

Future in Fashion

IN THE F



“让世界更美丽，让人们更幸福”

IN THE F坚信，时尚不仅因人而存在，更要以人为本。
IN THE F作为韩国首屈一指的时尚企业，通过打造时尚，
以建立美好世界和创造人类幸福生活作为企业的目标和使命

“Make the world Beautiful, Make People Happy”

IN THE F Believes that fashion exists for people,
and that people should be the top priority.
IN THE F, as leading Korean fashion company, views it as the ultimate aim
and mission to make the world beautiful, and to realize a world where people are happy

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JOINUS

COMPAGNA

TRUGEN

S+ by trugen

TATE

Letter From The CEO

WE, at IN THE F, are pursuing the dream of becoming the leading global fashion company with a creative corporate culture.

Determined to create a new culture, we are going to open up the future fashion markets actively and enthusiastically.

Taking more powerful steps toward the wide global stage of the 21st century, we will grow to become a global fashion company representing Korea through swift and continuous change and innovation.

At the same time, we will serve our customers with highest design and quality, upgrade our brand value through efficient management, and fulfill our social responsibility through various social contributions in which we share with the community.

Keeping in mind that only a company walking on the right path can maintain its good reputation for a long time, we promise that IN THE F will lead the future fashion culture through value creation for customers, a healthy business culture, and transparent management.

Customers, please give us your continuous interest and support.

Chief Executive Officer Soo Geun Son

IN THE F旨在成为具有创意企业文化的一流国际性时装企业。因此我们以创新文化的姿态，积极主动地开拓未来的时装市场。我们也将迈着更加有力的步伐，面向21世纪的广阔舞台，通过持续地发展，成为韩国最具代表性的时装企业。运用最好的设计和品质来满足顾客需求，以有效率的经营方式来提高企业价值，并且与社区一同分担社会贡献，承担企业的社会责任。我们铭记越是悠久的企业越值得尊敬。我们将以顾客为中心创造价值，并完善企业文化，通过透明的经营管理方式，成为引导未来时装文化的企业。期待您永远的支持。

代表理事 孫秀根



History

80'

In the 1980's

- 80. 09. 03 founded the company
公司成立
- 83. 09. 10 Launched women's brand "JOINUS"
创立女装品牌"JOINUS"
- 89. 05. 26 listed on stock market (IPO)
企业公开上市
- 89. 08. 19 Launched women's brand "COMPAGNA"
创立女装品牌"COMPAGNA"

90'

In the 1990's

- 94. 01. 11 Launched women's brand "YETTS"
创立女装品牌"YETTS"
- 95. 08. 21 Launched men's brand "TRUGEN"
创立男装品牌"TRUGEN"
- 96. 03. 15 Change name to NASAN
更名为"(株)NASAN"
- 96. 04. 01 Launched casual brand "y'sb"
创立女装品牌"y'sb"
- 97. 11. 26 Built Hwasung Distribution Center
华城综合物流中心竣工

00'

In the 2000's

- 00. 03. 30 JOINUS was chosen as No.1 women's apparel brand by Korea Management Association.
"JOINUS" 荣获女装品牌第一(韩国效率协会)
- 01. 06. 28 won the Best Value Management Company of 2001 by Korea Management Association.
荣获韩国效率协会颁发的"2001年经营价值最优秀企业奖"
- 07. 04. 10 Merged by SEA-A Trading CO. LTD
SAE-A贸易(株)及M&A
- 07. 12. 14 Changed name to "IN THE F"
更名为"(株)INTHEF"
- 08. 02. 29 Merged casual brand "TATE"
收购休闲装品牌"TATE"
- 08. 10. 15 Grand Opening of Gaeseong factory in North Korea
开城工厂竣工
- 09. 11. 17 Launched sports brand "FREDDY"
与意大利运动装"FREDDY" 签订单一供货商合约
- 10. 02. 19 Launched men's brand "s+by trugen"
创立男装品牌"s+by trugen"
- 10. 04. 12 Launched luxury brand "BORBONESE"
创立男装品牌"BORBONESE"
- 13.12.09 INTHEF Gallery SAE-A store open
INTHEF Gallery SAE-A店 开业
- 14. 04.11 INTHEF Gallery gang dong store open
INTHEF Gallery 江东店 开业
- 14.11.27 BIND Coexmall store open
BIND Coexmall开业

IN THE F Value

CREATION

IN THE F aims to become a first class global fashion company with a creative corporate culture. It suggests a new fashion paradigm through creative ideas and creative designs, leading culture and trends

IN THE F旨在成为具有创意企业文化的一流国际性时装企业。通过引领文化和潮流的创意性思索和创新设计来展现时装的崭新思维模式。

TRUST

IN THE F is a trustworthy company consisting of workers full of trust in, passion for, fashion. With Korea's best distribution network and brand-managing strategy maintained over 30 years, it pursues the highest levels of customer trust and brand values.

