

2025

COMPANY INTRODUCTION

FOURLAB

www.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. Beginning in 2024, FOURLAB distributes Canadian premium shoes brand ALDO and also operates major department store stores. Starting in 2025, FOURLAB will also distribute to the 240-year-old Birkenstock department store.

FOURLAB 是进口并流通在韩国具有独特身份的全球高端品牌的“高端生活方式平台”。

韩国将介绍以在韩国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 Blippers and Colors of California 等多种符合季节的时尚和生活方式品。我们精心挑选具有巨大潜力的全球品牌，使他们能够在线上和线下正确表达自己的品牌身份，并以认真和真诚的关怀吸引客户。从2024年开始，FOURLAB分销加拿大高级鞋品牌ALDO，并经营主要百货商店。从2025年开始，FOURLAB 还将向拥有 240 年历史的 Birkenstock 百货公司分销。

FOURLAB は国内で差別化されたユニークなアイデンティティを持つグローバルプレミアムブランドを輸入・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・流通する英国のレインブーツで有名な HUNTER、イタリアのプレミアムブランド COLMAR、イタリアの靴ブランド Blippers and Colors of California など、季節に合った多様なファッションとライフスタイルブランドを韓国が披露します。オンライン・オフラインでブランドアイデンティティを適切に表現し、真剣で真心のこもったケアでお客様にアピールできるよう、潜在力の大きいグローバルブランドを厳選しています。2024年から、フォーラボはカナダのプレミアムシューズブランドALDO,を販売し、主要デパートの店舗も運営しています。2025年から、FOURLAB は240年の歴史を持つビルケンストック百貨店にも販売を開始します。

FOURLAB is a leading Korean 'Premium lifestyle platform' that imports and distributes global premium brands in Korea. FOURLAB distributes the brands, including Hunter, Aldo and Birkenstock.

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 / **Colmar_ Partial exclusivity**

2024. **ALDO/ BLIPERS/ COLORS OF CALIFORNIA_ Exclusive distributor**

2024. **HUNTER_ Apparel Launch**

2025. **BIRKENSTOCK_ Offline Exclusive distributor**

COMPANY ADDRESS

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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.

HUNTER has expanded to Apparel and Bags since 2024. Customers have responded well, and from 2025, the Apparel line will be further expanded to premium lifestyle weather wear.

