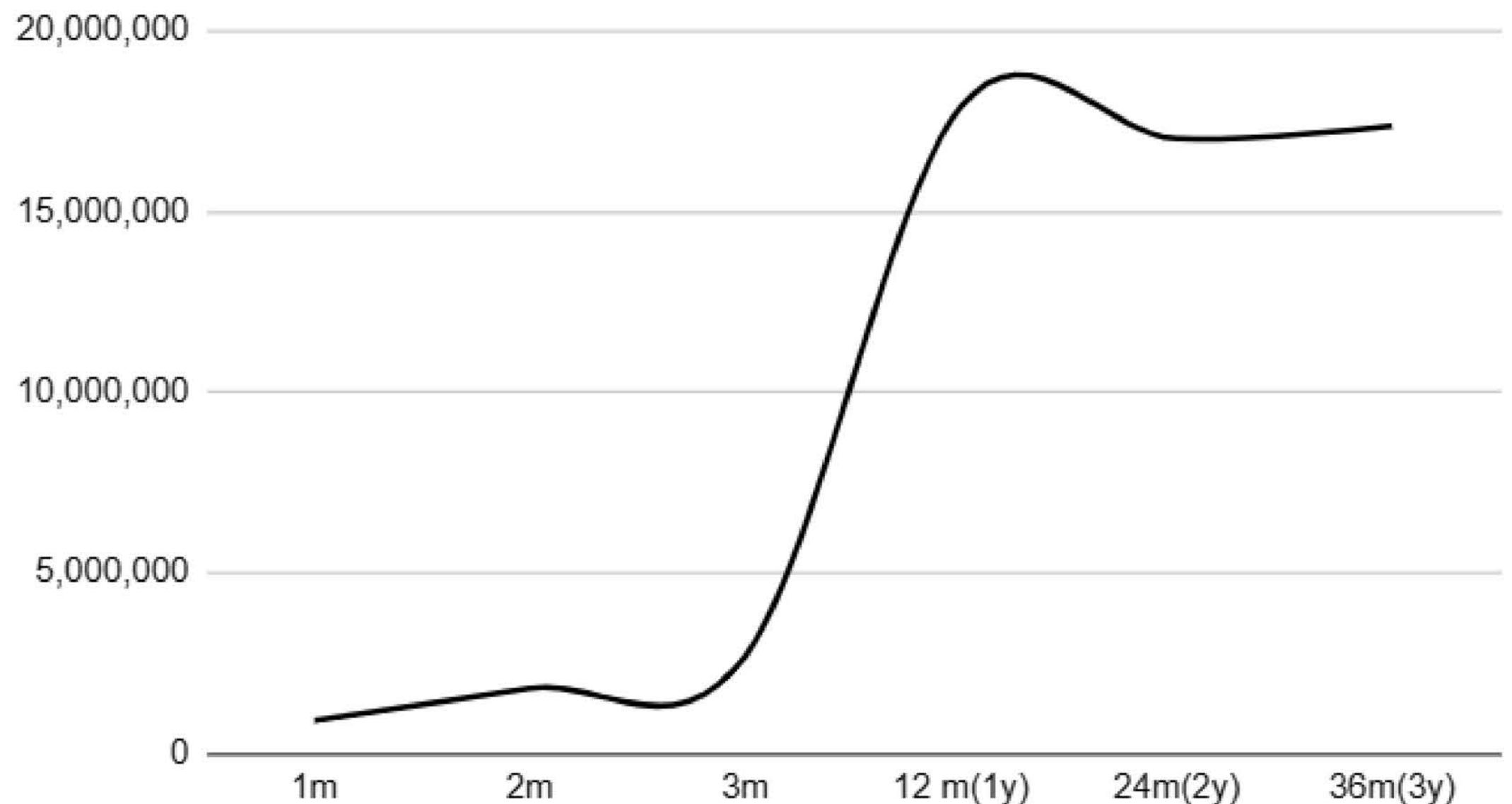
LONG TERM PRODUCT

Highest point during the 1st year due to promotional activities (\$17,900,000)

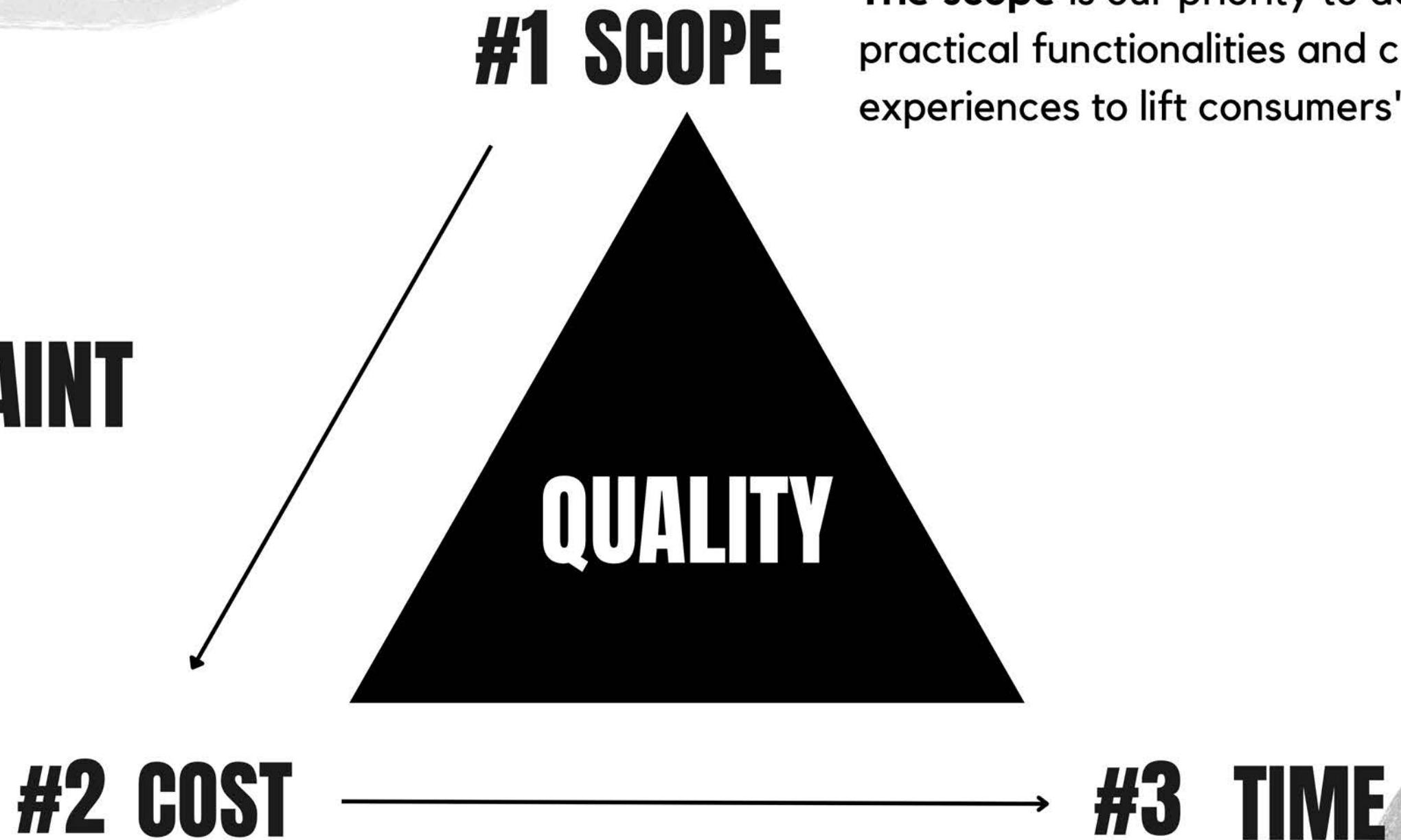
Planned sales increased during the 3rd year because of the line extension.(2% from the last year)

According to the time and action calendar, the brainstorming of the second product will start on 12/25/2024

Nest SC23 PLC Curve for first 3 months



TRIPLE CONSTRAINT



Cost is our second focus. We aim to produce products in premium materials so that products are of the best quality and effects.

The scope is our priority to deliver products that have practical functionalities and create aesthetic experiences to lift consumers' lifestyles.

#3 TIME

Time of release is our least concern because we do want to invest enough time to deliver the best designs and retail experience.



GENTLE MONSTER

RETAIL AND COST ESTIMATES

DETAILED COST ESTIMATE OF Nest SC23

CoG: \$223

MU%: 75%

MU\$: \$657

LIST PRICE: \$880

- Acrylic is used for the glass effect
- Plant-based polyurethane provides textured effects
- Silver paint on titanium
- Product card with QR CODE for instruction
- Free Cleaning Cloth

Material	Qty	Unit	Per Unit	Prelim
Acrylic (0.22" thickness)	8	per square foot	\$8	\$64
Plant-based polyurethane	2	pound	\$18	\$36
Titanium	4	pound	\$0.35	\$1.40
Silver	3	ounce	\$25.20	\$75.60
LED	2	piece	\$5	\$10
Packaging				
Wrapping Paper - regular paper	0.6	pound	\$1.13	\$0.68
Printing on the box	5	sheets	\$0.01	\$0.05
Product Card	1	sheet	\$0.19	\$0.19
Cleaning Cloth	1	piece	\$0.50	\$0.50
Cupboard boxes	1	piece	\$1.98	\$1.98
Shipping				\$17.55
Labour				\$7.18
Duty		dollars	10%	\$20
Insurance				\$7
Total CoG				\$223
Retail Markups \$				\$657
Mark Up %				75%
List Price				\$880

PRELIMINARY COST AND RETAIL PRICE

Customized LED lights

- Customized LED lights selling independently from the original stand

Material	Qty	Unit	Per Unit	Prelim
Customized LED:	1	piece	\$5	\$5.00
Labour				\$0.59
Duty			10%	\$0.61
Insurance				\$0.50
Total CoG				\$6.70
Retail Markups \$				\$8.30
Mark Up %				55%
List Price				\$15



A woman with dark hair and bangs, wearing pink sunglasses and a black t-shirt with a cutout on the shoulder, looking down and to the side.

