

2024

COMPANY INTRODUCTION

FOURLAB

<https://fourlab.co.kr>



FOURLAB

FOURLAB
THE SEASON PRESENTER

FOURLAB

FOURLAB is a "Premium lifestyle platform" that imports and distributes global premium brands with distinct and unique identities in Korea. Korea introduces a variety of fashion and lifestyle brands suitable for the season, including HUNTER, famous for British rain boots that import and distribute exclusively in Korea, Italian premium brands COLMAR, and Italian shoe brands Blippers and Colors of California. We carefully select global brands with great potential so that they can properly express their brand identity online and offline and appeal to customers with serious and sincere care. FOURLAB is the exclusive importer and distributor of 24 to ALDO

FOURLAB是国内进口流通差别化、固有个性明确的全球高端品牌的"高端生活方式平台"

以国内独家进口和流通的英国雨靴闻名的 HUNTER、意大利高级品牌 COLMAR、意大利鞋品牌 Blipers和 Colors of California等,在韩国介绍了符合季节的各种时尚和生活方式品牌。为了能在线上 and 线下适当表现品牌独有的本质,真诚、真诚地吸引顾客,正在慎重选择潜力突出的国际品牌。FOURLAB 是 24 to Aldo 的独家进口商和经销商。

フォーラップは差別化され固有のアイデンティティが明確なグローバルプレミアムブランドを国内輸入流通する「プレミアムライフスタイルプラットフォーム」です。韓国で独占輸入・流通するイギリスのレインブーツで有名なHUNTERとイタリアのプレミアムブランドCOLMARとイタリアシューズブランドBlipersとカラーズオブカリフォルニアを含め、シーズンに合わせた様々なファッションとライフスタイルブランドを韓国で紹介しています。ブランドならではのアイデンティティをオンラインとオフラインで適切に表現し、真剣かつ丁寧に顧客にアピールできるよう、潜在力に優れたグローバルブランドを慎重に選定しています。ポラボは24年からアルドまで独占輸入流通しています。

FOURLAB is a **leading Korean 'Premium lifestyle platform'** that imports and distributes global premium brands in Korea. **FOURLAB 's core brand is HUNTER.**

Distribution
250

Brands
10

Founded
2015

CEO
Eric Cho

Eric, Cho CEO PROFILE

1997 ~ 2006. Reebok Korea

2006 ~ 2009. Manpex Korea (Exclusive Birkenstock distributor / GM)

2010 09. Founded Noobs Int'l (Rockspring ,UGG , Gaimo, BIRKENSTOCK, Betula distributor.)

2015 01. Founded HYEONGWON NETWORKS FOURLAB

2016 02. Merged with SUPERHOLIC & General Manager of Fashion Business division
(HUNTER / havaianas/ Rockspring_ Exclusive distributor)

2018 03. ~ Present Separated from Superholic (HUNTER_ Exclusive distributor)

2023. HUNTER Extension Contract

2024. ALDO/ BLIPERS/ COLORS OF CALIFORNIA_ Exclusive distributor

COMPANY ADDRESS

11, Sinchon-ro 4-gil, Mapo-gu, Seoul, Republic of Korea #04056

T 82-70-4800-3250 F: 82-70-4855-3235 E: piggy31@foullab.co.kr

GOAL & VISION

Goal

- **Convenient shopping experience**

Our goal is to provide a platform where customers can conveniently browse and purchase a variety of fashion items.

- **Diversity and multi-brand**

We strive to offer a wide range of fashion brands and products in one place, and provide our customers with a variety of styles through a careful selection of premium brands.

- **Synergy and collaboration**

We collaborate with differentiated premium brands to introduce new collections and products and create synergies.

Vision

FOURLAB is a platform for a better way to experience fashion and lifestyle products. As a leader in innovation and growth in the Korean fashion market, we are looking to build a platform where customers can experience the premium quality and style they need by bringing in differentiated seasonal premium fashion brands, including HUNTER brands.

we want to build a platform where customers can experience the premium quality and style they need. Through FOURLAB, customers can experience exclusive and differentiated brands and products, and find style in season. We will work to help our partner's brands find the fastest stabilization in the Korean market.