IN THE F是由一群对时尚有追求和热情的成员构成的可信任的企业。30余年来，我们用始终保持全国最佳的流通网络和品牌运营来追求消费者的信任和最佳品牌价值。我们也绝不辜负消费者对我们的信任。

GROWTH

IN THE F, through its steady and healthy growth, will continue to be a company in which customers, stockholders and employees share happiness. It will fulfill its social duties through social contributions designed for living together with the community. Base on the best production and distribution infrastructure in Korea, it will lead the future of the global fashion industry.

IN THE F通过不断的建设和成长，逐渐成为一个与顾客、股东、职员共享幸福的企业。与社区共同分担社会贡献，承担企业的社会责任，以国内最高水准的生产和物流为基础，引导国际时装产业的未来。

about **BRAND**

Women's Wear

JOINUS

COMPAGNA

Men's Wear

TRUGEN

S+

Casual Wear

TATE

BIND



JOINUS

Concept

Urban Stylish Character Brand

'Rational and Luxurious Fashion Life' expressing both the refinement and inner femininity of the urban woman

集都市女性的干练和内在的女人味于一体，
同时表现出合理&奢华的时尚生活

Target Image

- Urban career women
- Women exuding refined beauty and high quality
- Self-confidence expressing a dignified appearance at any place
- Not follow trend but Stylish and elegant fashion style
- Express style with young mind

- 都市白领女性
- 具有干练气质的女性
- 自信的女性
- 不随波逐流，追求优雅时尚风格的女性
- 以年轻的思维方式表现自己风格的女性

Age Target

目标消费者年龄

Main: 38~43

Sub: 30~49

主要群体: 38-43岁

辐射群体: 30-49岁

Production by Line

产品系列

- Luxury 10% 高级 10%
- Formal 30% 正装 30%
- Casual 40% 休闲 40%
- Hot Trend 20% 潮流 20%

Price range per item (Unit: Won)

产品类别价格表

The Price Range of the Main Items

主要商品价格

Dress 服装类		Price Range (Unit: Won)
Suit / 正装		199,000~399,000
Jacket / 夹克		159,000~299,000
Pants / 裤子		99,000~159,000
Skirts / 裙子		99,000~149,000
Coat / 大衣		299,000~699,000
Fur, Leather / 皮毛		299,000~5,990,000
Down, Padding / 外衣		199,000~499,000
Jeans / 牛仔裤		99,000~149,000

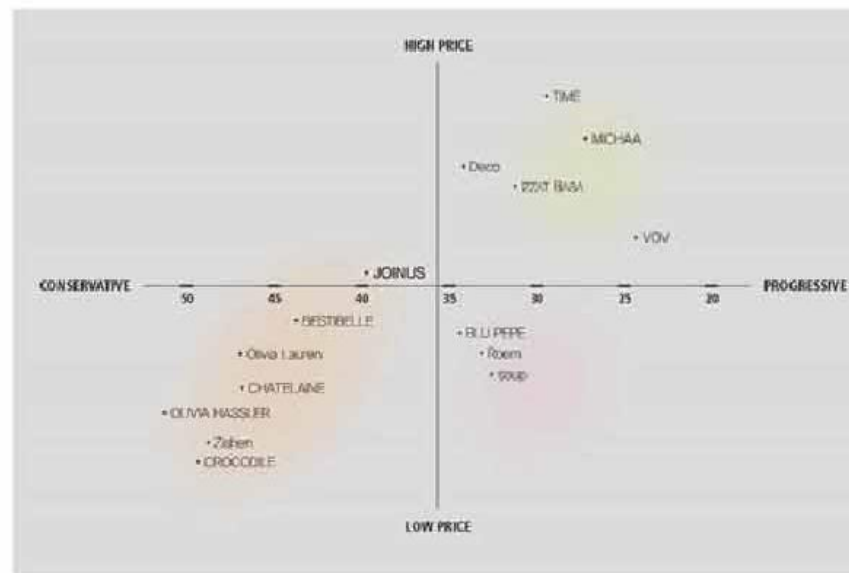
Accessory 其他		Price Range (Unit: Won)
Bag / 皮包		99,000~199,000
Muffler / 围巾		59,000~99,000