GENTLE MONSTER

FORECASTS AND FINANCIAL ANALYSIS

FORECASTING OF UNITS AND DOLLARS TO BE SOLD

FORECASTED UNITS TO BE SOLD				
Time period	Units	Dollars \$	Percentage	Reasoning
1 Year	20,341	\$17,900,000.00	100%	Stated in our objective
Launch (3 month)	3,051	\$2,685,000.00	15%	The product will be mostly purchased ones.
2 Year	19,324	\$17,005,000.00	95%	5% decrease due to the end of the marketing promotion for the product
3 Year	19,731	\$17,363,000.00	97%	2% increase from the last year due to the launch of line extension

EXPENSES

- Artist installation serves as key focus in store
- Social media and Influencer promotion will take up 40% of marketing expenses
- Arranged pop up events on the launch day will include food, beverages and other services

Short Term Expenses (3 months)

	Cost	Distribution
Employee Training	\$71,600.00	10%
Store Display	\$143,200.00	20%
Artist Installation	\$64,440.00	45%
Shipping (props)	\$28,640.00	20%
Props	\$50,120.00	35%
Marketing Launch	\$393,800.00	55%
Influencer Promotion	\$59,070.00	15%
Artist Commission	\$39,380.00	10%
Social Media	\$98,450.00	25%
Email	\$31,504.00	8%
Phone	\$19,690.00	5%
Videos	\$47,256.00	12%
Website Promotion	\$98,450.00	25%
Pop Up Events	\$107,400.00	15%
Total	\$716,000.00	100%

EXPENSES

- Marketing takes up most of the salary expenses
- Electricity expense is included under building maintenance

Long Term Expenses

	Cost	Distribution
Store Display Maintenance	\$429,600.00	15%
Salaries	\$1,804,320.00	63%
Retail Sales Associates	\$451,080.00	25%
Marketing	\$721,728.00	40%
Merchandising	\$360,864.00	20%
Public Relation	\$270,648.00	15%
Delivery	\$286,400.00	10%
Building Maintenance	\$343,680.00	12%
Total	\$2,864,000.00	100%

PROFIT AND LOSS STATEMENTS

1 YEAR	\$	%
Net Sales	\$17,900,000.00	100%
Cost of Goods	\$4,536,022.73	25%
Gross Margin	\$13,363,977.27	75%
Expenses	\$3,580,000.00	20%
Profit	\$9,783,977.27	55%

2 YEAR	\$	%
Net Sales	\$17,005,000.00	100%
Cost of Goods	\$4,309,221.59	25%
Gross Margin	\$12,695,778.41	75%
Expenses	\$2,864,000.00	17%
Profit	\$9,831,778.41	58%

3 YEAR	\$	%
Net Sales	\$17,363,000.00	100%
Cost of Goods	\$4,399,942.05	25%
Gross Margin	\$12,963,057.95	75%
Expenses	\$2,864,000.00	16%
Profit	\$10,099,057.95	58%

- The largest profit amount in USD is predicted to be seen in the third year.
- The largest net sales amount in USD is predicted to be seen in the first year.



DESIGN BRIEF

GENTLE MONSTER



NestSC23 Overview

NestSC23 is a glass holder designed to combine functionality and decorative elements in a modern futuristic style. It can keep up to 6 pairs of glasses and can be displayed as a decorative art piece.

Target Consumer

All gender 20-30
Urban modern lifestyle
Strong self-expression with style
Interest in the art installation
Potential: #2,000,000



Launching Date

April 22, 2025

Objective

Gentle Monster will launch a NestSC23 glass holder that displays and stores glasses during Spring 2025 to achieve 17.9 million dollars within 12 months.

DESIGN BRIEF

Materials

Acrylic
Plant-based polyurethane
Titanium
Silver
LED Light



10105 C	Chromium	10105 C	silver
152-85-11	Pink Sorbet	13-2801 TCX	
036-39-06	Unbleached Cotton	11-0103 TCX	
072-64-17	Bio-Mint	14-4112 TCX	
116-85-09	Ice Blue		

Gradient calming colors



THE LOOK

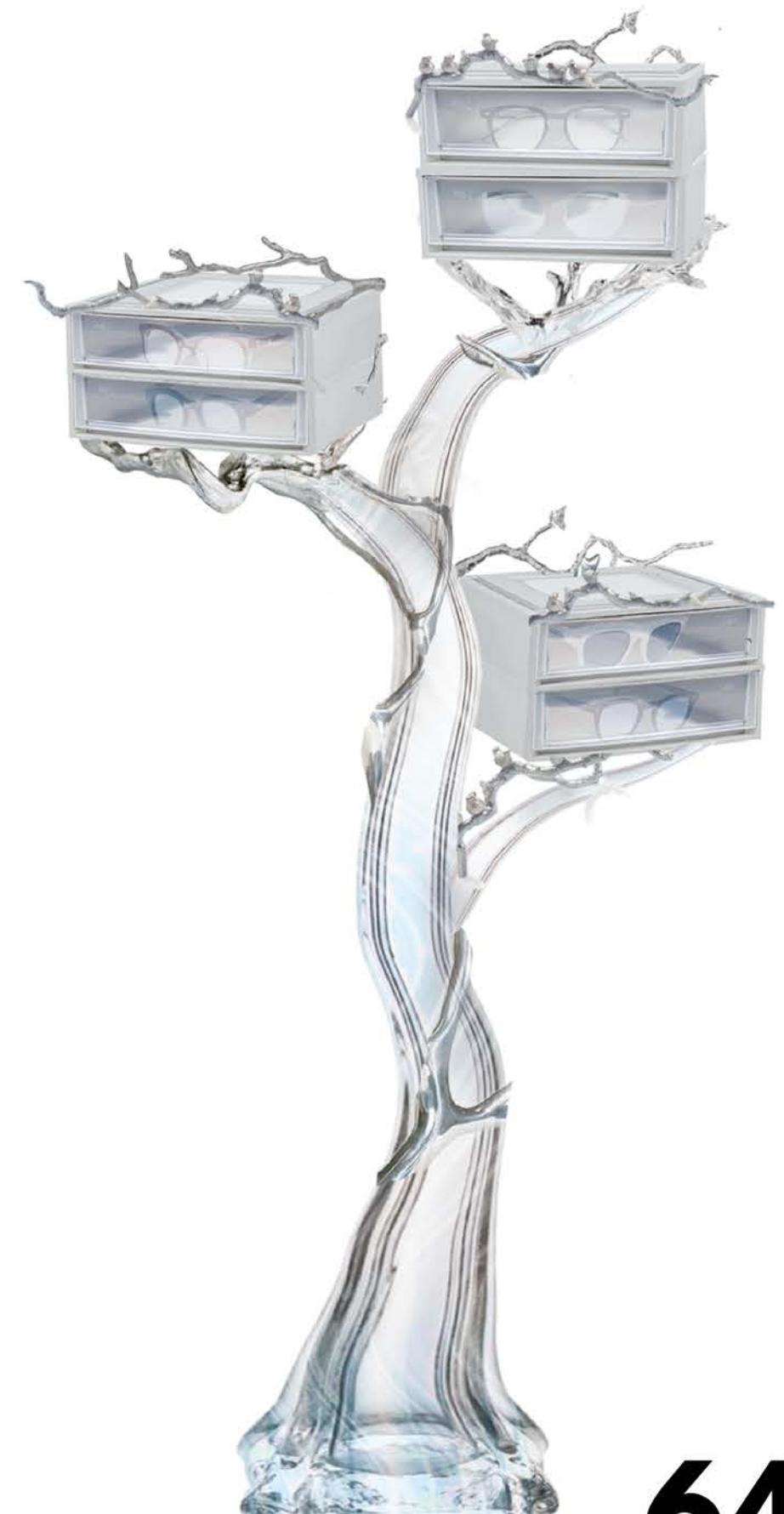
Modern, Artistic, organic, stacked Volume, sculptural Form, metallic shine, multifunction

CONCEPT

The collection "Conjoined Belonging", provides freedom for the young generation to explore their new sense of belonging. With our futuristic aesthetics, healing colors, and nature-inspired shapes, we aim to provide an organized healing home for your glasses while lighting up your space.

FEATURES

- Flexible organization space holds up to 6 pairs of glasses.
- Replaceable light choices with a calming effect.
- Optical transparencies and light refractions add a wow factor to spaces with a decorative boost.



TECH PACK

Product Name: NestSC23

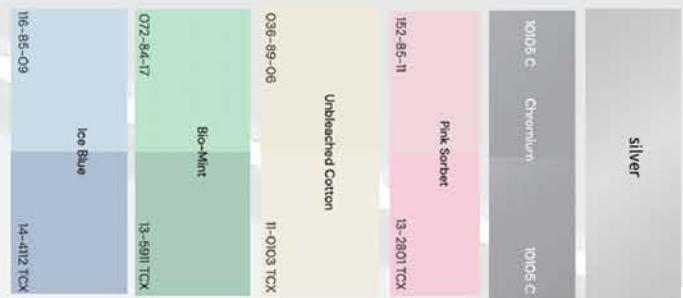
Line: Home Decorate

Season: SS 2025

Cost: \$ 223

Materials: Acrylic, Plant-based polyurethane, Titanium, Silver, LED Light

Colors:



Description:

- plant-based polyurethane is used for the light base.
- Acrylic stacked box with front drawer.
- Textured frosted surface.
- Gentle Monster Logo on the back of the drawer.
- The silver metallic decoration around the box edge.
- Replaceable light choice with healing colors

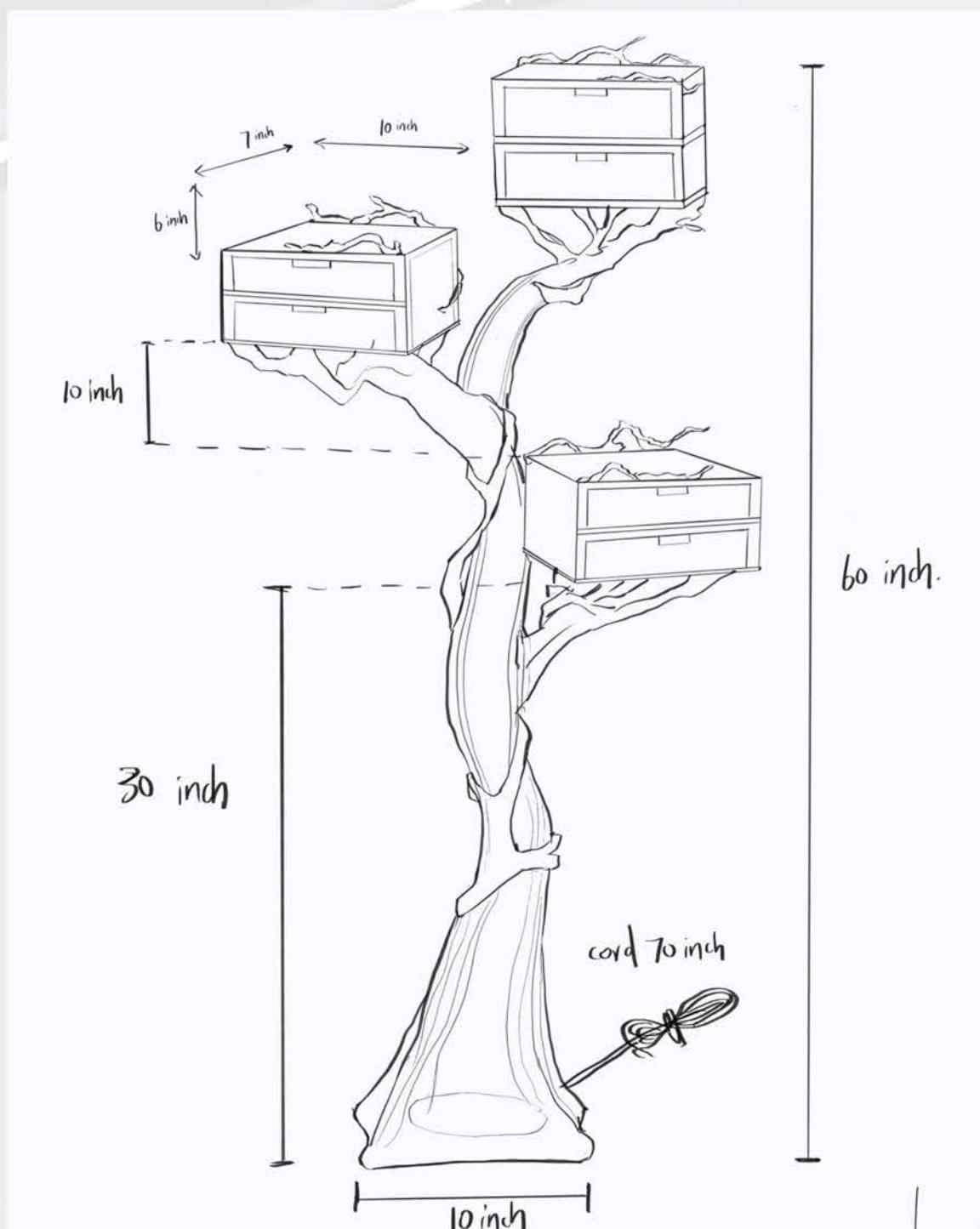
Measurements:

- Total piece: 60"H x 10"W x 12"D
- Double Drawer: 10"H x 7"W x 6"D
- Wire length: 70"
- The gap between each drawer: is 10"

Company Name: GENTLE MONSTER

Address: 23, Apgujeong-ro 10-gil, Gangnam-gu, Seoul, South Korea

Phone: +82 7050800196



PRODUCTION AND LOGISTICS PLAN

The main way of transportation is via trucks- YUSEN LOGISTICS (KOREA) CO., LTD.