FOURLAB _ BRAND

FOURLAB



havaianas®



COLO
RS OF
CALIF
ORNIA



HUNTER



HUNTER

KIDS



BLIPERS
MADE IN ITALY



COLMAR



ALDO

Exclusive distributor

HUNTER
ALDO
Blipers
Colors of California

Partial exclusivity

Colmar - Footwear

Distributor

Melissa
Havaianas
Palladium

SELECTED SHOP

BRAND

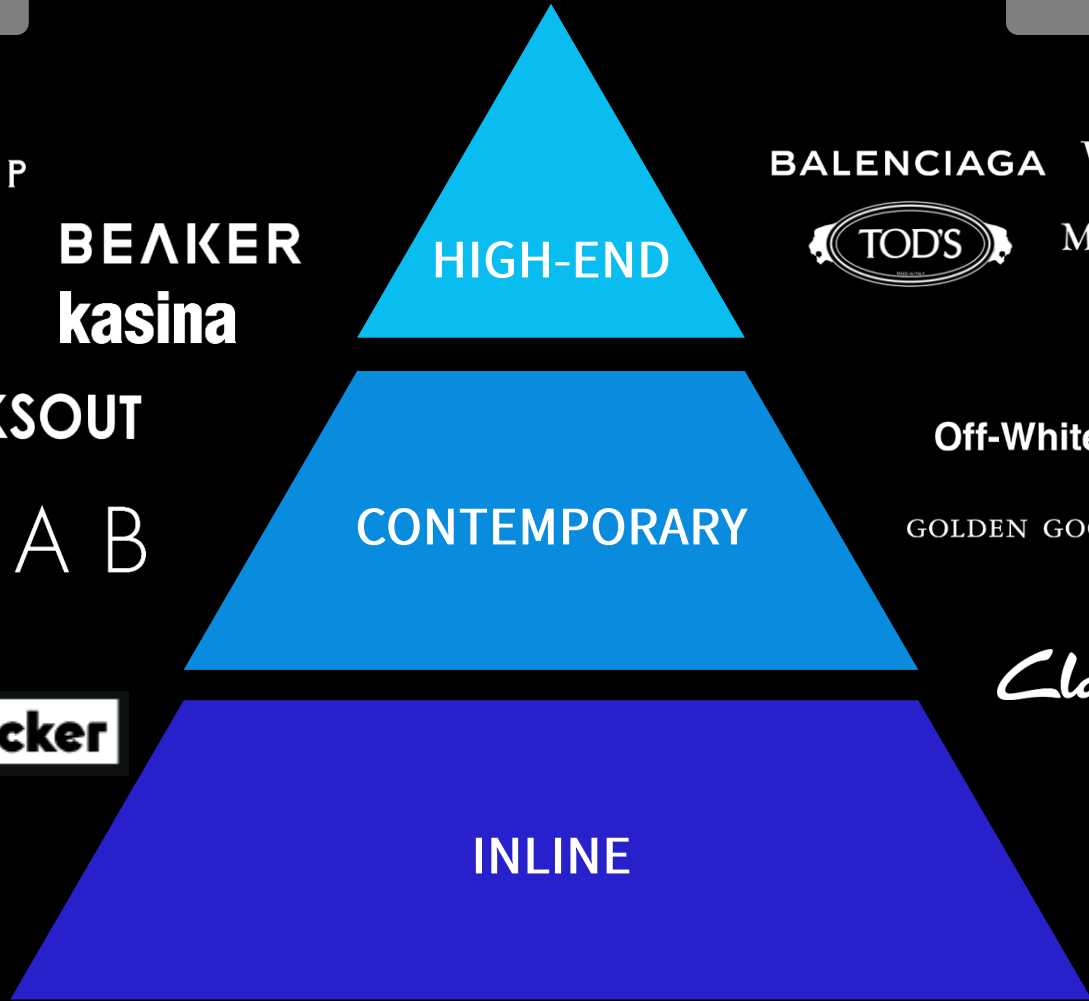
BOONTHESHOP
 10.corso.como
 P E E R
 RAUM EDITION
FOURLAB
 TOE BOX
 S-market MEGA SHOEPLEX
 FOLDER
 SHOE MARKER
 Foot Locker
 ABC MART