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®

BIRKENSTOCK®

HUNTER

HUNTER

KIDS

COLO
RS OF
CALIF
ORNIA

Exclusive distributor

HUNTER

ALDO

Blipers

Colors of California

BLIPERS
MADE IN ITALY

COLMAR

ALDO

Partial exclusivity

Colmar - Footwear

BIRKENSTOCK

Distributor

Melissa

Havaianas

SELECTED SHOP

BOONTHESHOP

io.corso.como

BEAKER

P E E R

kasina

RAUM
EDITION

WORKSOUT

FOURLAB



FOLDER

Foot Locker

S-market
MEGA SHOEPLEXSHOE
MARKERABC
MART

BRAND

BALENCIAGA VALENTINO GIVENCHY

Maison Margiela
PARIS

MONCLER

HIGH-END

Off-White™

COMME des GARÇONS

lepetto
PARIS

CONTEMPORARY

GOLDEN GOOSE / ★

PREMIATA

HUNTER

Clarks UGG

ROCKPORT

CAMPER



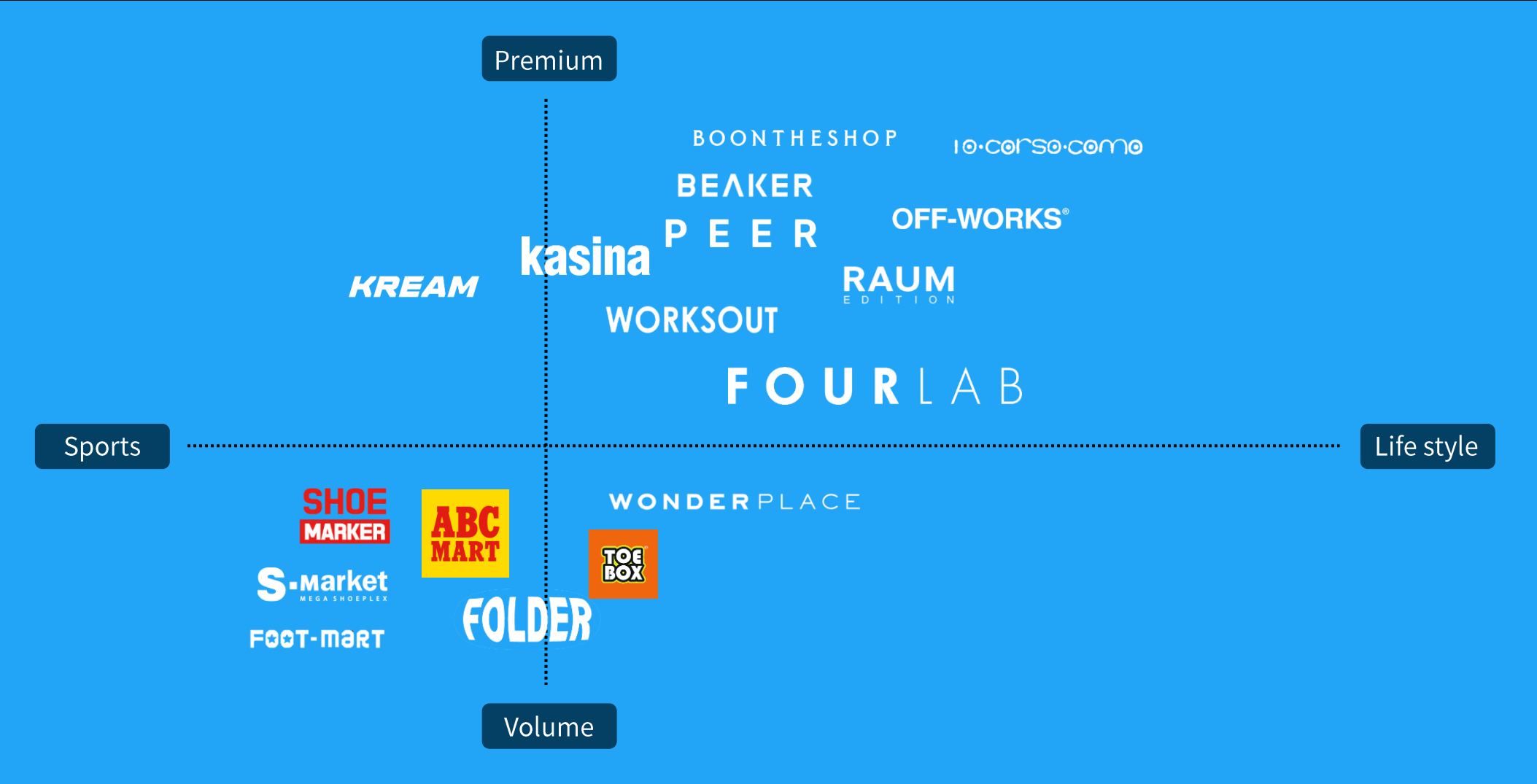
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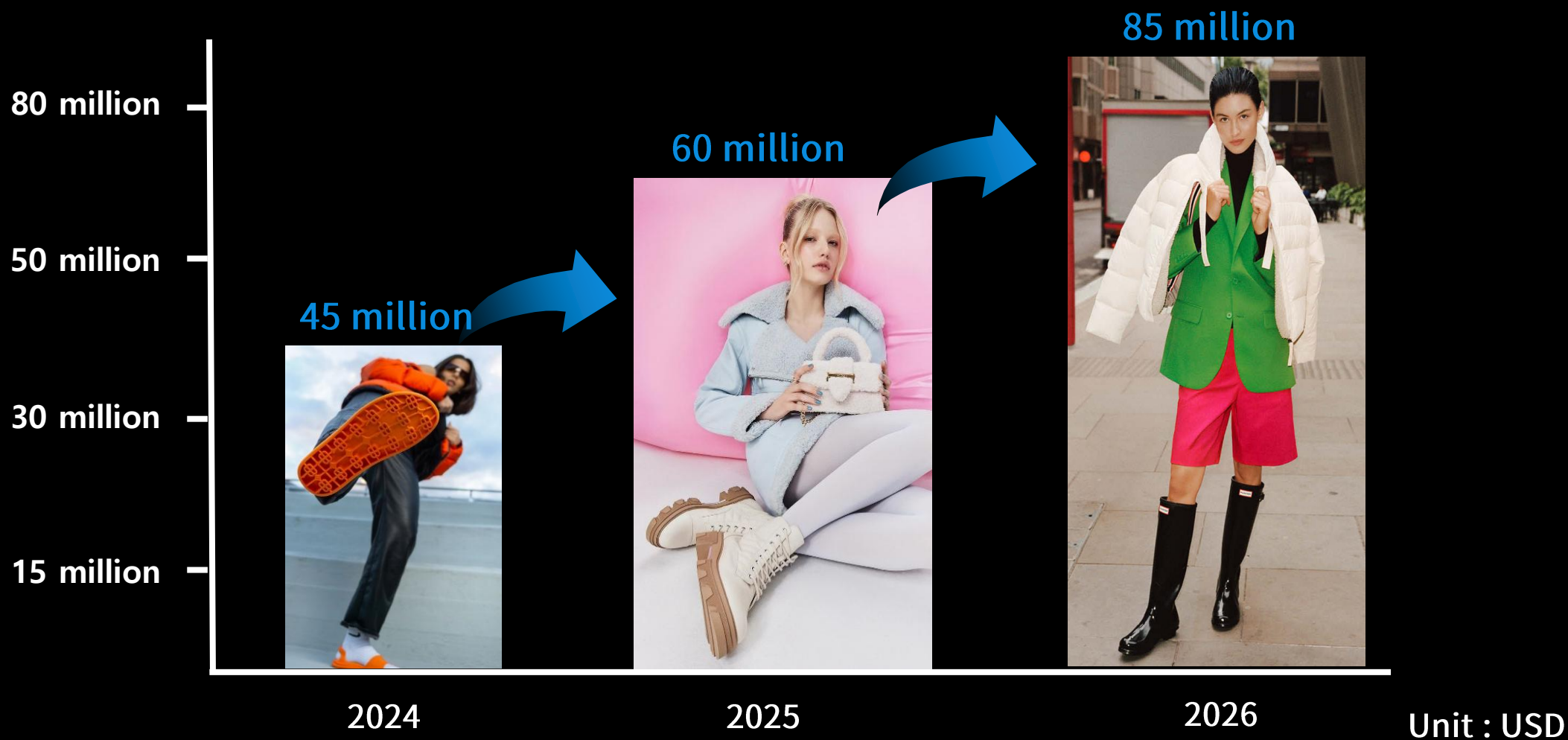