MANUFACTURE



Address: Biz6, Yongin-SI,
Gyeonggi-do, South Korea

DELIVERY



Customers will get their
products delivered by truck.
Product distribution will be
done by trucks too

- The first order of 4,700 units will be placed on 10/3/2024
- Merchandise should be in store by 2/23/2025



GENTLE MONSTER

CREATIVE BRIEF

CREATIVE BRIEF

PROJECT DESCRIPTIONS

This project entails increased consumer communication with Gentle Monster with its surprising nature which combines both technology and nature in a modern way.

MARKETING PURPOSE

The purpose of this marketing project is to enhance Gentle Monster's brand recognition as an unexpected and product-diverse brand. The extended product line is also intended to increase overall revenue.



CREATIVE BRIEF

MARKETING OBJECTIVES

- To achieve a 15% higher engagement rate across social media platforms such as Instagram, YouTube, Pinterest, and Twitter compared to last year
- To achieve traffic growth on the official website at the rate of 20% in the first year of sales
- To reach traffic growth in retail stores at the rate of 20% in the first year of sales

CREATIVE DELIVERABLES

Deliverable One	Ad Campaign Photography in three different natural scenarios
Deliverable Two	Ad Campaign Video in three different scenarios: 1. Close up shots on materials; 2. Motion video in one chosen natural scene; 3. Interactive video about promotional products and other existing eyewear products
Deliverable Three	Social Media Layout Design: Deliver clean, modern and futuristic layouts that focus on promoted products with natural and sustainable concern
Deliverable Four	Retail App Interface Design: 1. Must include page of Home, VR Tech, Retail checkouts and collection stories; 2. the UX page should be straightforward and easy to follow;
Deliverable Five	Official Website Interface Design: 1. Landing page must be interactive; 2. Must include VR try on experience (with other eyewear products or the switch of background)
Deliverable Six	VR Furniture Try-on Filter: 1. Must be able to play product in different environments; 2. Must illustrate real life size in various scenarios
Deliverable Seven	Visual Merchandising Layout Design: 1. Must include space for artist installation; 2. Implement the tree house concept to the whole store

CREATIVE BRIEF

MESSAGES

Gentle Monster is not only an eyewear company, but also a pioneer in experimenting on products and concepts. This new product collection is the epitome of an experiment on creative interior design that not only brings functionality and aesthetic experience to our consumer base.

VOICE AND TONES

Thinking creatively, Experimental, Inspiring, Functional

AESTHETICS

The campaign should encompass the visual contrasts of futuristic and natural, creating a new perspective to see life and existing belongings.



CREATIVE BRIEF

Creative and Technical Requirements

Image Requirements	Photographs should have clean and modern layouts but create the dramatic experience by using different angles, postures, surrounding objects, and storytelling
Copy Requirements	Copies must be either directly linked to or be in all the contents: videos, images (with or without sound);



CREATIVE BRIEF

Timelines and Deadlines

Due Date One	February 18th, 2024 Retail Store Layout
Due Date Two	March. 15th, 2024 Ad Campaign Photography
Due Date Three	April. 15th, 2024 Social Media Layout with approvevd Ad Campaign
Due Date Four	May. 15th, 2024 Ad Campaign Video
Due Date Five	June. 15th, 2024 App Interfacing Design + VR try-on filter
Due Date Six	July. 7th, 2024 Website launch Interfae
Initial Overview	August. 10th, 2024
Secondary Overview	October 26th, 2024
Final Overview	December 10th, 2024

CREATIVE BRIEF

Budgeting		Distribution
Client Budget	\$393,800.00	100%
Estimate for service one (Photography)	\$59,070.00	15%
Estimate for service two (Video)	\$98,450.00	25%
Estimate for service three (Social Media Layout)	\$31,504.00	8%
Estimate for service four (Retail App Interface DSGN)	\$47,256.00	12%
Estimate for service five (Official Web DSGN)	\$31,504.00	8%
Estimate for service six (VR Try-on Filter)	\$78,760.00	20%
Estimate for service seven (VM Layout DSGN)	\$47,256.00	12%

A photograph of two shirtless men. They are wearing black clothing, including black tank tops and black pants. Both men are wearing dark sunglasses. They are posing close together, with one man's arm around the other. The background is plain white.

GENTLE MONSTER

POSSIBLE LEGAL ISSUES

POSSIBLE REGULATORY ISSUES

ONLINE SALES: REGULATED BY KCC

- E-commerce Act
- Fair Labeling and Advertising Act
- The Regulation of Standardised Contracts Act (RSCA)
- The Framework Act on Consumers(Consumer Protection in Electronic Commerce)
- The Electronic Transaction Act
- The Fair Trade Act (MRFTA)

OTHER ACTS AND LAWS:

- The Personal Information Protection Act (PIPA)
- The Foreign Investment Promotion Act (FIPA)
- The Labor Standard Act (LSA)
- The Electric Utility Act (MOTIE)
- The Electricity Business Act
- The Price Stabilisation Act
- Korea Certification (KC) Number (Should be displayed online and on the packaging)
- Warning Statement in Safety Quality Labeling (In Korean)
- Korean Industrial Standards (KS)

POSSIBLE INTELLECTUAL PROPERTY ISSUES

TRADE MARK ACT

DESIGN PROTECTION ACT

COPYRIGHT ACT

TRADE SECRET

GENTLE MONSTER
AMBUSH®

SHOP THE COLLABORATION



QUALITY ASSURANCE AND CONTROL

QUALITY ASSURANCE PLAN

- Manufacturing process supervision - Weekly random inspections
- The manufacturing team will provide technical training to assembly line supervisors to ensure that goods comply with Tech Pack
- Light Testing by using a digital multimeter
 - The brightness of LED light should stay within the range from 2400lm to 2800lm
- Check the durability, quality, and stability of the product by conducting free fall tests on different floor material
- Final audit of the finished product to reensure the product follows Tech Pack instructions
- Flammability, Electrical safety, and Heat Dissipation should be tested to decrease potential hazards
- Packaging Inspection with products placed inside to test damage level for transportation

QUALITY CONTROL PLAN

VOICE OF THE CONSUMERS

- Online post-purchase customer service to assist product construction and usage
- Leverage email survey to collect feedback
- Analyze any comments across platforms for future improvement
 - YouTube unboxing videos, comments across media platforms
- Collect information from salespeople in the store
- A one-year Warranty will be offered for any damage

PRODUCT INSPECTION

- Sampling Inspection will be done in February 2025
- Durability, Material, Quality, and Safety errors will be fixed by the end of March 2025



GENTLE MONSTER MARKETING CLAIMS AND TESTING

DESIRED MARKETING CLAIMS

Hard Claims	Validation
Created with certified high-quality materials	Sourcing from the high-quality certified manufacturers
Eco-Friendly materials	Green Standard for Energy and Environmental Design (G-SEED)
100% Recyclable packaging	Products will receive the assessment required by the Ministry of Environment department. Only products that achieve average grade will be allowed to use.
Energy-efficient LED lights	KC cerificate
Long-Lasting LED lights (up to 24 hours)	KC cerificate
Qualified for safe everyday use	KC cerificate
Certified to be UV radiation resistant	UV resistant materials and Ultraviolet Protection Factor certificate

DESIRED MARKETING CLAIMS

Soft Claims	Validation
Combines functionality and art in a modern style	Online questionnaires regarding product looks
Lift home experience with innovative design	User testing on target customer with the goal of getting a feedback regarding their positive mood change with the introduction of the product
Gradient LED lightings enhance a cozy interior atmosphere	Focus group regarding light combinations that people find cozy
Calming light effects	Focus group regarding LED lights and their affect on the mood
Big capacity holder (Up to 6 glasses)	User testing on how many pairs of glasses the product can hold
Multifunctioning storage	Testing whether the product can hold something besides glasses

Safety Testing

Electrical Safety

Test the electrical components, such as wires, connectors, switches, and plugs, to ensure they meet the required electrical standards.

Mechanical Safety

Test the lamp's components, such as the base, pole, joints, and shades, to ensure they are robust and securely connected.

Thermal Safety

Evaluate the lamp's ability to dissipate heat properly, preventing overheating and potential fire hazards.

Photo-biological Safety

This testing assesses the potential risks of exposure to light sources, such as ultraviolet (UV) and infrared (IR) radiation.

Material Safety

Material safety testing involves examining these components for any potential hazards, such as sharp edges, choking hazards, or toxic substances.

Stability Testing

Approach the floor lamp from all different angles and with different levels of force to test its resistance to accidental tipping.

Quality Test



Visual Inspection

- Examining the product for any visible defects such as scratches, dents, paint, coating irregularities, or misalignment of parts to have a consistent and pleasing appearance.
- Picking random lamps to measure the brightness and color temperature.
- Testing out if the lamp is secured to prevent harm during the packaging and transporting process.

Functionality & Durability Testing

- Testing the features and components of the product, such as on/off switch, repeat pulling the drawer, place different items inside.
- Test the product's ability to withstand regular use and various environmental conditions which may include pushing from different angles, sliding, and placing sharp items nearby.
- Shippment test for product durability during transportation.

Consumer Test

- A number of products will be distributed among various employees with different use habits among Gentle Monster for internal testing.
- Gather a group of potential users representing the demographic and psychographic target consumer to discuss their opinions, preferences, and expectations regarding the new product.



- Collecting observations and feedback on aesthetics, ergonomics, and how it fits into their living environment to evaluate the product's drivability and also identify any potential usability issues.
- Surveys: insights on design, expected features, product pricing, satisfaction levels, and purchasing intentions.



PACKAGING AND LABELING

PACKAGING

SECONDARY PACKAGING

- Provide customized cardboard inserts to protect the product against impacts.
- Secondary packaging contains 2 primary packaging to hold containers and lamp body separately.
- The packaging is sized to accommodate the lamp's size, while efficiently minimizing storage space.



PRIMARY PACKAGING

- The packaging is designed to be easily disassembled and environment-friendly.
- Packaging information: GM logo, product name, fragile warnings, right side up.
- Screws and instructions will be placed into a clear plastic bag.