BEAKER
 kasina

WORKSOUT

Foot Locker

ABC MART



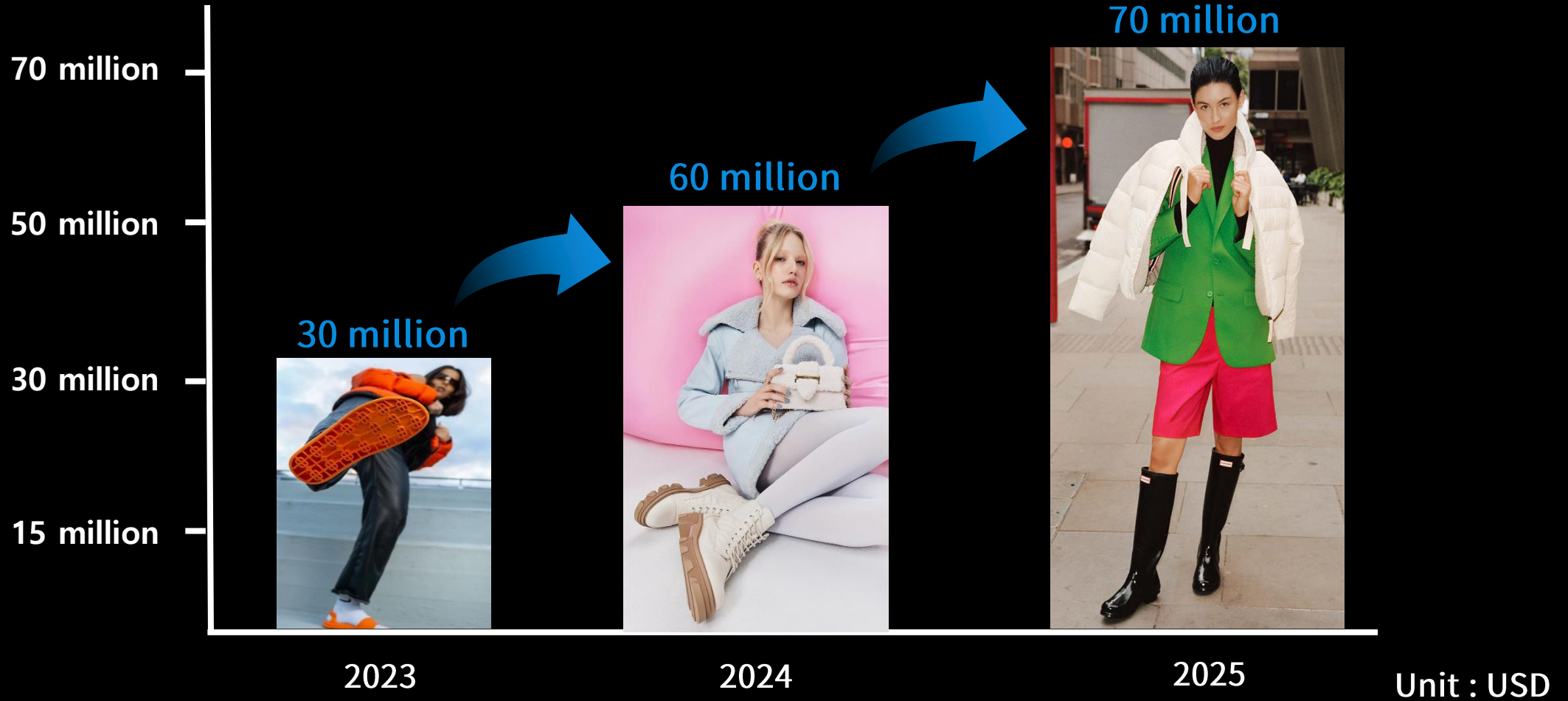
HIGH-END

CONTEMPORARY

INLINE

BALENCIAGA VALENTINO GIVENCHY
 TOD'S Maison Margiela MONCLER
 Off-White™ COMME des GARÇONS lepetto
 GOLDEN GOOSE / ★ PREMIATA ALDO
 Clarks UGG ROCKPORT CAMPER
 crocs adidas NIKE
 VANS OFF THE WALL melissa havaianas





FOURLAB

Multi brand store

1. FOLDER
2. ABC-MART
3. SHOE MARKER
4. etc.

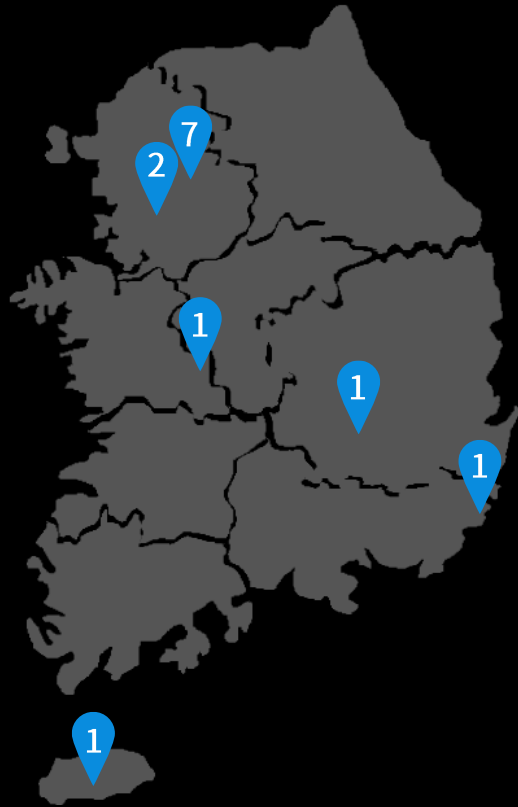
Department

1. LOTTE Depart.
2. HYUNDAI Depart.
3. SHINSEGAE Depart.

Premium shop

1. TOEBOX (KIDS)
2. ON THE SPOT
3. BOON THE SHOP
4. SNEAKER BAR0

FOURLAB



Region	Channel	14 Stores
Seoul	Flagship	Hannam
Seoul	Shinsegae	Gangnam
Seoul	LOTTE	Main (Myeongdong) Q2 2024
Seoul	LOTTE	Yongdeunpo
Seoul	LOTTE	Jamsil
Seoul	LOTTE	Lotte world mall
Seoul	HYUNDAI	The Hyundai Seoul
Seoul	SHILLA Duty Free	Yongsan
Busan	LOTTE	Busan Main
Gyeonggi	Starfield	Suwon
Gyeonggi	Shinsegae	Yongin
Daejeon	Shinsegae	Daejeon
Daegu	Shinsegae	Daegu
Jeju	Shinsegae	Jeju

1. Department Store : 12 stores / Outlet : 1 store
2. Flagship store : Hannam, Seoul
3. 2024 opening plan : Seongsu Flagship store (Seoul)

Features – Classic, high traffic, Women’s in 30~50s, most influential channel for fashion,