melissa



INLINE





FOURLAB

Multi brand store

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

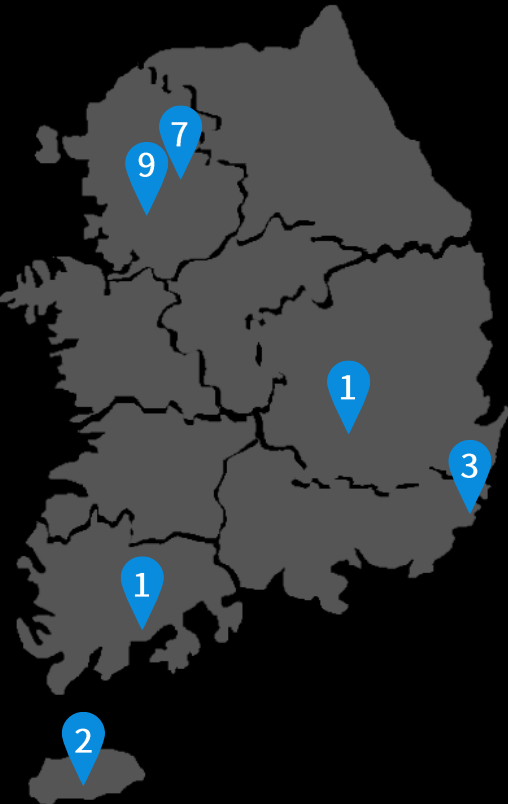
Department

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

Premium shop

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

FOURLAB



- 1. Department Store : 13 stores / Outlet : 5 store / Mall : 4 store
Duty free : 1 store / Specialty : 3 store
- 2. Flagship store : Hannam, Seoul
- 3. Tot : 27 store