Sale network

流通网络现状

Own shop 4, Road shop 176, Department Store 20
直营店 代理店 百货商场

Brand Positioning 品牌定位



SI Manual 连锁品牌形象





COMPAGNA

Concept

Refined Romantic Styling

Based on the soft and refined feminine sensitivity it suggests a "Lifestyle with a Restrained Urban Sense"

以温柔干练的女性美为基础，
提出有节制的都市感生活方式

Target Image

- urban women such as lecturers, office ladies and those in professions.
- working women who enjoy different leisure activities
- women who prefer stylish garment for stand out
- women conscious of trends and pursuing individuality
- 学校教师, 白领, 专门职业的现代都市女性
- 有稳定职业, 享受丰富业余生活的女性
- 喜好干练服装的女性
- 注重潮流, 彰显个性的女性

Age Target

目标消费者年龄

Main: 32~37**Sub: 38~42**

主要群体: 32-37岁

辐射群体: 38-42岁

Production by Line

产品系列

-Femine Dress Up 30% 女性 30%**-Neo Classic 40%** 经典 40%**-Comfortable 30%** 舒适 30%**Price range per item (Unit: Won)**

产品类别价格表

The Price Range of the Main Items

主要商品价格

Dress
服装类

Suit / 正装	248,000~568,000
Jacket / 夹克	138,000~498,000
Pants / 裤子	78,000~158,000
Skirts / 裙子	78,000~158,000
Coat / 大衣	238,000~1,180,000
Fur, Leather / 皮毛	198,000~7,980,000
knit, Sweater / 毛衣	48,000~198,000
Jeans / 牛仔裤	78,000~178,000

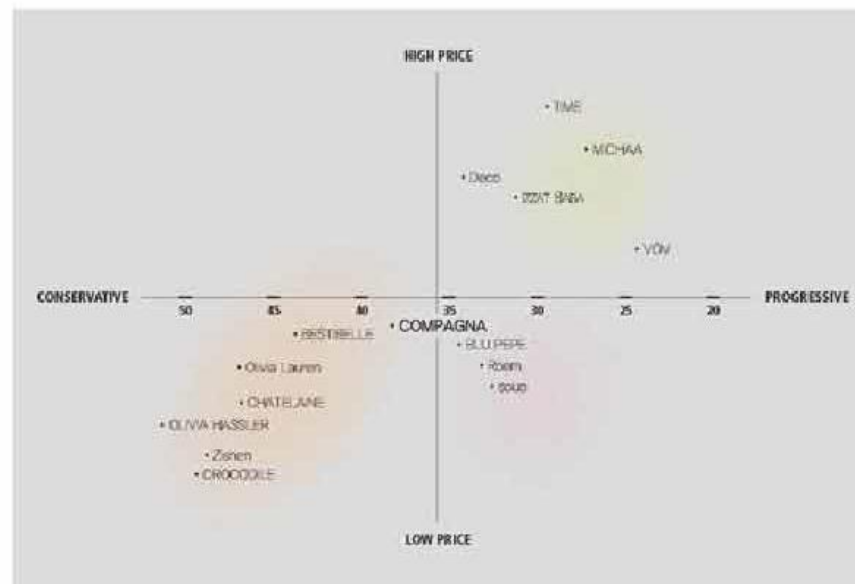
Accessory
其他

Shoes / 皮鞋	129,000~149,000
Belt / 腰带	59,000~78,000
Bag / 皮包	89,000~299,000

Sale network

流通网络现状

Own shop 6, Road shop 86, Department Store 15, Discount Store 9
 直营店 代理店 百货商场 折扣店