Location – All of major cities in Korea

SIHNSEGAE
Department Store
Gangnam, Central Seoul

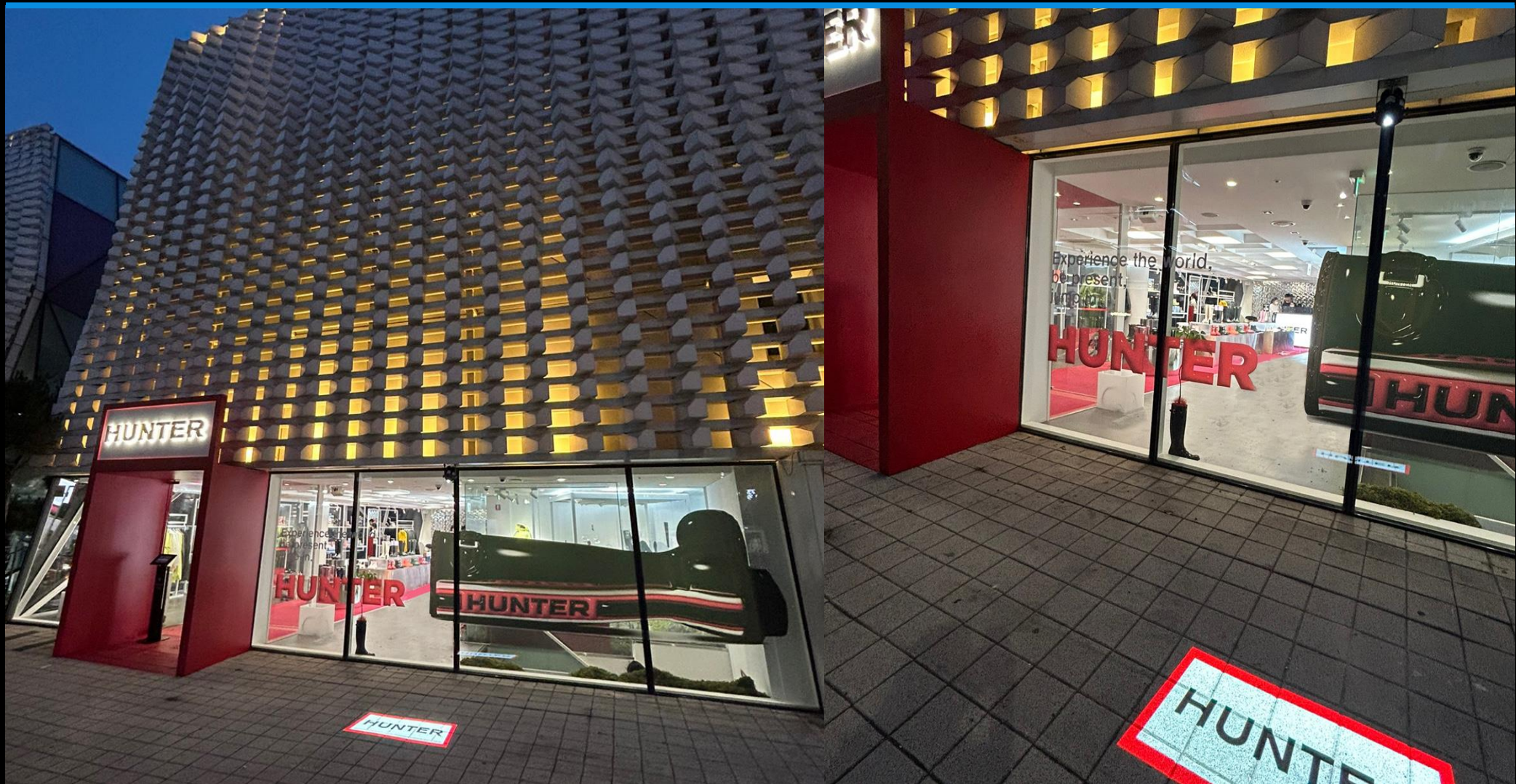


LOTTE
Department Store
Myungdong, Central Seoul

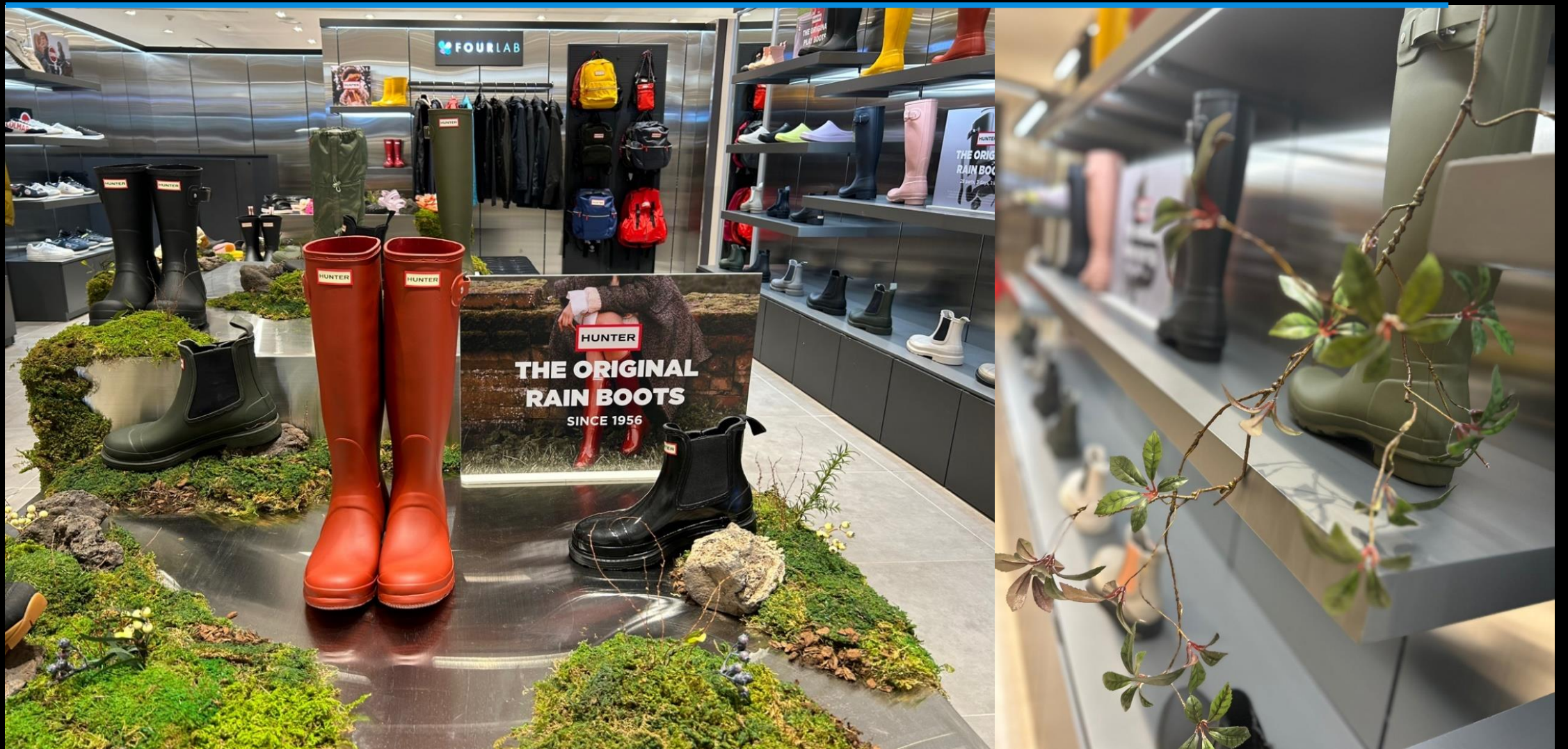


HYUNDAI
Department Store
PANGYO, Gyeonggi-do





















Features - multi shoe brands stores, price competitive, reasonable, men and women's in 10~30s