PRODUCT LABELING

Lighting labels:

Lighting Facts		Per Light
Brightness	2400	lumens
Estimated Yearly Energy Cost	\$ 1.81	
Based on 3hr/day, 11¢kWh. Cost depends on rates and use.		
Life		
Based on 3hr/day.	13.7 years	
Light Appearance	Warm  Cool 3000K	
Energy Used	40 Watts	

Inspected & Approved
Mfg by: RTL. UL file# LP1173
To Re-Order Call: Grand Brass Lamp
Type: A/40 Watt 212-226-2567



Safety labels:



GENTLE MONSTER

PRODUCT NAME: NestSC23, No. 8899762 **UNITS:** 4 units total

MANUFACTURER: Biz6, Yongin-SI, Gyeonggi-do, South Korea 82-70-82258122

MATERIALS: Acrylic, Plant-based polyurethane, Titanium, Silver, LED Light

DIMENTIONS: Total piece: 60"H x 10"W x 12" D. Double Drawer: 10"H x 7"W x 6"D.
Wire length: 70"



CARE INSTRUCTION



Always turn off the lamp and unplug it before cleaning. Let the lamp cool down before cleaning. Periodically wipe down your lamp with a clean and dry cloth to remove any moisture or dust particles that may have accumulated. DO NOT clean the lamp with water. DO NOT wipe with a wet cloth and DO NOT submerge in water. Always keep the lamp away from the water. Keep in a dry place and keep away from children.

MADE ON 2025/01/15



MADE IN KOREA

- Everything should be written in Korean
- Minimum text size- 10pt



GENTLE MONSTER

DISTRIBUTION

DISTRIBUTION

The main way of transportation is via trucks-
YUSEN LOGISTICS (KOREA) CO., LTD.

MANUFACTURE & TESTING



Address: Biz6, Yongin-SI, Gyeonggi-do, South Korea

Additional info: First order of 4,700 units will be placed on 10/3/2024

DISTRIBUTION CENTER

Address: Seoul, South Korea

Additional info:

The first order of 4,700 units will be delivered on 2/23/2025



CONSUMER

Online purchases

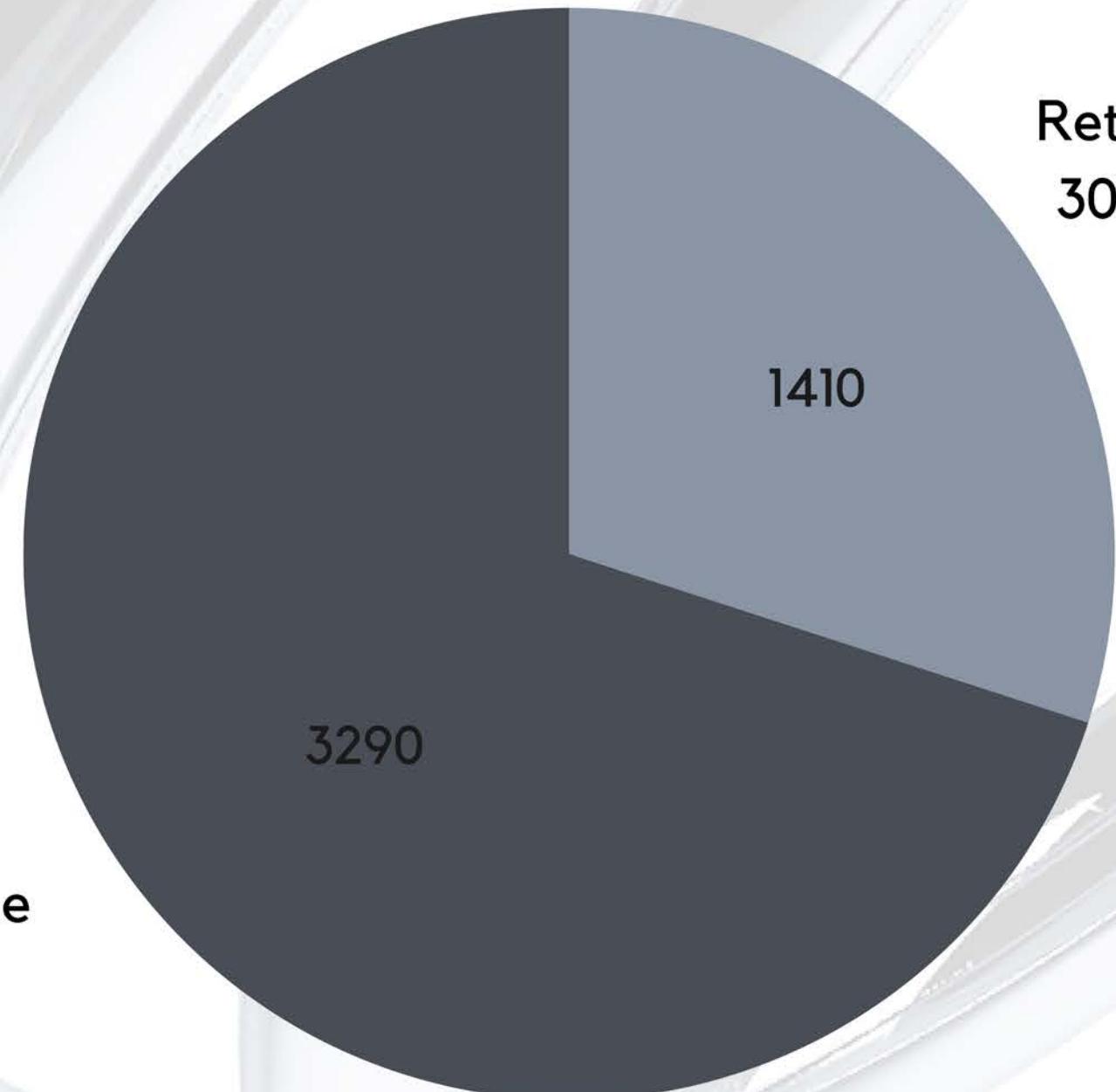


SINSA STORE

In-store purchases

Address:
23, Apgujeong-ro 10-gil,
Gangnam-gu, Seoul, South Korea

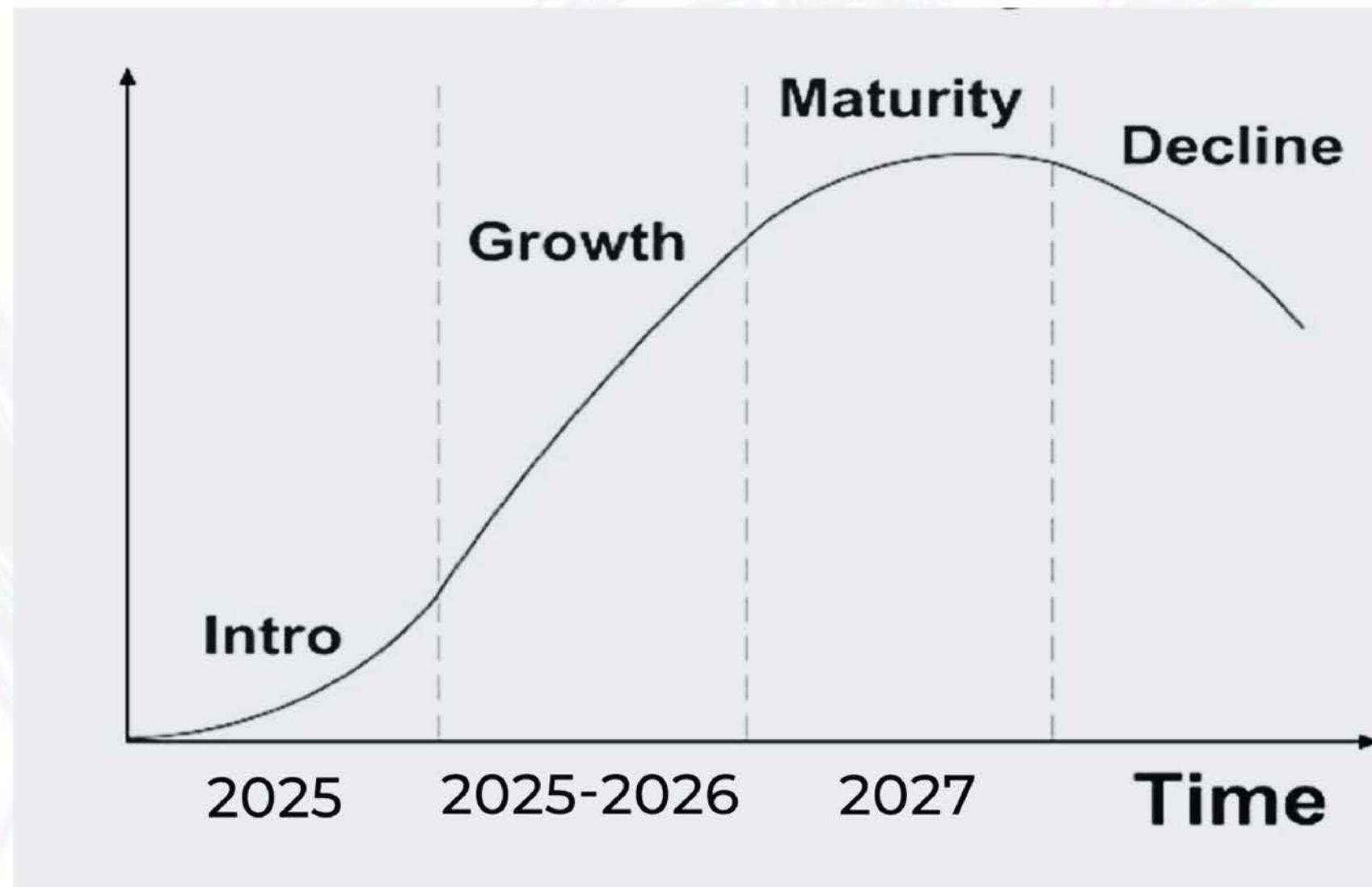
INVENTORY DISTRIBUTION BY CHANNELS



TOTAL UNITS TO SELL DURING THE LAUNCH PERIOD= 3,051

TOTAL UNITS TO MANUFACTURE AND DISTRIBUTE FOR THE LAUNCH PERIOD= 4,700

PRODUCT LIFECYCLE



- NestSC23 will be a long-term product for Gentle Monster.
- As a line extension, NestSC23 will increase sales by 2% higher than last year.
- The highest point of sale will reach up to \$17,900,000 due to the promotional activities.
- The discovery stage of the second product will start on 12/15/2024, and the new product is planned to launch in 2027.

A woman with blonde hair, wearing dark sunglasses and a black t-shirt, is shown from the waist up. She is sitting on a red surface, with her hands resting on her lap. The background is a dark, solid color.

GENTLE MONSTER

INTEGRATED MARKETING PLAN LONG TERM

INTEGRATED MARKETING PLAN

Launch Objective:

Sales Objective:

- To improve retail sales by 6% over the second quarter compared to the previous year.
- To raise e-commerce sales by 4% over the second quarter of the previous year.

Traffic Growth Objective:

- To achieve a 6% increase in social media interaction on registered platforms over the second quarter of the previous year.
- To raise the website engagement rate by 12% over the second quarter of the previous year.
- To increase in-store traffic by 7% over the second quarter of the previous year.