Region	Brand	Channel	Store
Seoul	HUNTER	FLAGSHIP	Hannam
	FOURLAB	SHILLA Duty Free	Yongsan
	HUNTER	SHINSEGAE Department store	Gangnam
	FOURLAB	LOTTE Department store	Jamsil
	HUNTER	HYUNDAI Department store	The Hyundai Seoul(Yeouido)
	HUNTER		Shinchon
	HUNTER	LOTTE MALL	Lotte world mall
	ALDO	STARFIELD	COEX(Trade center)
Gyeonggi	HUNTER	SHINSEGAE Department store	South city(Yongin)
	ALDO		Hanam
	FOURLAB	LOTTE Department store	Suwon
	HUNTER	HYUNDAI Department store	Pangyo
	HUNTER	STARFIELD	Suwon
	ALDO		Ansung
	HUNTER	SHINSEGAE Premium outlet	Yeoju
	HUNTER		Paju
	COLMAR	SHINSEGAE Premium outlet	Paju
Daegu	HUNTER	SHINSEGAE Department store	Daegu
Gwangju	HUNTER	SHINSEGAE Department store	Gwangju
Busan	HUNTER	SHINSEGAE Department store	Centum city
	FOURLAB	LOTTE Department store	Busan
Gimhae	FOURLAB	SHINSEGAE Department store	Gimhae
Jeju	HUNTER	SHINSEGAE Premium outlet	Jeju
	COLMAR	SHINSEGAE Premium outlet	Jeju