Location - all major cities and some small cities

ABC MART



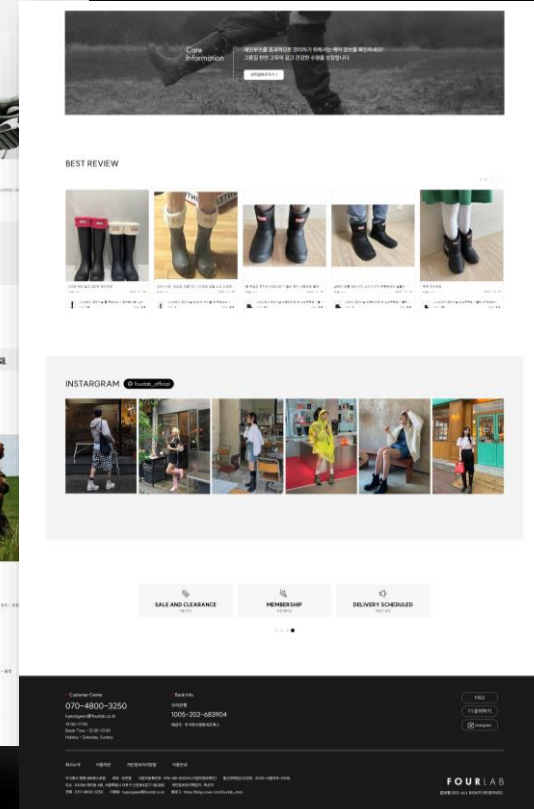
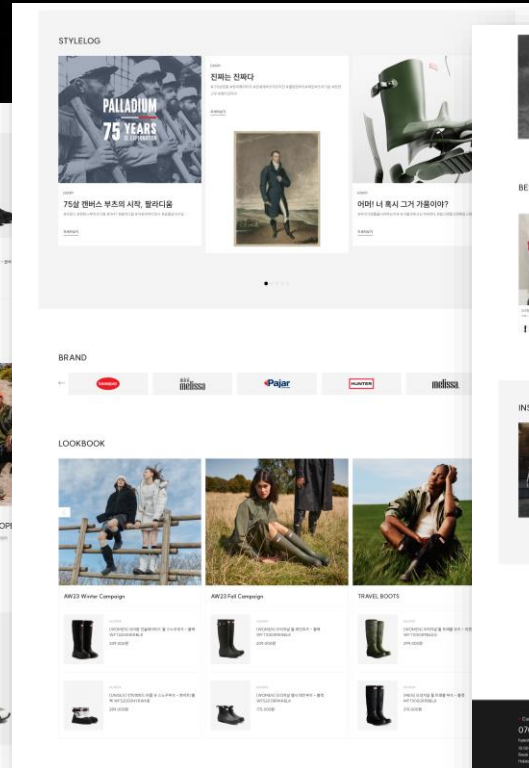
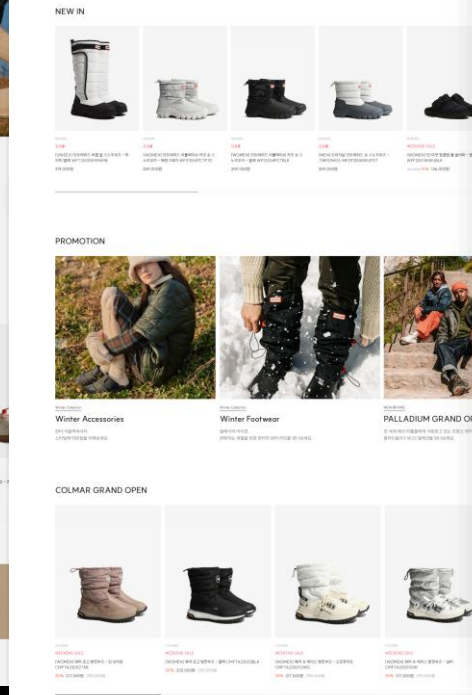
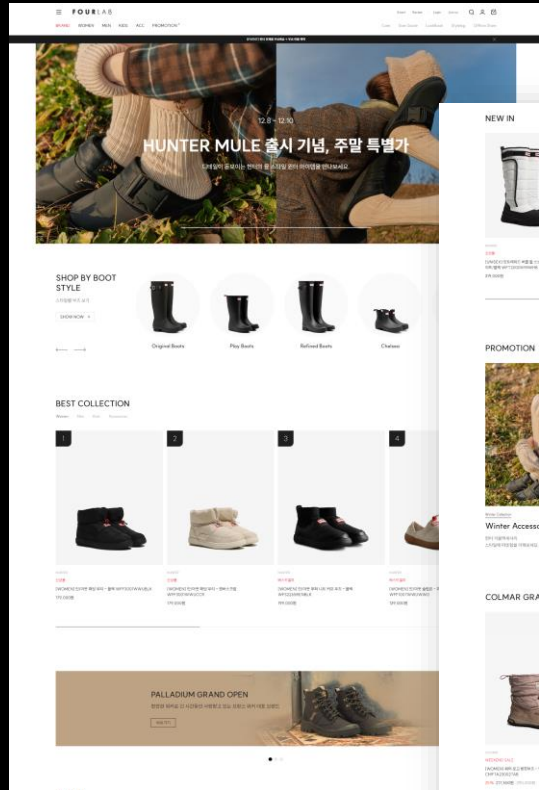
FOLDER

