

2025

W.DRESSROOM

NEW YORK

BRAND DECK

Since its launch in 2014, the lifestyle brand **W.DRESSROOM** has defined “fragrance” as its core value and consistently applied it across product design and brand operations. This focus has allowed the brand to build a differentiated competitive edge.

Our signature product, **fabric perfume**, has created a new category in the market as a casual alternative to traditional perfumes and Fabric Deodorizer. The brand has steadily grown, gaining enthusiastic support from a new generation of consumers and expanding into items such as **perfumed hand creams**. This validates the success potential of a fragrance-centric product expansion strategy and reinforces the brand’s ability to deliver a consistent and emotional fragrance experience—not just through individual items, but across the entire brand.

This growth is supported by an **in-house value chain** that integrates planning, production, sales, marketing, and logistics. Thanks to this system, W.DRESSROOM has built an agile and fast-paced operation capable of quickly responding to evolving consumer trends. Leveraging these operational capabilities, the brand has introduced a wide variety of fragrance concepts, creative collaborations, and channel-specific exclusive products.

From 2019 to 2024, **over 40 collaboration projects** have helped establish W.DRESSROOM as a leading fragrance brand in Korea. Through an omnichannel strategy—both online and offline—W.DRESSROOM has continuously expanded its customer touchpoints. Following 10 years of steady growth, the brand has maintained the **No. 1 position in the lifestyle category at Olive Young for seven consecutive years**.

As of 2025, we have reached a cumulative sales milestone of **20 million bottles of fabric perfume** and **15 million hand creams**. In addition, we have won the **Olive Young Awards** for three consecutive years, further validating our product excellence.

Today, W.DRESSROOM proudly holds the No.1 position in the home fragrance category while also driving successful category expansion.

Product introduction

Living / Lifestyle

Product expansion based on the scalability of the fragrance market
Establishing a lineup of lifestyle fragrance brands that encompass the entire life



Dressperfume / 섬유향수



Dressperfume / 섬유향수



Large capacity Dressperfume 페브클린 (대용량 다용도 탈취제) Refrigerator Deodorant & Diffuser Deodorant



Home fragrance Line / 라이프 라인



Large capacity diffuser / 대용량 디퓨저



Fragrance Tag / 프래그런스 태그



Fabric conditioner/ 섬유유연제

Product introduction Beauty / Personal Care

Product expansion based on the scalability of the fragrance market
Establishing a lineup of lifestyle fragrance brands that encompass the entire life



Handcare (Hand Cream / Hand Wash) 핸드케어 (핸드크림 / 핸드 워시)



Lipbalm 립밤



Skincare 스킨케어



Suncare 선크어



Perfume 향수



Body care (body wash/body lotion) 바디케어 (바디워시 / 바디로션)



Hair Care (Shampoo/ Treatment) 헤어 케어 (샴푸/ 트리트먼트)



Dental care 타이거랩 덴탈케어

W.DRESSROOM Handcream

✓ Cost-effectiveness & MZ targeting

Korea's 23-year-old hand cream ranks third in domestic brand reputation! (As of August, 23)
We won the Olive Young Awards for 2 consecutive years!
No. 1 sales of Olive Young in 2023 (based on All Young Sale in September 2023)
Successful market entry within a short period of time!

Cost-effective Competitiveness

The domestic hand cream market is a market where the polarization of sales prices is clear, and W.DRESSROOM is By providing the concept and value of expensive hand cream at a reasonable price at a mid- to low-end price It has become a market issue in a short period of time due to the competitiveness of cost-effectiveness and cost-effectiveness.