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



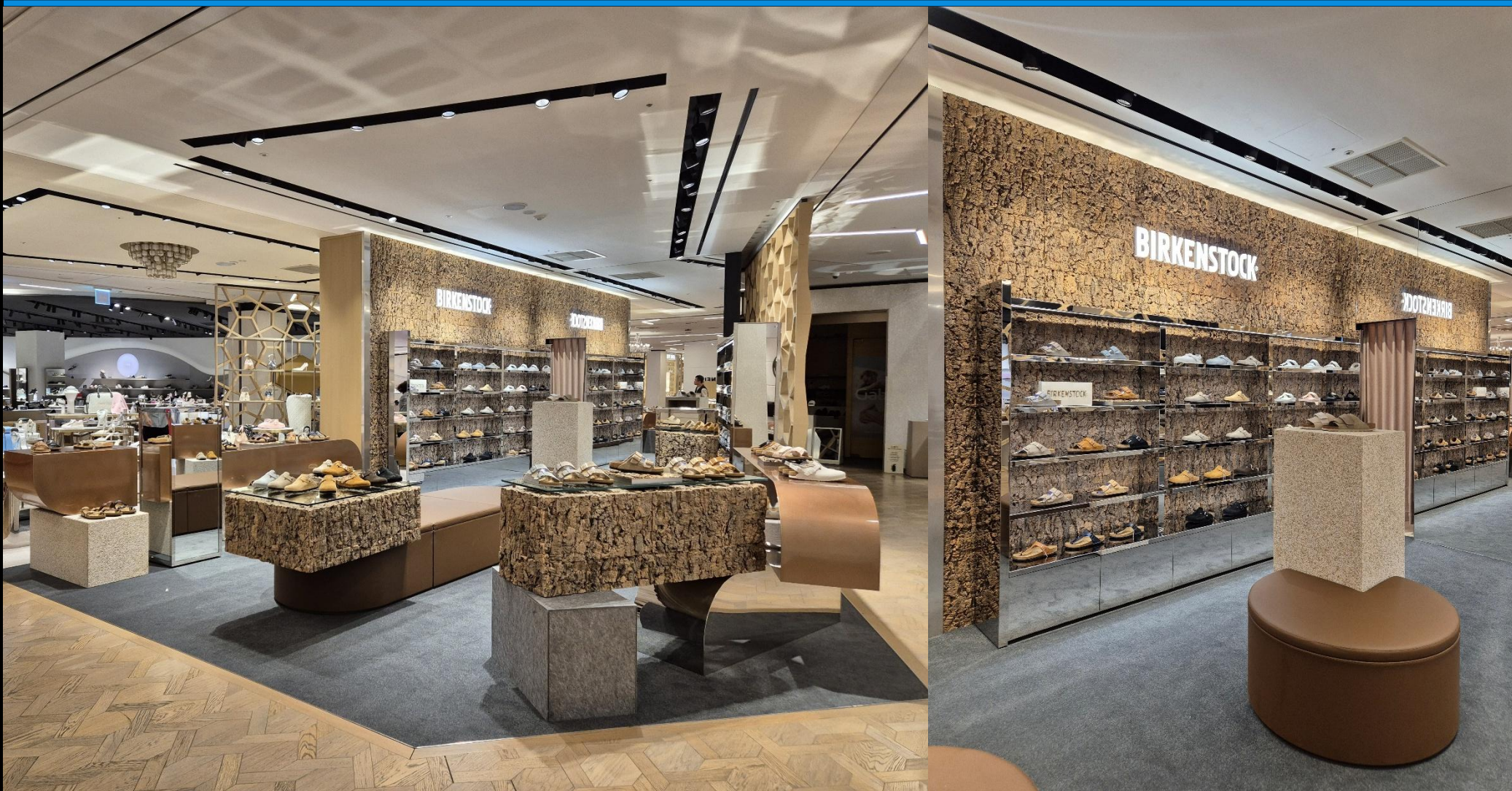






























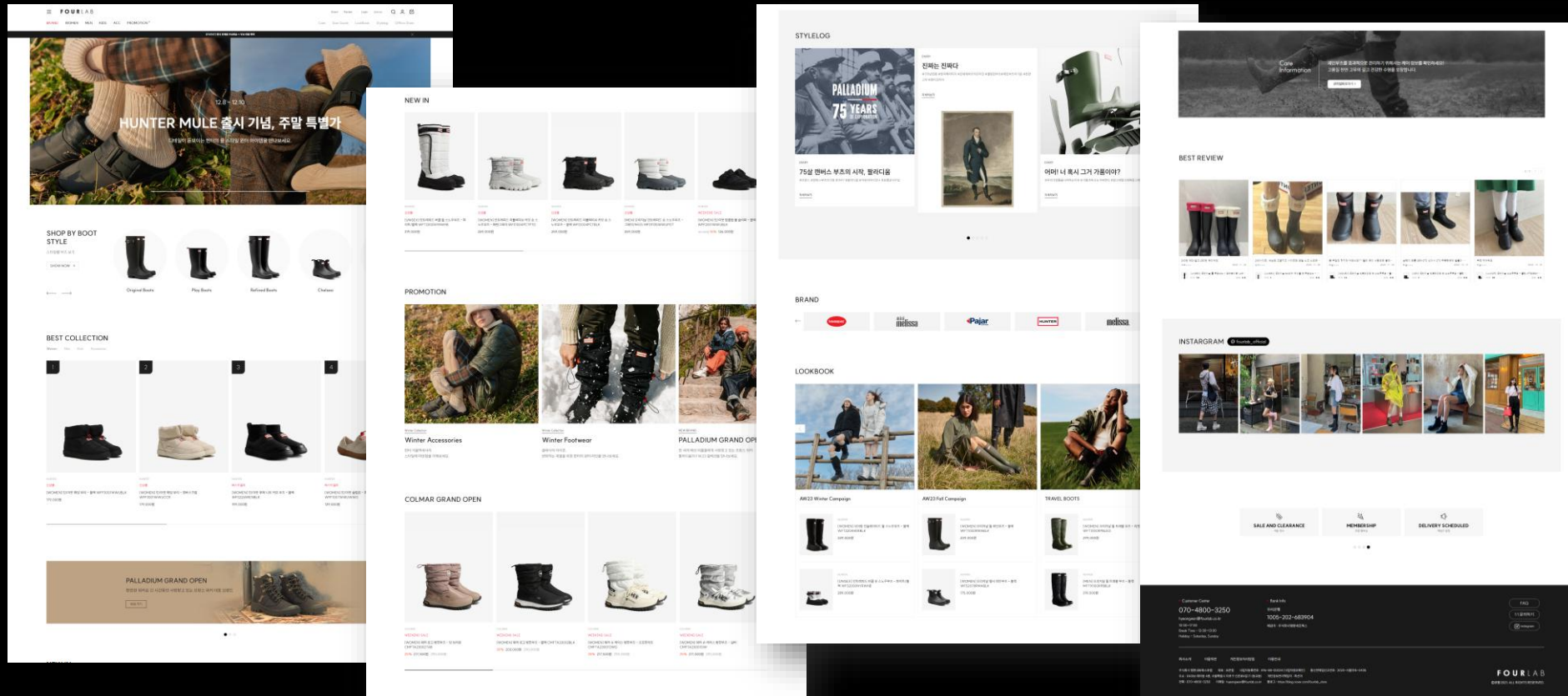