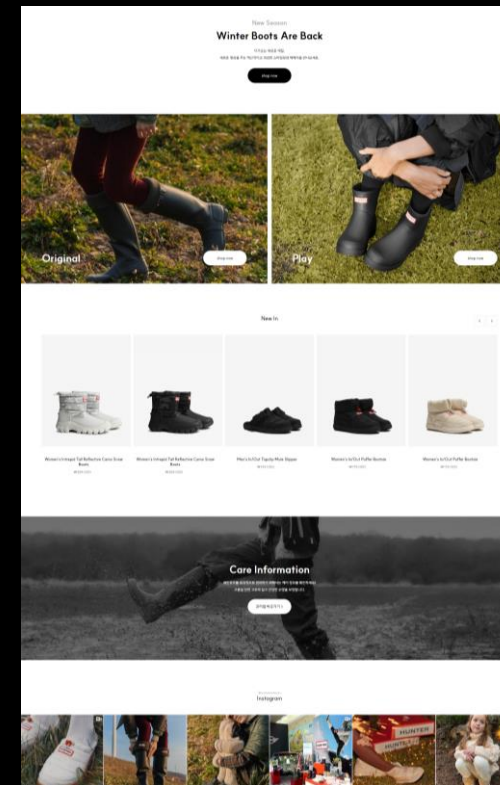
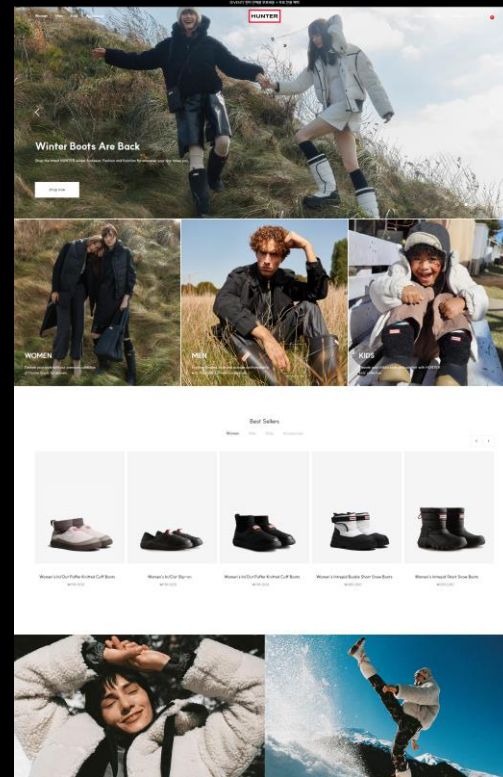


Shoemaker



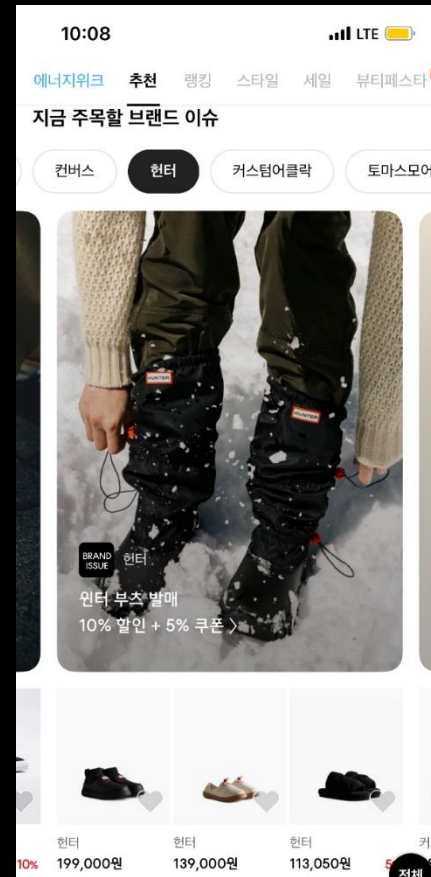
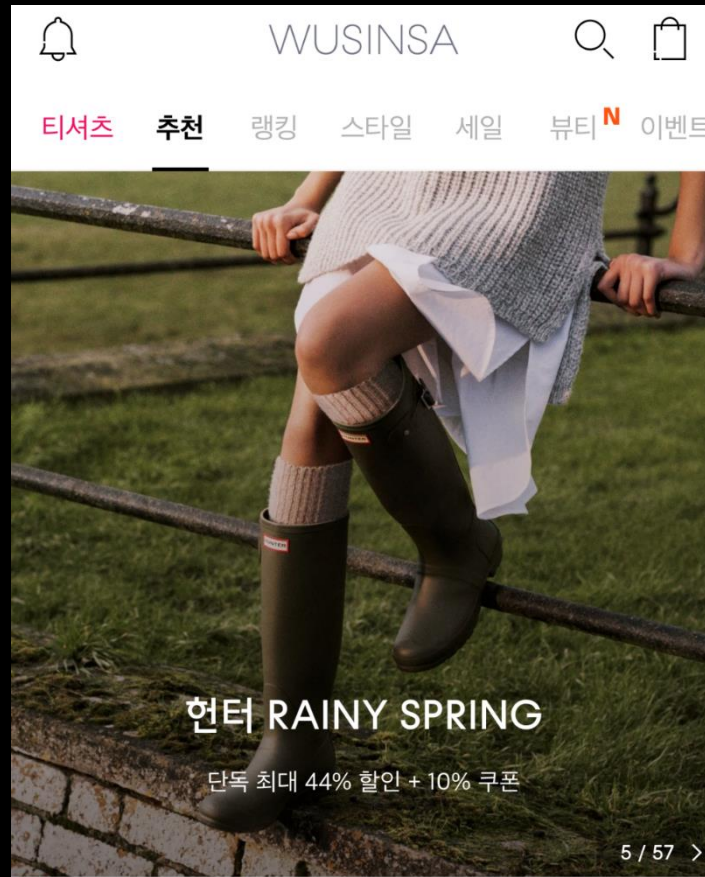
Classification	ACCOUNT NAME	Web Address	ACCOUNT TYPE	CATEGORY	CENDER
OWN STORE	FOURLAB	www.fourlab.co.kr	OWN STORE	FTW,ACCS	Adults + Kids
Depaftment mall	HYUNDAI	www.hyundaihmall.com	Department Store	FTW,ACCS	Adults + Kids
Depaftment mall	LOTTE	www.lotte.com	Department Store	FTW,ACCS	Adults + Kids
Depaftment mall	SHINSEGAE	www.shinsegaemall.sgg.com	Department Store	FTW,ACCS	Adults + Kids
Depaftment mall	CJ mall	www.cjmall.com	Department Store	FTW,ACCS	Adults + Kids
Depaftment mall	GS mall	www.gsshop.com	Department Store	FTW,ACCS	Adults + Kids
Speciality mall	29cm	www.29cm.co.kr	ONLINE	FTW,ACCS	Adults
Speciality mall	MUSINSA	www.musinsa.com/	ONLINE	FTW,ACCS	Adults
Speciality mall	W Concept	www.wconcept.co.kr/	ONLINE	FTW,ACCS	Adults
Speciality mall	EQL	www.eqlstore.com/	ONLINE	FTW,ACCS	Adults
Speciality mall	KAKAO	store.kakao.com/	ONLINE	FTW,ACCS	Adults + Kids
Speciality mall	NAVER	brand.naver.com/hunter	ONLINE	FTW,ACCS	Adults + Kids
Speciality mall	Lfmall	www.lfmall.co.kr/	ONLINE	FTW,ACCS	Adults
Speciality mall	SSF	www.ssfshop.com/	ONLINE	FTW,ACCS	Adults + Kids