MZ's favorite collaboration brand

W.DRESSROOM targets the MZ generation, which generations can relate to

In terms of emotion, various marketing programs tailored to the design, scent, and generation are conducted, It has been recognized in a short period of time. Especially through collaboration with Naver It's ranked 2nd on Naver's hand cream search keyword list It drew attention and based on its popularity, it was selected as the Olive Young Awards for 3 consecutive years

믿고 쓰는 더블유드레스룸 퍼퓸 핸드크림

- * 올리브영 핸드케어 부문 3년 연속 수상 (에이프릴코튼 2021 ~ 2023)
- * 2초마다 1개씩 판매되는 국민 퍼퓸 핸드크림 (2022.12 판매수량 기준)
- * 고객 리뷰 만족도 4.8 (실제 구매후기)



W.DRESSROOM Dressperfume

✓ The epitome of Dressperfume

It's the brand with the most fragrance collections
It provides a variety of interpretations and enjoyment of scent

Value as a Fragrance Brand

It offers more than twice as many fragrances as Chanel, Diptyque, L'Rabo, and Jo Malone luxury fragrance brands We are solidifying our position as a fragrance brand by providing products at reasonable prices
In addition, through various collaborations and editions, various interpretations and enjoyment

Competitiveness of functionality

It enhances the antibacterial effect of fragrance deodorization due to the stability of the solution

W.DRESSROOM Textile Perfume eliminates 99.9% of common major species in daily life

This can maintain the hygiene of the fiber while preventing the odor generated through bacterial proliferation, due to deodorization Ultimately, it optimizes the function of direction by removing odors through odor removal and bacterial suppression



W.DRESSROOM Kakao Gift Gift Set

It's constantly gaining popularity from the MZ generation
More than 100,000 units are sold annually

W.DRESSROOM DOMESTIC

South Korea Online/Offline – anywhere you can find the W.DRESSROOM

OFFLINE STORE

OLIVE YOUNG

올리브영 1,300개 점점 입점

다이소

다이소 1,500개 점점 입점

Wα-Mall

군 마트 1,250개 점점 입점

ARTBOX

아트박스 160개 점점 입점

DUTY FREE

emart

이마트 128개 점점 입점

LOTTE MART

롯데마트 116개 점점 입점

COSTCO WHOLESALE

코스트코 7개 점점 입점

오피스디포

오피스디포 166개 점점 입점

롯데 면세점 소공점
신라 면세점 서울점
신라 면세점 제주점

ONLINE STORE

W.DRESSROOM
NEW YORK

kakaotalk 선물하기

coupang

N 스마트스토어

MUSINSA

Kurly

Gmarket

AUCTION.

11번가

SHINSEGAE MALL

ABLY

GS SHOP

LOTTE ON

10X10

오늘의집

배민마트

toss

카카오톡 스토어

W.DRESSROOM INTERNATIONAL

Global Online/Offline – W.DRESSROOM is also available overseas

RUSSIA & CIS

OZON **WILDBERRIES**
StyleKorean

CHINA

watsons 屈臣氏
小红书 天猫 Tmall.com
WOW COLOUR **KIKV** 抖音

THAILAND

EVEANDBOY **Multy Beauty** **konvy**
watsons **BEAUTRIUM**
Shopee **Lazada**
Tops

USA

SPROUTS
FARMERS MARKET
iHerb **amazon**



Brand Introduction Model



Brand Model
Seo Janghun

Seo Jang Hoon, who is drawing attention for his various appearances on variety shows I've been selected as a model for W.DRESSROOM, a brand specializing in scent Seo Jang-hoon, who is famous for being neat, has an excellent antibacterial effect It fits well with the proud W dress room product characteristics



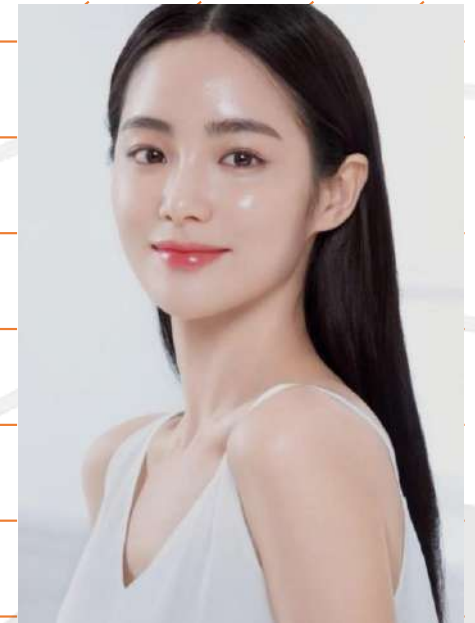
Brand Model
Lee Suhyun

I've appeared on various entertainment programs, and I'm working as a beauty YouTuber, "Mochi Peach" Singer AKMU vocalist Soohyun Lee has been chosen as the model for W.DRESSROOM
Lee Soo Hyun and W.DRESSROOM, who have a cute younger sister's image The target consumer group is of similar age, so it fits well with the brand