INTEGRATED MARKETING PLAN

Long Term Objective:

Sales Objective:

- To increase retail sales by 12% compared to the previous year.
- To raise e-commerce sales at the rate of 8% compared to the previous year.

Traffic Growth Objective:

- To achieve a 15% higher engagement rate across social media platforms such as Instagram, YouTube, Pinterest, and Twitter than the previous year.
- To raise website engagement rate by 20% compared to the previous year.
- To increase in-store traffic at the rate of 20% compared to the previous year.

PROMOTIONAL MIX

PRODUCT

NAME: NEST SC23

- Offer one extra customized lightings
- Made by carefully sourced material
- Contain both functional and aesthetic features

PRICE

\$880

- Additional \$15 for customized lighting

PROMOTION

- Collaborate with Hayne Park and present installations in Sinsa Store
- Work with influencers who share similar aesthetics and enjoy outdoor activities in nature
- Develop Mobile App which contains Past collections, purchasing channels, virtual try-on

PLACE

- **Retail Store for Launch**
 - Gentle Monster Seoul Sinsa: 23, Apgujeong-ro 10-gil, Gangnam-gu, Seoul, South Korea
- **Launch and Long Term**
 - Retail Store in Korea
 - Official Website
 - APP
 - Social Media: Instagram, YouTube, Facebook, Twitter



MARKETING SCHEDULE



JAN.22ND, 2025

- Social Media Announcements about upcoming product
- Official Website Countdown
- Introduce retail app
- Commercial Trailer on YouTube

FEB.1ST, 2025

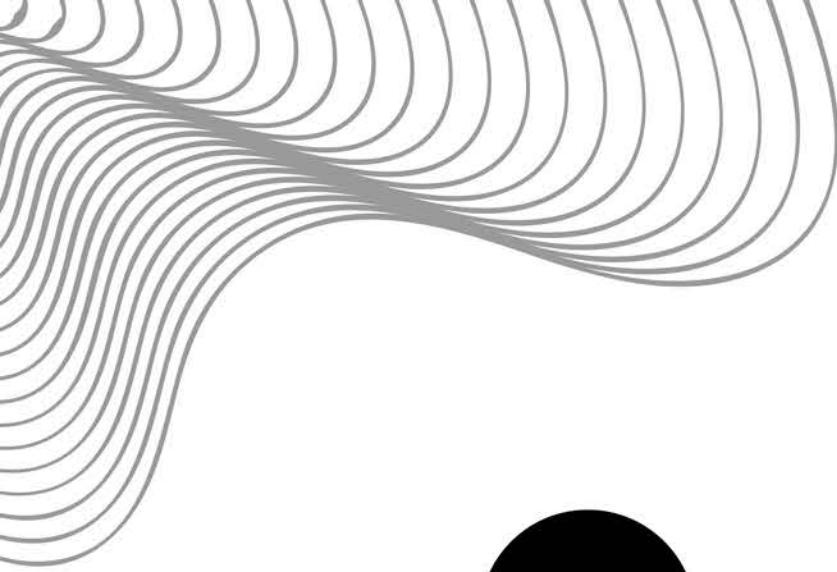
- Announce Launch Store and artist collaboration
- PR Invitation sent out to VIP customers and celebrities, and influencers for launch events

FEB.8TH, 2025

- Announce collaboration with KFEM for sustainable support

APR.11TH - 10TH, 2025

- Coffee Truck that provides free coffee and product-related collectibles



MARKETING SCHEDULE



APR.22ND, 2025

- Official Launch Day in Sinsa Store
 - In-Store selling event
 - Artist Presentation
- APP LAUNCH
- Official Launch on the website
- Live Stream in-store events on Instagram and YouTube
- PR Samples sent out to celebrities and influencers

MAY. 1ST-8TH, 2025

- Sponsored YouTube unboxing Videos
- Instagram tagged posts about new products

MAY. 15TH 2025

- NestSC posts collection under "Style" tab on official website

DEC. 15TH 2025

- Disclose the percentage of profit that will be donated to KFEM

WEBSITE LAUNCH

GENTLE MONSTER

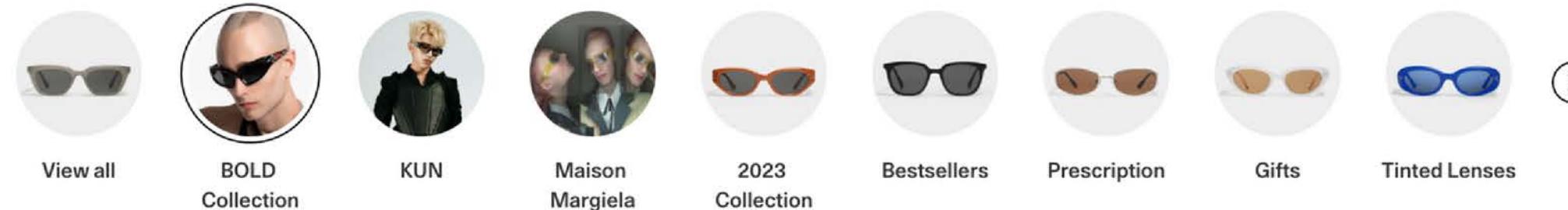
Sunglasses Glasses Collaborations Styles Stories Stores Services

Search

Shop in US

Login

0



Lamp/Conjoined Belonging Collection

Quick View Filter



NEST SC 23

Introducing first furniture line. Organically shaped silhouettes with structured boxes to hold belongings in a creative and aesthetic way.

LEARN MORE

99



RETAIL STORE MOCK UP



N E S T
S C 2 3



G E N T L E
M O N S T E R

Postcard Promotion Material

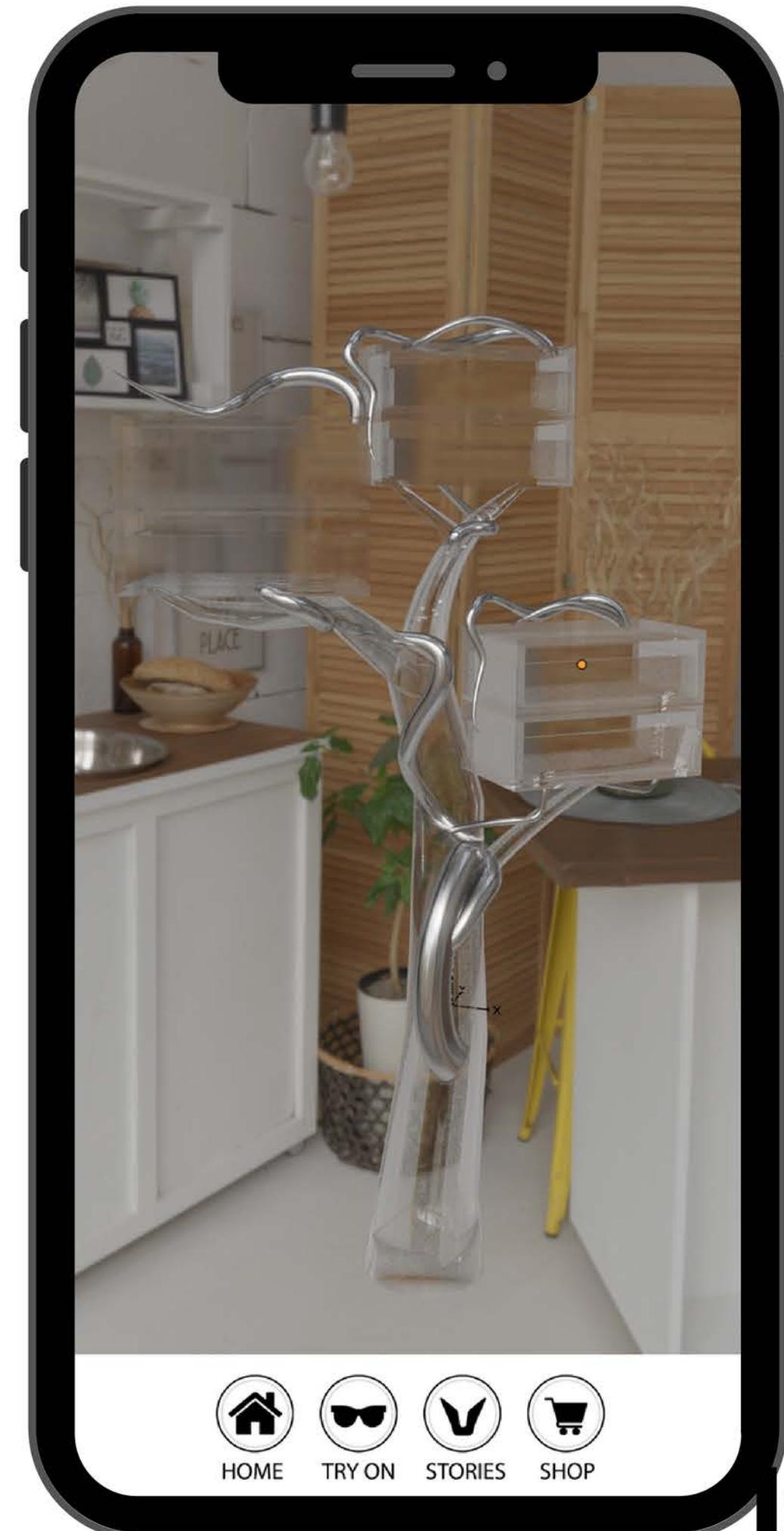
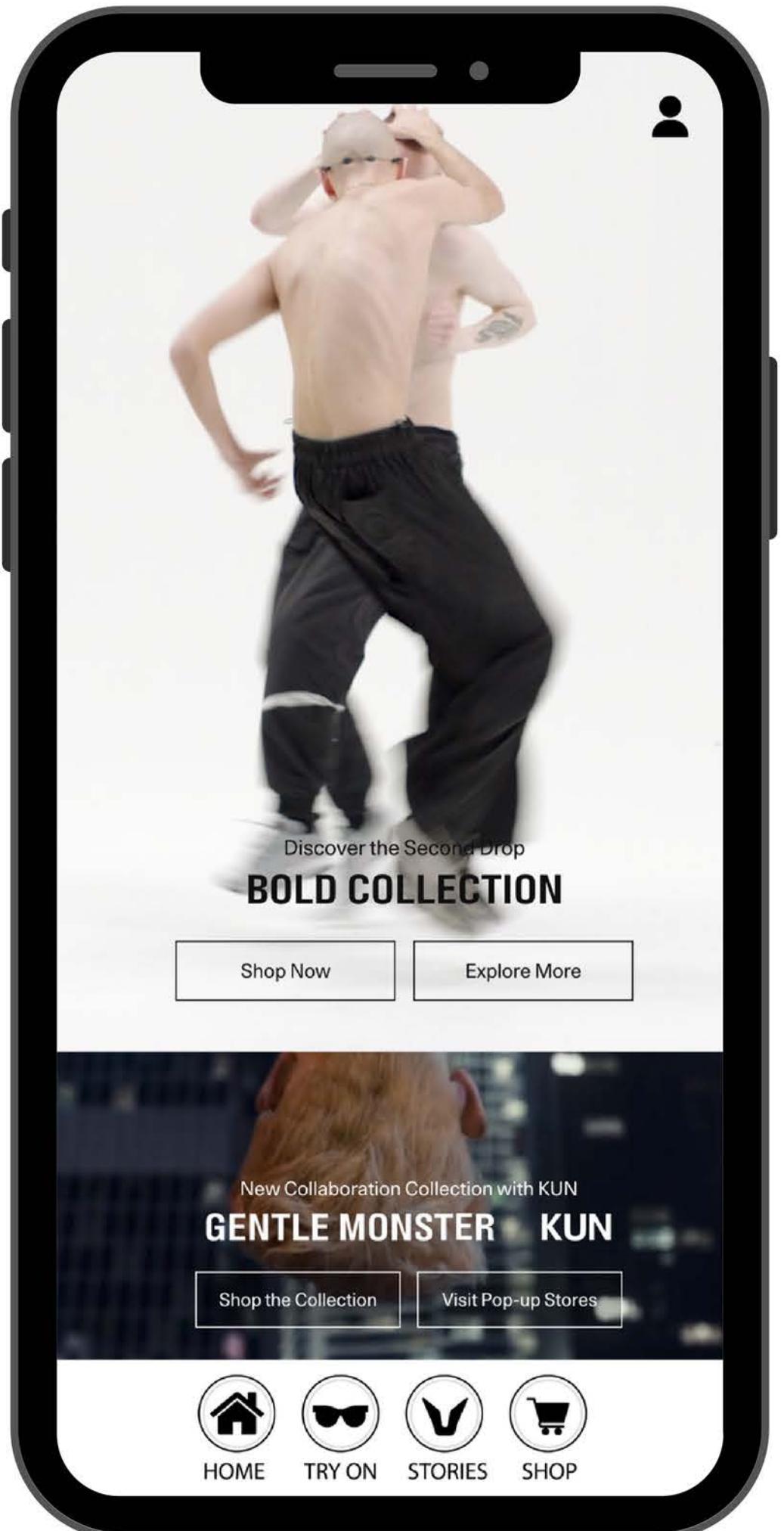
100