<https://www.hunterboots.co.kr> (November 2023 , OPEN)

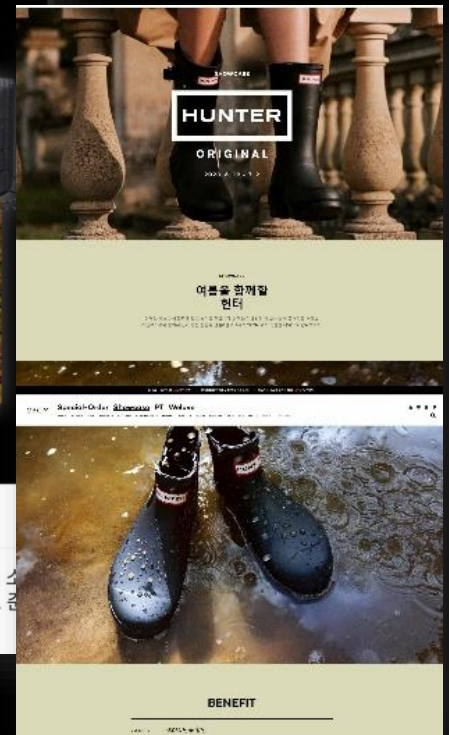
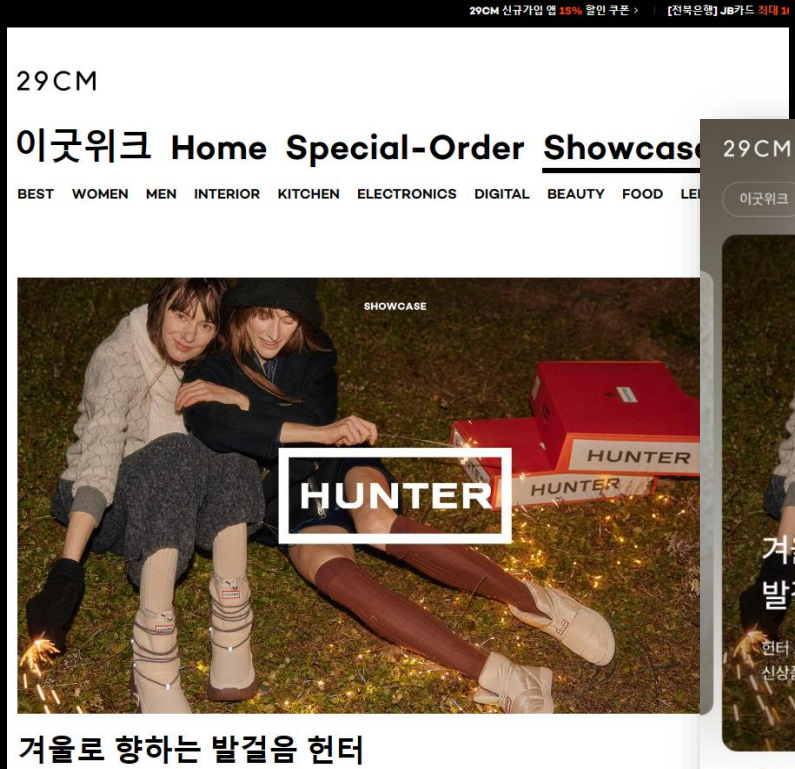
Number of members: 52,000 / Monthly active users: 100,000