Brand Model
Choi Byungchan

VICTON members of idol group, who are drawing attention for their various moves Choi Byungchan has been chosen as the model for W.DRESSROOM The sophisticated and soft image of the company's brand It fits well with sensual and sophisticated images



Brand Model
Hong Suzu

With a natural mask and a clean image, I'm going to show you a lot of support Model and actor Hong Soo-joo, who is drawing attention as a wannabe I've been selected as a model for W.DRESSROOM Its unique urban yet sophisticated image matches the brand well



K-pop idol Jungkook of **BTS**



K-pop idol S.Coups of **SEVENTEEN**



K-pop idol Giselle of **aespa**



K-pop idol / Actor **Cha Eun-woo**



K-pop idol Sandara Park of **2NE1**



Lee Chaeyeon of **WANT + QWER**



Lee Eun-sang of **X1**



Group **AB6IX**



Hwang Min-hyun of **NU'EST**



Kang Daniel of **Wanna One**



Influencer Neulinong



Influencer Yunalove



Influencer Jenny Park



YouTuber Lora



YouTuber Kangjwi



YouTuber Soso Review



YouTuber Shantokki



YouTuber Byul Byul Beauty



Actress Pyo Ye-jin



Actress Park Min-young



Yuna of Brave Girls



YouTuber JangHope



YouTuber Ssensejaeng-i



Kim Seo-hyung (Actress)

Brand Introduction With Star



Han Hye-yeon (Stylist)



Ki Eun-se (Actress)



Web Drama "Girls' World 2" (starring Choi Yena)



Son Dam-bi (TV personality / Singer)



Kim Young-chul (TV personality / Comedian)



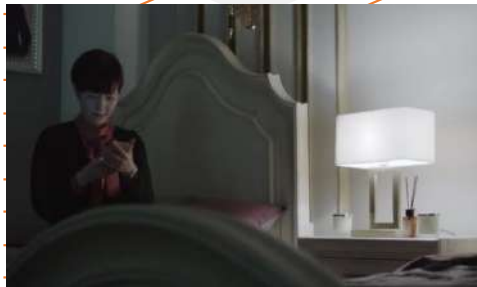
Yerin (Singer, former member of GFRIEND)



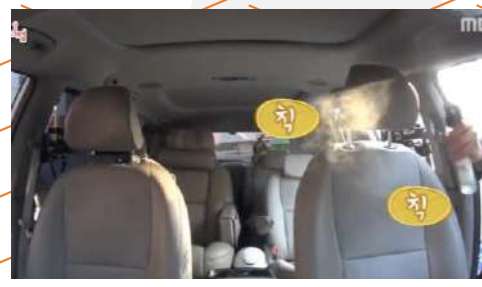
Choi Byung-chan of VICTON (K-pop idol)



Actress Jung Hye-sung



JTBC Drama "SKY Castle"



MBC Variety Show "The Manager"



U.S. "The Drew Barrymore Show"



MBC Variety Show "Home Alone (I Live Alone)"









늘이농



강쥐



유나러부



제니파크

Pop-Up Store

"W.DRESSROOM is continuously holding pop-up events in collaboration with Korea's top distribution platforms to expand communication and engagement with customers."

February 2024 – W.DRESSROOM X MUSINSA 1st Seongsu Pop-up

August 2024 – W.DRESSROOM X NAVER DDP Pop-up

September 2024 – W.DRESSROOM X MUSINSA 2nd Seongsu Pop-up

October 2024 – W.DRESSROOM X Market Kurly DDP Pop-up

October 2025 – W.DRESSROOM X LOTTE X BONO BONO

Pop-up at The Hyundai Seoul





Collaboration

Through various collaborations, the Trend-i
It provided a variety of interpretations and pleasures of fragrance.