DETAILED PLAN

GENTLE MONSTER

APP MOCK UP

- Launch on March. 22nd, 2025
- Retail Sales Channels
- Contain VR Technology for product try-on
- Present all of the product collaborations





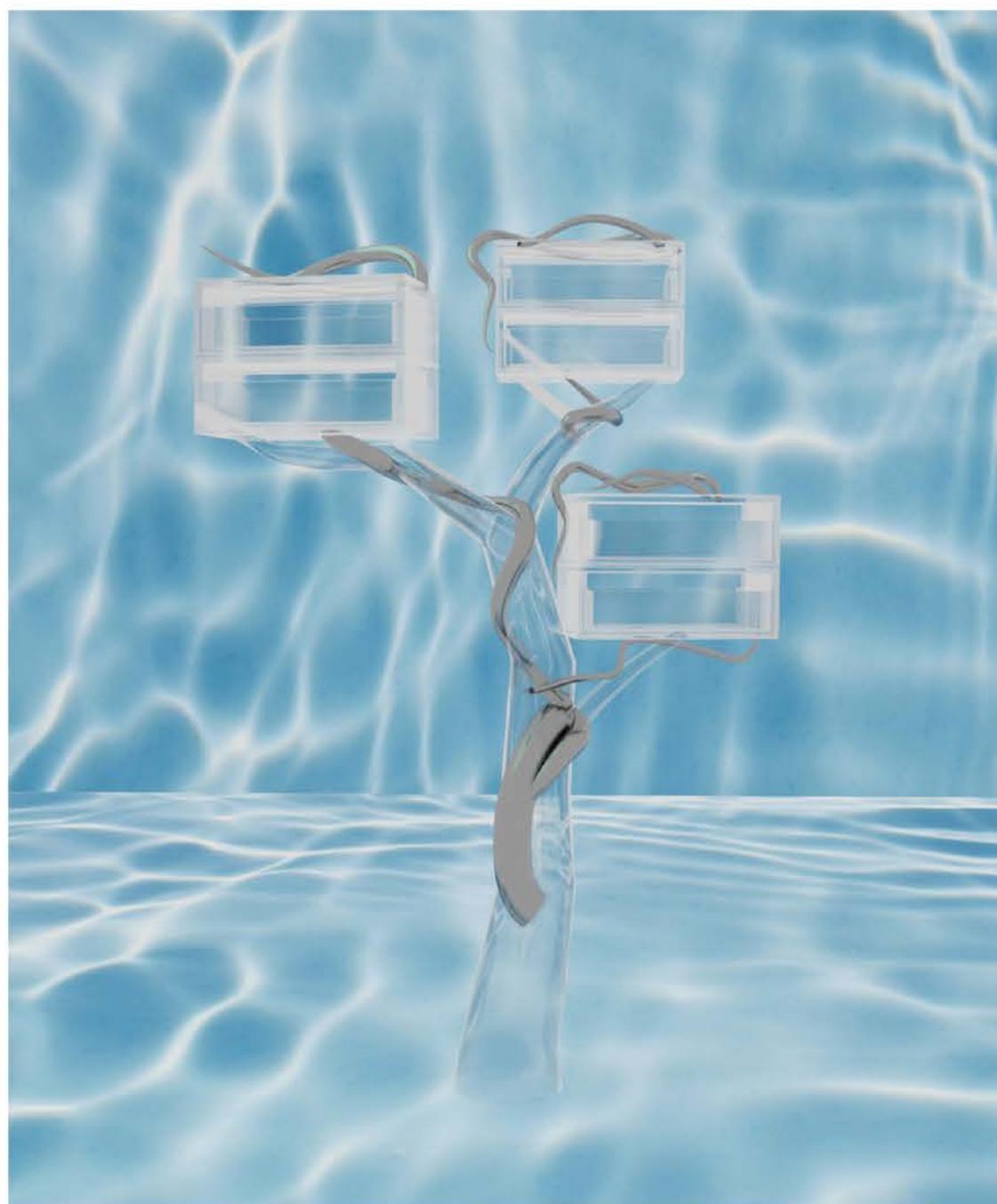
MESSAGE

- Premium product made in Korea
- Made to be a durable product
- A product that supports sustainability
 - Post along with creative content in different natural scenes
- First Gentle Monster furniture product that is unique and experimental
- Creative interior design that is both functional and aesthetic
- Lifts home experience with innovative design
- Gradient LED lightings enhance a cozy interior atmosphere

VIRTUAL MOCK UPS



NEST SC23 - LAVA



NEST SC23 - WATER FLOW



NEST SC23 - SKY



Gentle Monster



9+



GENTLE MONSTER NEST SC23

GENTLE MONSTER

GENTLE MONSTER
59.1K subscribers

Subscribe

144

144

Share

Download

Save

...



Piano Ghoul Collection
Vangakuz
10M views • 5 years ago

104

SHORT TERM BUDGET

- Artist installation serves as a key focus in the store
- Social media and Influencer promotion will take up 32% of marketing expenses
- Promotional events take up 17% of budgets
 - The Coffee Truck event will provide free coffee and related flyers
 - Arranged event on the launch day will include food, beverages, and other services

Categories	Cost	Distribution
Employee Training	\$71,600.00	10%
Store Display	\$143,200.00	20%
Artist Installation	\$64,440.00	45%
Shipping (props)	\$28,640.00	20%
Props	\$50,120.00	35%
Marketing Launch	\$501,200.00	70%
Influencer Promotion (Sponsorship/Product Sample)	\$100,240.00	20%
Artist Commission	\$50,120.00	8%
Social Media (Content Creation)	\$60,144.00	12%
APP Development	\$50,120.00	10%
Email	\$25,060.00	5%
Phone	\$15,036.00	3%
Videos	\$90,216.00	15%
Website Promotion	\$60,144.00	10%
Promotional Events (Coffee Truck, Store Launch)	\$100,240.00	17%
Total	\$716,000.00	100%



LONG TERM BUDGET

Category	Cost
Store Display Maintenance	\$286,400.00
Salaries	\$916,480.00
Retail Sales Associates	\$451,080.00
Marketing	\$721,728.00
Public Relation	\$270,648.00
Ongoing Marketing	\$1,145,600.00
Content Creation	\$687,360.00
Quarterly Magazine	\$286,400.00
Website Maintenance	\$171,840.00
Delivery	\$286,400.00
Total	\$2,634,880.00

DETAILED PLAN- SOCIAL MEDIA

- Official countdown until the launch on the website on January 22, 2025
- Launch event promotion will begin on all social media, VIP guests will receive an invitation together with the PR package for the product
- Content should be ready by January 20, 2025
- The detailed guide on how to purchase the ticket for the launch event will be published together with all the links.



DETAILED PLAN-COFFEE TRUCK EVENT



- Location: Starfield COEX Mall
(513 Yeongdong-daero, Gangnam-gu, Seoul)
- The truck will serve free coffee and product-related collectibles.
- One free coffee per person, additional drinks can be purchased.
- Dates: April 10th and April 11th 2025.
(Start from 9 am).

DETAILED PLAN- LAUNCH EVENT

- Location: Gentle Monster Seoul Sinsa: 23, Apgujeong-ro 10-gil, Gangnam-gu, Seoul, South Korea
- The event is going to start at 7 pm on April 22, 2025
- Drinks and food are going to be served
- Collaboration with a famous DJ for this event
- Artist's presentation will start at 8 pm



2026-LONG-TERM MARKETING SCHEDULE

WINTER	
DEC 2026	Main Marketing Activity
Week 1	New Year Event
Week 2	Ongoing Social media Activity
Week 3	
Week 4	

JAN 2026	Main Marketing Activity
Week 1	Retail App Promotion
Week 2	Ongoing Social media Activity
Week 3	
Week 4	

Feb 2026	Main Marketing Activity
Week 1	Social Media Focus
Week 2	Ongoing Social media Activity
Week 3	
Week 4	

SPRING	
Mar 2026	Main Marketing Activity
Week 1	Editorial Magazine Promotion
Week 2	Ongoing Social media Activity
Week 3	
Week 4	

Apr 2026	Main Marketing Activity
Week 1	Earth Day Event Promotion
Week 2	Ongoing Social media Activity
Week 3	
Week 4	

May 2026	Main Marketing Activity
Week 1	Retail App Promotion
Week 2	Ongoing Social media Activity
Week 3	
Week 4	

SUMMER	
Jun 2026	Main Marketing Activity
Week 1	Social Media Focus
Week 2	Ongoing Social media Activity
Week 3	
Week 4	

Jul 2026	Main Marketing Activity
Week 1	Editorial Magazine Promotion
Week 2	Ongoing Social media Activity
Week 3	
Week 4	

Aug 2026	Main Marketing Activity
Week 1	Retail App Promotion
Week 2	Ongoing Social media Activity
Week 3	
Week 4	

FALL	
Sep 2026	Main Marketing Activity
Week 1	Social Media Focus
Week 2	Ongoing Social media Activity
Week 3	
Week 4	

Oct 2026	Main Marketing Activity
Week 1	Retail App Promotion
Week 2	Ongoing Social media Activity
Week 3	
Week 4	

Nov 2026	Main Marketing Activity
Week 1	Editorial Magazine Promotion
Week 2	Ongoing Social media Activity
Week 3	
Week 4	



EVALUATION OF THE SUCCESS MARKETING

- EVALUATE CUSTOMER TRANSACTIONS ON BOTH RETAIL AND E-COMMERCE CHANNELS DURING THE LAUNCH STAGE AND ANNUALLY
- OBSERVATION OF SOCIAL MEDIA INTERACTION STATISTICS TO SEE 6% INCREASE
- CHECK-INS WITH STORE MANAGERS TO OBTAIN INFORMATION ON IN-STORE TRAFFIC (LOOKING FOR A 7% INCREASE)
- ANALYSIS OF RETAIL APP ENGAGEMENT TO SEE AN INCREASE IN CUSTOMER BASE BY 5%
- NUMBERS OF SOCIAL MEDIA MENTIONS OF THE PRODUCT IN POPULAR POSTS, BLOGS, AND MAGAZINES

EVALUATION OF THE SUCCESS PRODUCT

- EVALUATION OF THE RETURN RATE FOR THE PRODUCT (NO MORE THAN 8%)
- ANALYSIS OF THE FEEDBACK FROM THE CUSTOMERS (ONLINE AND IN-STORE) TO SEE 85% SATISFACTION RATE
- EVALUATION OF SOCIAL MEDIA POSTS AND THEIR PERFORMANCE TO SEE INCREASE IN TRAFFIC BY 5%
- CONSISTENT UPDATES ABOUT STOCK TURNOVER

SHORT-TERM VS. LONG-TERM

SHORT-TERM

- Educational content about the new product
- Offline events
- Sponsored content with social media Influencers
- Bigger marketing budget due to the launch
- Promotional content is created together with products from the recent collection to attract a bigger audience.