SHINSEGAE GANGNAM

SHINSEGAE BUSAN

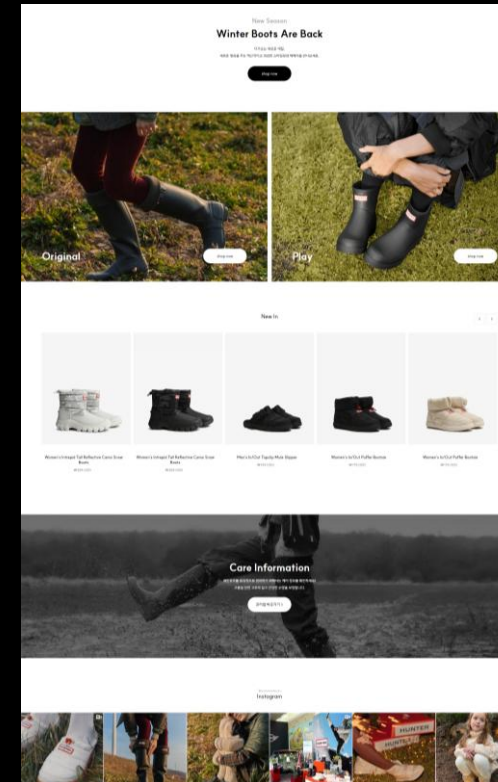
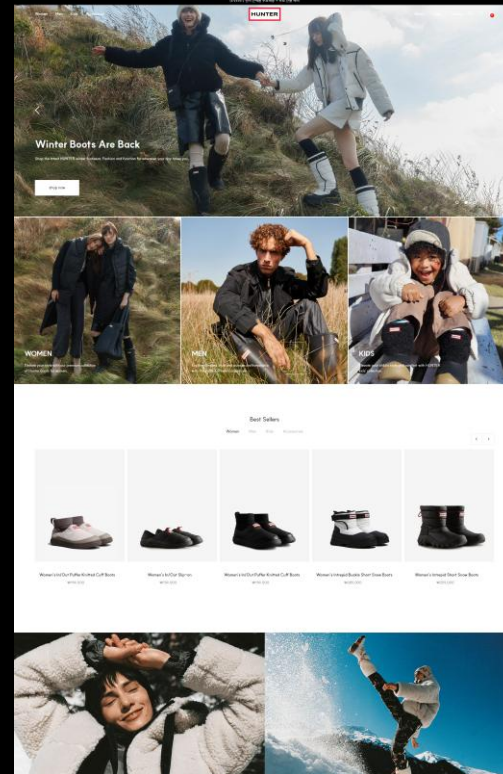
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FOURLAB