Brand Positioning 品牌定位**SI Manual 连锁品牌形象**



www.trugen.co.kr

TRUGEN

TRUE STYLE

Concept

Gentle Contemporary

It suggest casual for heritage classics with modern sensibility

感性、时尚且实用的商业休闲男装

Target Image

- 'Trendy Urban Businessmen' who know how to express themselves with fashion fitting TPO

- 懂得利用时尚表现自己与众不同的商业男士

Age Target

目标消费者年龄

Mid 20's - Mid 30's

20-30岁

Production by Line

产品系列

- Suit 50% 正装 50%
- Casual 40% 休闲 40%
- Accessory 10% 饰品 10%

Price range per item (Unit: Won)

产品类别价格表

The Price Range of the Main Items

主要商品价格

Dress 服装类		Price Range (Unit: Won)
Suit / 正装		398,000~598,000
Coat / 大衣		399,000~649,000
Jacket / 夹克		249,000~399,000
Shirts / 衬衫		39,000~109,000
Knit / 针织		69,000~149,000
Sweater / 毛衣		109,000~199,000
Pants / 裤子		109,000~169,000
Jumper / 棉服		329,000~449,000

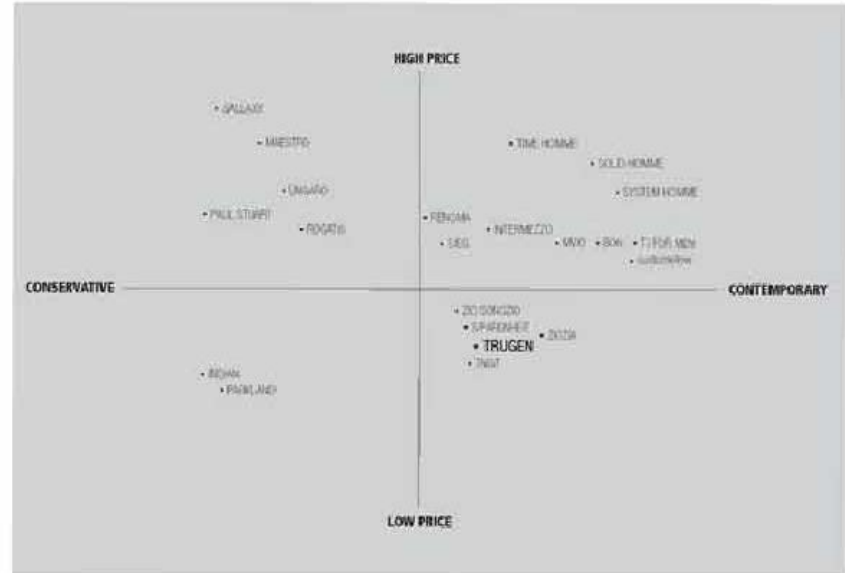
Accessory 其他		Price Range (Unit: Won)
Necktie / 领带		29,000~49,000
Belt / 腰带		49,000~69,000

Sale network

流通网络现状

Own shop 2, Road shop 55, Department Store 23, Discount Store 40
 直营店 代理店 百货商场 折扣店