MUSINSA

<https://www.musinsa.com/brands/hunter>

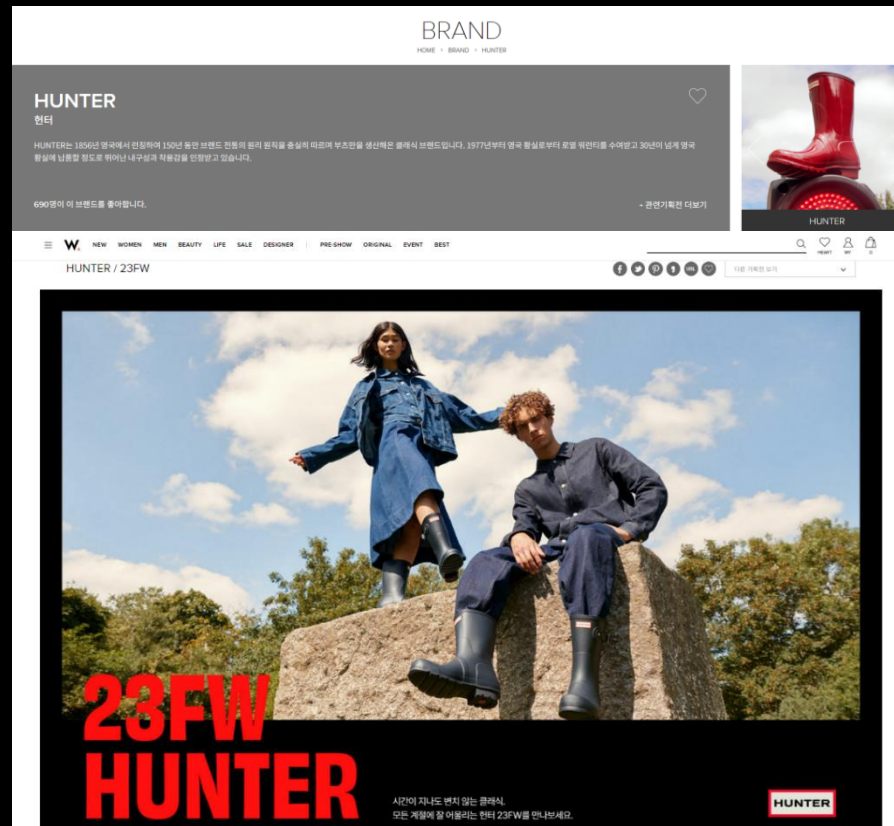
Number of musinsa members: 10,000,000 / Monthly active users: 4,000,000



29CM

<https://shop.29cm.co.kr/brand/4115>

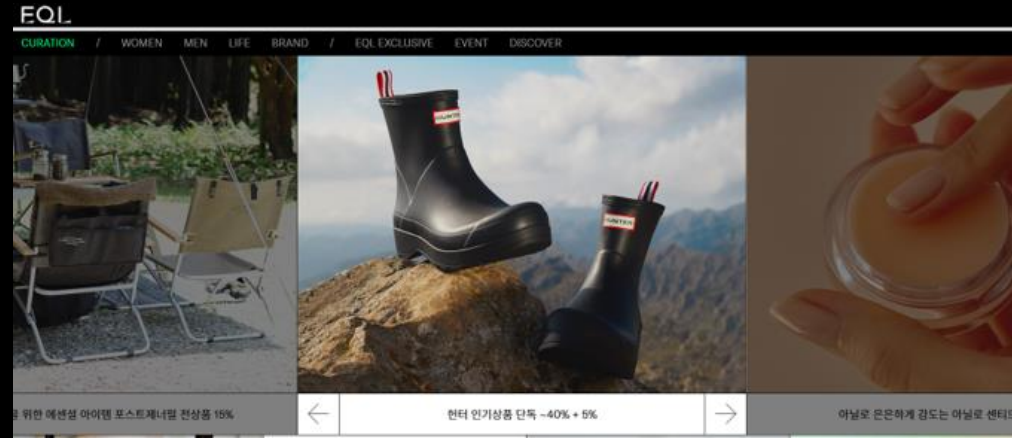
Number of 29cm members: 3,900,000 / Monthly active users: 2,000,000



W.CONCEPT

<https://display.wconcept.co.kr/brand/101026>

Number of wconcept members: 5,300,000 / Monthly active users: 2,400,000

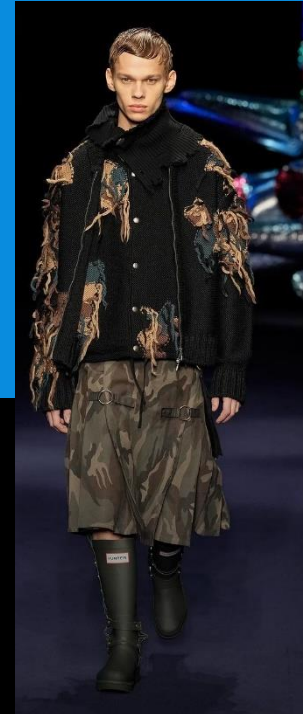
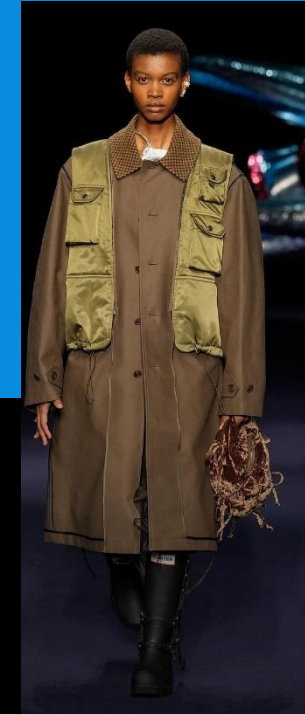


EQL

<https://www.eqlstore.com/special/7490/view>

Number of eql members: 3,300,000 / Monthly active users: 1,400,000

Milan & Seoul Collection Collaboration





Flagship press release

ELLE KORER 2.85 million

SINGLES 2.43 million

cosmopolitan KOREA 1.79 million

HARPERS BAZZAR KORER 1.57 million

Arena Homme KOREA 1.56 million

ESQUIRE KOREA 1.07 million

DAZED KOREA 0.64 million

Eyemag 0.59

WWD KOREA 0.48 million

STYLER 0.21 million











SEASONal Style with ESG Values at Heart.

FOURLAB takes its ESG (environmental, social, and governance) responsibilities seriously. Environmentally, we pursue eco-friendly products and operations, and socially, we strive to make a positive impact on society through projects and partnerships. In terms of governance, we provide trust through transparent decision-making and collaboration with our partners, and pursue sustainable growth based on excellent ethics and transparency. These values are at the core of our management.



THANK YOU

FOURLAB

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<https://fourlab.co.kr>