<http://www.fourlab.co.kr>

Number of members: 252,100 / Monthly active users: 900,000

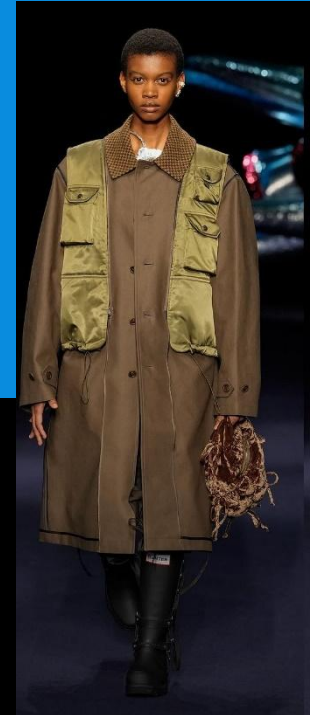


HUNTER

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

Number of members: 72,000 / Monthly active users: 100,000

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

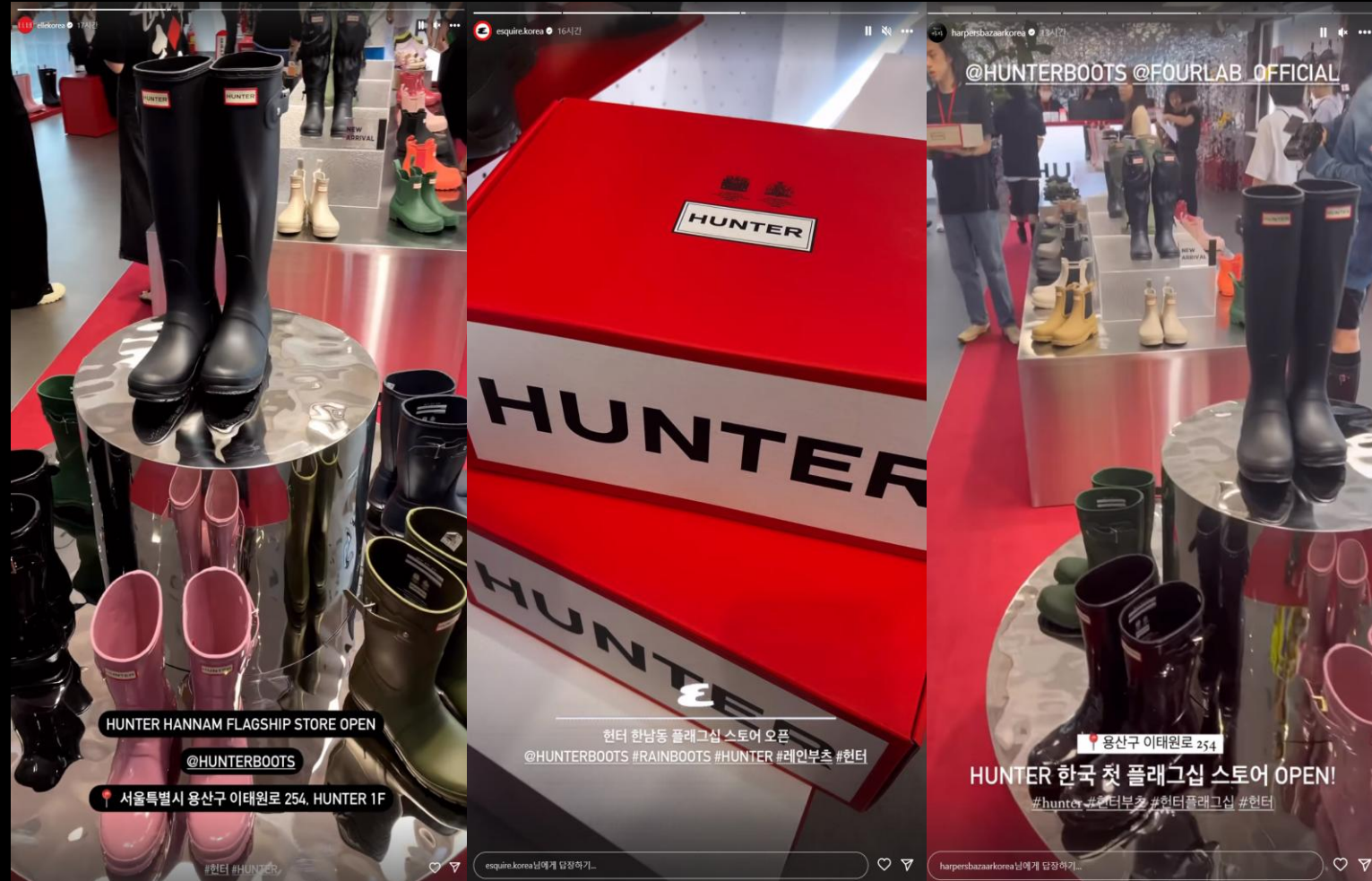
ESQUIRE KOREA 1.07 million

DAZED KOREA 0.64 million

Eyesmag 0.59

WWD KOREA 0.48 million

STYLER 0.21 million















An aerial photograph of a lush green forest. A winding river or stream flows through the center of the forest, surrounded by dense trees. The water is a light blue-grey color, contrasting with the vibrant green of the foliage. The perspective is from directly above, looking down on the forest canopy.

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>