Brand Positioning 品牌定位



SI Manual 连锁品牌形象







S+

Concept

Modern Contemporary

Be inspired by New-York style that express modern, unique and edges styles

追求潮流和特点的感性生活方式

Target Image

- Style-setters pursuing their own style and enjoying trendy sensibility

- 追求自己的风格, 接受新信息能力强, 追求潮流的感性群体。

Age Target

目标消费者年龄

20's - 30's

20-30岁

Production by Line

产品系列

- **Suit 35%** 正装 35%
- **Casual 45%** 休闲 55%
- **Accessory 10%** 饰品 10%

Price range per item (Unit: Won)
 产品类别价格表

The Price Range of the Main Items
 主要商品价格

主要商品价格

Dress
 服装类

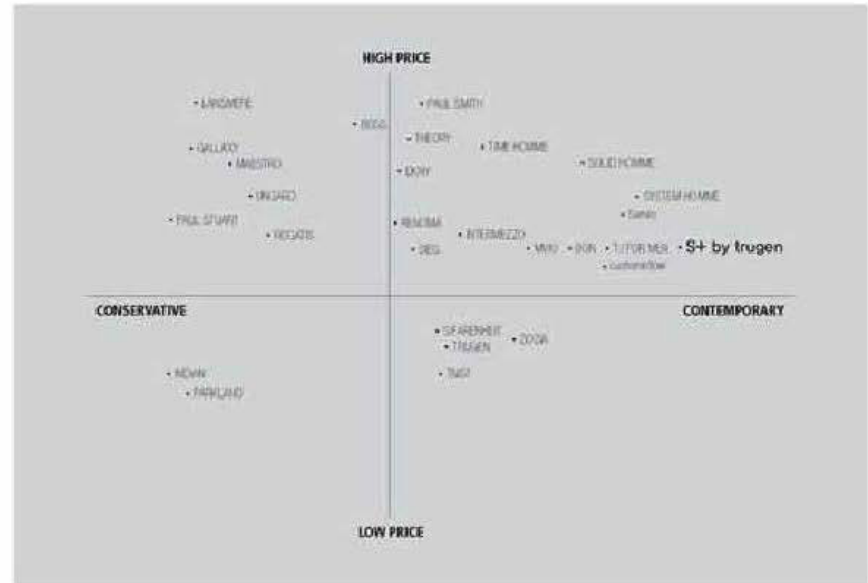
Suit / 正装	398,000~638,000
Coat / 大衣	399,000~999,000
Jacket / 夹克	279,000~399,000
Shirts / 衬衫	79,000~149,000
Knit / 针织	89,000~149,000
Sweater / 毛衣	109,000~189,000
Pants / 裤子	109,000~189,000
Jumper / 棉服	349,000~599,000

Accessory
 其他

Necktie / 领带	29,000~49,000
Belt / 腰带	49,000~69,000
Scarf / 丝巾	49,000~69,000

Sale network

流通网络现状

 Own shop 2, Department Store 15, Discount Store 5
 直营店 百货商场 折扣店
Brand Positioning 品牌定位**SI Manual 连锁品牌形象**





T A T E

Concept

European Modern Stylish Casual

It suggests a new look harmonizing the classic and the modern through a progressive re-evaluation of them, and making mix & match possible

通过重新定义经典和时尚，追求和谐、百搭的新形象

Target Image

College students and beginners of social lives who, while pursuing high-end values, have a rational consumer mind, and trading-up tendency in consumption because of their aversion to mass value casuals.

追求高档昂贵的价值，却有着理性消费的思维方式；
拒绝大众化形象的大学生和社会新人

Age Target

目标消费者年龄

Main: early 20s

Sub: 20~33(2033 generation)

主要群体: 20岁初

辐射群体: 20-30岁

Production by Line

产品系列

- Mani 69% 主线 69%

- Black Label 21% 黑标 21%

- Accessory 10% 饰品 10%

Price range per item (Unit: Won)

产品类别价格表

The Price Range of the Main Items

主要商品价格

Dress
服装类

T-shirts / T恤	19,000~89,000
Shirts / 衬衫	49,000~89,000
Sweater / 毛衣	59,000~99,000
Pants / 裤子	49,000~99,000
Skirts / 裙子	49,000~79,000
Denim / 牛仔	59,000~109,000

Accessory 其他	Accessory / 饰品	29,000~189,000
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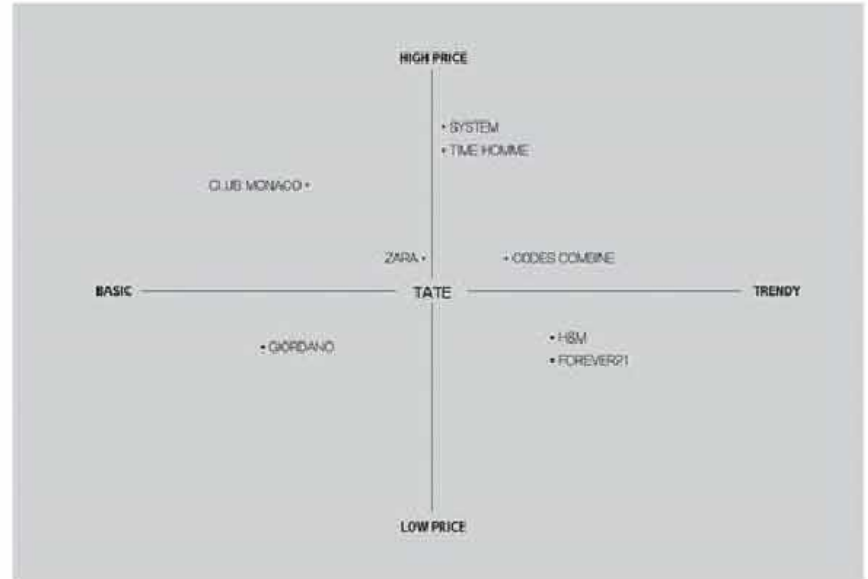
Sale network