LONG-TERM

- Focus on organic promotion by consumers
- Less educational content
- More focus on social media traffic
- Decrease in sponsored content
- Observation of product and sales to understand possible updates needed for the product.
- KFEM Collaboration report that will support the value of the product

GENTLE MONSTER

Gentle Monster is a Korean designer eyewear brand with the value of high quality and high-end experimentation."

PRODUCT

Gentle Monster will launch a NestSC23 glass holder that displays and stores glasses on 4/22/2025 to achieve 17.9 million dollars within 12 months.

Features:

- The lamp functions as a glass organizer with 6 drawers while lighting up space with healing colors

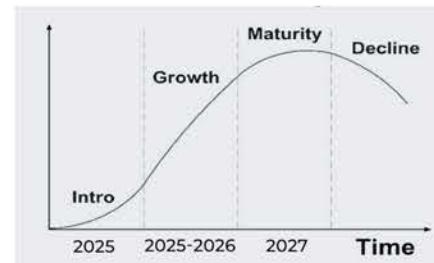
Benefits:

- Modern and futuristic aesthetic to interiors.
- The different color light choices for replacement.
- Evoke emotional connections within the household with personalized name inscription.

Triple Constraint



Product Lifecycle



Packaging



PRICE

Premium pricing (from \$200 to \$500)

Potential Consumers: 2M

COG:\$223

RETAIL PRICE:
\$880

MARKUP\$:
\$657

MARKUP%:
75%

PLACE

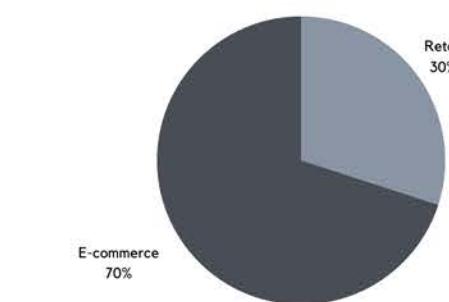
Korean Retail Stores/Website/APP



Launch store



Inventory distribution by channels



MANUFACTURE & TESTING

Address: Biz6, Yongin-SI, Gyeonggi-do, South Korea

Additional info: First order of 4,700 units will be placed on 10/3/2024

>>>> DISTRIBUTION CENTER

Address: Seoul, South Korea

Additional info: The first order of 4,700 units will be delivered on 2/23/2025

CONSUMER

Online purchases



SINSA STORE

In-store purchases

Address:
23, Apgujeong-ro 10-gil,
Gangnam-gu, Seoul, South Korea

PROMOTION

Sinsa Store Launch



Coffee Truck



NEST SC 23



Flyer



APP

Social Media





THANK YOU!

GENTLE MONSTER

APPENDIX- PESTEL ANALYSIS OF SOUTH KOREA

Political

- Foreign Investment Promotion Act (FIPA)
- Contain institutions for small or middle businesses for outward investments
- Politically stable with an index at 0.66
- Strong trade alliance

Economics

- South Korea GDP per Capita ranked at 10th 2022
- Stable increase in consumer disposable income
- Lowered inflation rate at 4.2% this year 2023

Social

- Consumer confidence score at 92
- 51.74 million population
- The younger generation admires originality and audacity
- Hierarchy social structure
- Highly educated workforce

Technology

- The most technologically advanced country
- Ranked the 2nd for R&D Investment
- Leading companies such as electronics, automobiles, petrochemicals, shipbuilding, and telecommunications

Environmental

- Lack of natural resources
- Serious air pollution
- Fifth largest user of nuclear power
- Water shortage and quality degradation

Legal

- The Personal Income Tax Rate in South Korea stands at 45%.
- The Constitution of South Korea and the LSA prohibit any discrimination
- Not politically neutral

APPENDIX-MASTER MARKETING CALENDAR

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Master Marketing Calendar

GENTLE MONSTER

Confidential

Year	2025				
Season	Winter	Spring	Summer	Fall	
	Launch on April 22, 2025				
Launch objectives	1. To improve retail sales by 6% over the second quarter compared to the previous year. 2. To raise e-commerce sales by 4% over the second quarter of the previous year. 3. To achieve a 6% increase in social media interaction on registered platforms over the second quarter of the previous year. 4. To raise the website engagement rate by 12% over the second quarter of the previous year. 5. To increase in-store traffic by 7% over the second quarter of the previous year.				
Annual objectives	1. To increase retail sales by 12% compared to the previous year. 2. To raise e-commerce sales at the rate of 8% compared to the previous year. 3. To achieve a 15% higher engagement rate across social media platforms such as Instagram, YouTube, Pinterest, and Twitter than the previous year. 4. To raise website engagement rate by 20% compared to the previous year. 5. To increase in-store traffic at the rate of 20% compared to the previous year.				
Promotion	Social Media Announcement about upcoming product Official Website Countdown Introduce retail app Commercial Trailer on YouTube Announce the Launch Store and artist collaboration PR Invitation sent out to VIP customers and celebrities, and influencers for launch events Announce collaboration with KFEM for sustainable support	Coffee Truck that provides free coffee and product related collectibles Official Launch Day in Sinsa Store In-Store selling event Artist Presentation Official Launch on website Live Stream in-store events on Instagram and YouTube PR Samples sent out to celebrities and influencers Sponsored YouTube unboxing Videos Instagram tagged posts about new products	PR Samples sent out to celebrities and influencers Sponsored YouTube unboxing Videos Instagram tagged posts about new products	Disclose the percentage of profit that will be donated to KFEM	
Product	 		 		

APPENDIX- PRODUCTION AND LOGISTICS PLAN

GENTLE MONSTER PRODUCTION AND LOGISTICS PLAN PRE-LAUNCH							
TASK	START DATE	DUE DATE	LOCATION	NEXT DESTINATION	DELIVERY TIME	SHIPPING TERM	CONTACTS
Sourcing						FOB Destination	
Sourcing of raw materials	11/1/2024	11/27/2024	Seoul, South Korea		2 days		
Delivery of materials to the manufacturing facility	11/29/2024	12/29/2024	Biz6, Yongin-SI, Gyeonggi-do, South Korea	Manufacture	2 days	FOB Destination	
Production(manufacture+ testing)	10/3/2024	2/3/2025	Biz6, Yongin-SI, Gyeonggi-do, South Korea	Testing facility	2 days	FOB Origin	Mr. MJ KIM 82-70-82258122
LOGISTICS			YUSEN LOGISTICS (KOREA) CO., LTD.				
Disctrition to the distribution center	2/3/2025	2/20/2025	Seoul, South Korea	Consumer or Retail store		FOB Destination	Dept.+822-2663998
Distribution to the retail store	2/21/2025	2/23/2025	23, Apgujeong-ro 10-gil, Gangnam-gu, Seoul, South Korea			FOB Origin	Dept.+822-2663998
Delivery to the consumer	4/22/2025				1-3 business days	DAP	Dept.+822-2663998

APPENDIX

CREATIVE BRIEF

Client					
Project Name	Conjoined Belonging - NestSC23				
Client Name	Gentle Monster				
Project Description & Deliverables					
What does this project entail?	This project entails increased consumer communication with Gentle Monster with its surprising nature in which combines both technology and nature in a modern way.				
What is the purpose?	The purpose of this marketing project is to enhance the Gentle Monster's brand recognition as an unexpected and product diverse brand. The extended product line is also intended to increase overall revenue.				
Deliverable One	Ad Campaign Photography in three different natural scenarios				
Deliverable Two	Ad Campaign Video in three different scenarios: • Close up shots on materials; 2. Motion video in one chosen natural scene; 3. Interactive video about promotional products and other existing eyewear products				
Deliverable Three	Social Media Layout Design: Deliver clean, modern and futuristic layouts that focus on promoted products with natural and sustainable concern				
Deliverable Four	Retail App Interface Design: 1. Must include page of Home, VR Tech, Retail checkouts and collection stories; 2. the UX page should be straightforward and easy to follow;				
Deliverable Five	Official Website Interface Design: 1. Landing page must be interactive; 2. Must include VR try on experience (with other eyewear products or the switch of background)				
Deliverable Six	VR Furniture Try-on Filter: 1. Must be able to play product in different environments; 2. Must illustrate real life size in various scenarios				
Deliverable Seven	Visual Merchandising Layout Design: 1. Must include space for artist installation; 2. Implement the tree house concept to the whole store				
Objectives					
Goal one	Intends to achieve 15% higher in engagement rate across social media platform such as Instagram, YouTube, Pinterest and Twitter				
Goal Two	Aims to achieve traffic growth on official website at the rate of 20% in the first year of sales				
Goal Two	Aims to reach traffic growth in retail store at the rate of 8% in the first year of sales				
Target Audience					
Target Audience	Zillenials aged from 20-30 who are active on social media and are always interested in creative lifestyle and artworks				
Messages					
Main Message	Gentle Monster is not only an eyewear company, but also a pioneer of experimenting on products and concepts. This new product collection is an epitome of experiment on creative interior design that not only brings functionality and aesthetic experience to our consumer base.				
Voice and Tones	Thinking creatively, Experimental, Inspiring, Functional				