"Disney," "Naver webtoon Hand Cream," and "Banana Flavored Milk"
perfumes

It's the representative collaboration of trend eye that caused a lot of
sympathy for the MZ generation.



W.Dressroom X Disney X Musinsa / Mickey Mouse & Inside Out

It's Disney's 100th anniversary edition. It's the only beauty edition in Korea
W Dressroom's large-scale project in collaboration with Musinsa

W.Dressroom X Disney Princess Line Collaboration

A project that provides variety and newness in expressing the story
through scent





W.Dressroom X Naver Webtoon

The character's persona becomes olfactory with scent,
a project that drew enthusiastic consensus among young people

W.Dressroom X Kakao Webtoon

It is a project carried out with Kakao Entertainment and Kakao Gift through
strategic partnership with Kakao
Kakao Live is sold out in an hour





W.Dressroom X Binggrae

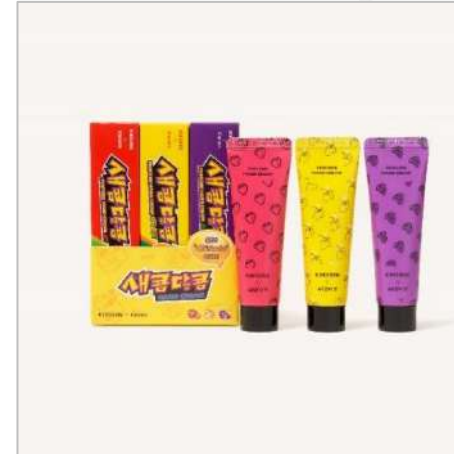
Taking advantage of the characteristics of each product, a collaboration developed with a perfume Projects rated as good for everyday use as well as exciting

W.Dressroom X Crown Confectionery

Taking advantage of the taste characteristics of sweet and sour products popular among men and women of all ages, it is a collaboration developed with perfume
The package design is the same as the product, adding fun elements and conducting joint PPL with YouTubers Naver Shopping Live attracts 100,000 people and occupies the top spot in Naver-related search terms related to Sweet and Sour

W.Dressroom X Kirsh

The project was carried out by reinterpreting the cherry, the representative icon of the brand, in three different feelings





W.Dressroom X Channel A

The collaboration with Heart Signal 3, which expresses the joy, sorrow, and pleasure of love emotions Collaborate on healing-themed bedding items by quoting the story of Oh Eun-young's Golden Counseling Center

W.Dressroom X Naver Web Drama

It's a project that maximizes the synergy between web drama content and commerce
Olive Young's perfume won first place in February, 2020

W.Dressroom X YG Entertainment / K-pop Idol - WINNER

A project that delivered the artist's story to the fans and sold out in 52 minutes





W.Dressroom X Bono Bono

A project with Bonobono's cute emotions and character persona
It's a limited edition key ring production that appeals to the MZ generation

W.Dressroom X Lotte World

The project was carried out under the theme of happiness and luck by
developing Lotte World's signature scen

W.Dressroom X Illustrator

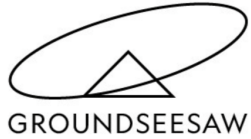
In collaboration with warm-looking illustrator Isulo, a project targeting the
MZ generation is presented with a limited edition pouch to deliver special
emotions

W.Dressroom X Park Tae-joon Cartoon Company

We plan a pillow mist with the concept of sleep and healing.
150 million won in funding through Wadiz funding



yes24



W.Dressroom X Groundseesaw

We launched perfume based on the works of Ground seesaw and Monet
Collaboration that strengthens the story of the brand's bellows and cultural base

W.Dressroom X Yes24

The project was developed with Yes24's signature scent under the emotional theme of books and literature

W.Dressroom X Chill Drive-in

In collaboration with Chil Drive-in Cafe located in Yangyang, the holy site of surfing a project to give the scent of summer





E.O.D