流通网络现状

Own shop 4, Road shop 36, Department Store 69

直营店 代理店 百货商场

Brand Positioning 品牌定位



SI Manual 连锁品牌形象



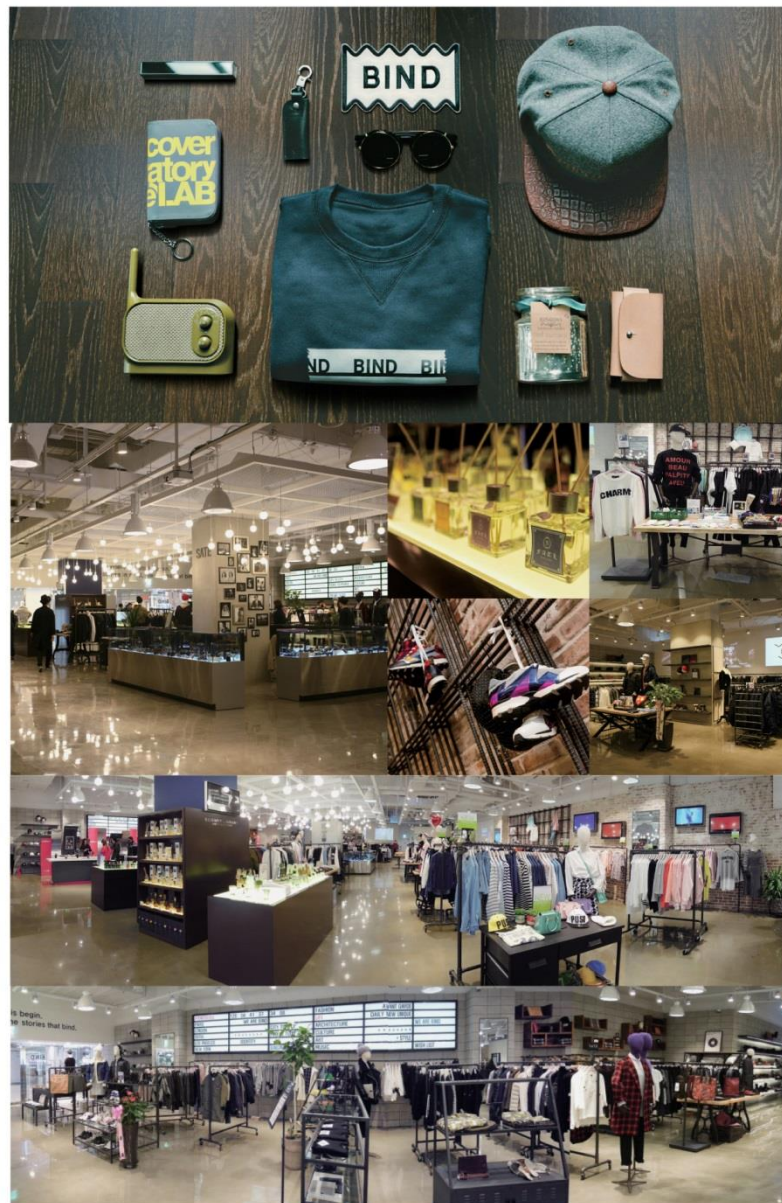


Binding Culture, Lifestyle, Fashion, Music, City...and...
be BIND

New conceptual, complexly editorial shop 新概念复合编辑店

Our age, picky taste, unique interest, character, experience, etc...all these are just different.
What we are enthusiastic for, what binds us as one are always what we are idolizing.
The place that communicates with the world and let peer group culture united and binds them.

我们的年龄, 挑剔的爱好, 独特的关心的事, 个性, 经验等很多的就不同
我们热情的, 把我们汇总的总是憧憬的对象
和世上疏通, 互相捆和团俦悲文化的热情的场所



Future in Fashion
IN THE F 

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