APPENDIX- CREATIVE BRIEF

Aesthetic					
What does this campaign look like?	The campaign should encompass the visual contrasts of futuristic and natural, creating a new perspective to see life and existed belongings.				
Competitive Analysis					
Competitor One	Balenciaga - Dramatic visual experience, Social supporter				
Competitor Two	Jacquemus - Communicative visual experience, highly active on social media, Active celebrity endorsement				
What is unique about the client?	Experimental, Avant-Garde, Active brand engagement				
Creative and Technical Requirements					
Image Requirements	Photograph should have clean and modern layouts but create dramatic experience by using different angles, posture, surrounding objects, and story telling				
Copy Requirements	Copies must be either directly linked to or be in all the contents: videos, images (with or without sound);				
Timelines and Deadlines					
Due Date One	February 18th, 2024 Retail Store Layout				
Due Date Two	March 15th, 2024 Ad Campaign Photography				
Due Date Three	April 15th, 2024 Social Media Layout with approved Ad Campaign				
Due Date Four	May 15th, 2024 Ad Campaign Video				
Due Date Five	June 15th, 2024 App Interfacing Design + VR try-on filter				
Due Date Six	July 7th, 2024 Website launch Interface				
Initial Overview	August 10th, 2024				
Secondary Overview	October 26th, 2024				
Final Overview	December 10th, 2024				
Budgeting					
Client Budget	\$393,800.00				
Estimate for service one	\$59,070.00				
Estimate for service two	\$98,450.00				
Estimate for service three	\$31,504.00				
Estimate for service four	\$47,256.00				
Estimate for service five	\$31,504.00				
Estimate for service six	\$78,760.00				
Estimate for service seven	\$47,256.00				

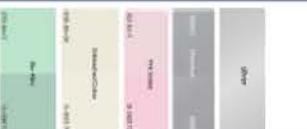
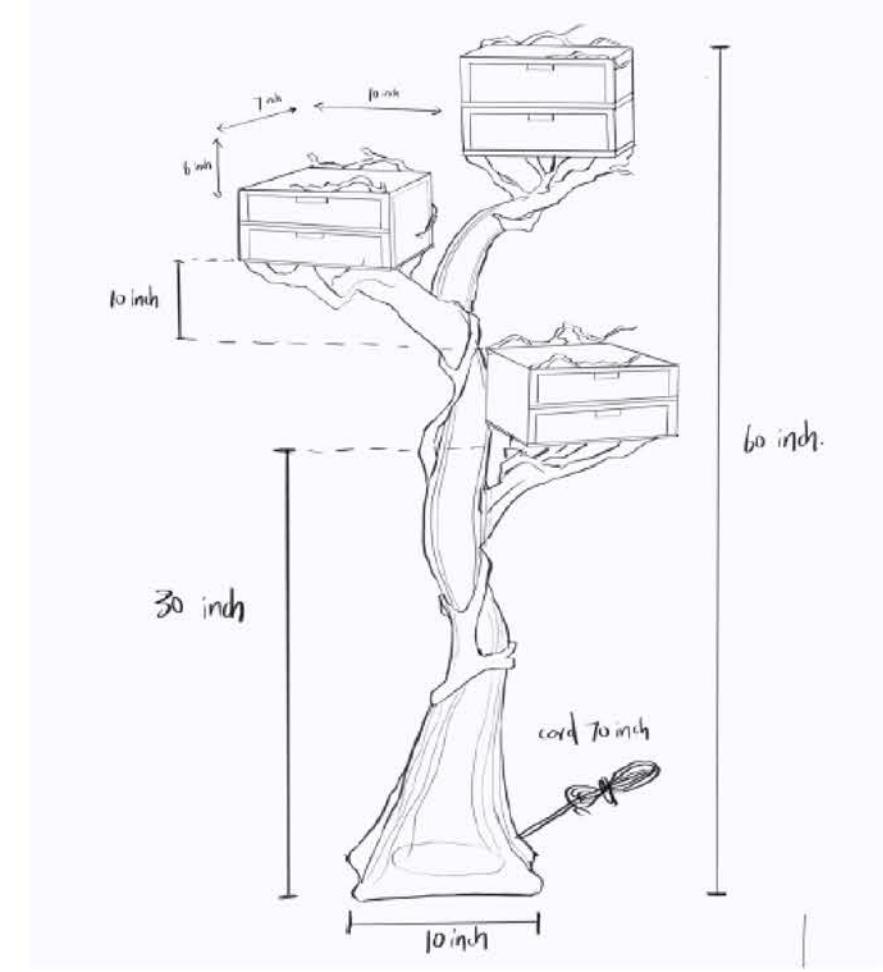
APPENDIX- Design Brief

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	GENTLE MONSTER 	Company name: GENTLE MONSTER
		Address: 23, Apgujeong-ro 10-gil, Gangnam-gu, Seoul, South Korea
		Phone: +82 7050800196
Product name:	NestSC23	
Overview:	NestSC23 is a glass holder designed to combine functionality and decorative elements in a modern futuristic style. It can keep up to 6 pairs of glasses and can be displayed as a decorative art piece.	
Date Issued:	Home decorate	
Season:	SS2025	
Launch Date:	4/22/25	
Objective:	Gentle Monster will launch a NestSC23 glass holder that displays and stores glasses during Spring 2025 to achieve 17.9 million dollars within 12 months.	
Target Market:	All gender 20-30 Urban modern lifestyle Strong self-expression with style Interest in the art installation Potential: #2,000,000	
Price:	\$880	
Material:	Acrylic, Plant-based polyurethane, Titanium, Silver, LED light	
Colors:		
Description:	Modern, Artistic, organic, stacked Volume, sculptural Form, metallic shine, multifunction.	
Messurements:	Flexible organization space holds up to 6 pairs of glasses. Replaceable light choices with a calming effect. Optical transparencies and light refractions add a wow factor to spaces with a decorative boost.	

APPENDIX- TECH FLAT

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GENTLE MONSTER 		Company name: GENTLE MONSTER Address: 23, Apgujeong-ro 10-gil, Gangnam-gu, Seoul, South Korea Phone: +82 7050800196	
Design & Overview			
Product name:	NestSC23		
Line:	Home decorate		
Season:	SS2025		
Size:	10" wide x 60" tall		
Colors:			
Material:	Acrylic, Plant-based polyurethane, Titanium, Silver, LED light		
Description:	plant-based polyurethane is used for the light base. Acrylic stacked box with front drawer. Textured frosted surface. Gentle Monster Logo on the back of the drawer. Silver metallic decoration around the box edge. Replaceable light choice with healing colors		
Measurements:	Total piece: 60"H x 10"W x 12" D Double Drawer: 10"H x 7"W x 6"D Wire length: 70" The gap between each drawer: 10"		
Date created	5/8/23		 Signature: 

2025 MARKETING SCHEDULE- FIRST YEAR 2025

WINTER	
JAN	Marketing Activity
Week 1	Social Media Announcement about upcoming product
Week 2	Official Website Countdown
Week 3	Introduce retail app
Week 4	Commercial Trailer on YouTube

SPRING	
MAR	Marketing Activity
Week 1	Social media promotion of the retail app
Week 2	Second commercial Trailer on Youtube
Week 3	Engagement with customers online through IG stories
Week 4	Promotion of the Coffee Truck event

SUMMER	
JUN	Marketing Activity
Week 1	Social media post with Hayne Park
Week 2	Youtube promotion
Week 3	Official website update(new photo of the product)
Week 4	Social media post

FALL	
SEP	Marketing Activity
Week 1	Promote collaboration with KFEM for sustainable support
Week 2	Official website update(new photo of the product)
Week 3	Social media questionare on IG
Week 4	Social media promotion of the retail app

FEB	Marketing Activity
Week 1	Announce Launch Store and artist collaboration
Week 2	PR Invitation sent out to VIP customers and celebrities, and Influencers for launch events
Week 3	Announce collaboration with KFEM for sustainable support
Week 4	Social media post

APR	Marketing Activity
Week 1	Social media post
Week 2	Coffee Truck
Week 3	Last promotion of the Launch event
Week 4	Launch event

JUL	Marketing Activity
Week 1	Social media questionare on IG
Week 2	Twitter promotion
Week 3	Official website update(new photo of the product)
Week 4	Social media post

OCT	Marketing Activity
Week 1	Sponsored YouTube unboxing Videos
Week 2	Instagram tagged posts about new products
Week 3	Twitter promotion
Week 4	Social media post

MAY	Marketing Activity
Week 1	Sponsored YouTube unboxing Videos
Week 2	Instagram tagged posts about new products
Week 3	Retail app promotion
Week 4	NestSC posts collection under "Style" tab on official website

AUG	Marketing Activity
Week 1	Retail app promotion
Week 2	Social media post
Week 3	NestSC posts updated collection under "Style" tab on official website
Week 4	Social media post

NOV	Marketing Activity
Week 1	Retail app promotion
Week 2	Social media questionare on IG
Week 3	Promote collaboration with KFEM for sustainable support
Week 4	Social media post

2026-LONG-TERM MARKETING SCHEDULE

WINTER	
DEC 2026	Main Marketing Activity
Week 1	New Year Event
Week 2	Ongoing Social media Activity
Week 3	
Week 4	

JAN 2026	Main Marketing Activity
Week 1	Retail App Promotion
Week 2	Ongoing Social media Activity
Week 3	
Week 4	

Feb 2026	Main Marketing Activity
Week 1	Social Media Focus
Week 2	Ongoing Social media Activity
Week 3	
Week 4	

SPRING	
Mar 2026	Main Marketing Activity
Week 1	Editorial Magazine Promotion
Week 2	Ongoing Social media Activity
Week 3	
Week 4	

Apr 2026	Main Marketing Activity
Week 1	Earth Day Event Promotion
Week 2	Ongoing Social media Activity
Week 3	
Week 4	

May 2026	Main Marketing Activity
Week 1	Retail App Promotion
Week 2	Ongoing Social media Activity
Week 3	
Week 4	

SUMMER	
Jun 2026	Main Marketing Activity
Week 1	Social Media Focus
Week 2	Ongoing Social media Activity
Week 3	
Week 4	

Jul 2026	Main Marketing Activity
Week 1	Editorial Magazine Promotion
Week 2	Ongoing Social media Activity
Week 3	
Week 4	

Aug 2026	Main Marketing Activity
Week 1	Retail App Promotion
Week 2	Ongoing Social media Activity
Week 3	
Week 4	

FALL	
Sep 2026	Main Marketing Activity
Week 1	Social Media Focus
Week 2	Ongoing Social media Activity
Week 3	
Week 4	

Oct 2026	Main Marketing Activity
Week 1	Retail App Promotion
Week 2	Ongoing Social media Activity
Week 3	
Week 4	

Nov 2026	Main Marketing Activity
Week 1	Editorial Magazine Promotion
Week 2	Ongoing Social media Activity
Week 3	
Week 4	



APPENDIX-LABELING

- Product name/ model
- Manufacturer Information with name, address, and contact information.
- Electrical Rating
- Number of units
- Safety symbols
- Certification marks
- Energy efficiency Information
- Care and maintenance instructions
- Disposal Instructions
- Information should be in Korean
- Each object should have its own label
- Font at least 10 pt
- Metric units and measurements and weight

- Intended use
- Instruction in two languages
- Warning and caution info
- Storage conditions
- Standard compliance
- Date of Manufacturing

Lighting Facts		Per Light
Brightness	2400	lumens
Estimated Yearly Energy Cost	\$ 1.81	
Based on 3hr/day, 11¢kWh. Cost depends on rates and use.		
Life		
Based on 3hr/day.		13.7 years
Light Appearance		
Warm	▼	Cool
	3000K	
Energy Used		40 Watts

- Rated voltage
- Rated power
- The number of light bulbs
- Model number
- The mark of origin,

CITATION

- <https://jingdaily.com/the-secrets-to-strange-luxury-eyewear-brand-gentle-monsters-quick-road-to-success/>
- https://kosis.kr/statHtml/statHtml.do?orgId=101&tblId=DT_1BPA001&conn_path=I2&language=en
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