

Total Lifestyle Brand

Dailylike

Dailylike
kind & homey



E2collection Company Profile

E2 Collection Co., Ltd.

CONTENTS



I . About Company

II . About Brand

III . About Products

IV . About Shops

V . Export

COMPANY OUTLINE

Starting with design stationery in 2007,

E2 Collection Co., Ltd currently operates **Dailylike**, and sells **fabrics** with patterns it has designed and **small lifestyle items** that match the lifestyle of consumers.

We suggest a better lifestyle through a process where consumers discover our products with a more reasonable price and experience them.

E2 Collection is **a company that always tries to change**. We at E2 Collection take on new challenges and work with enthusiasm and passion to become the best.

- Company | E2 Collection Co., Ltd.
- CEO | Yong Chul Lee , Chang Man Lee
- Headquarters | 192, Daemyeongnam-ro, Namgu, Daegu
- Distribution Center | (48-19, Galsan-dong) 4, Seongseo-ro 68-gil, Dalseo-gu, Daegu
- Foundation | November 05, 2005
(Corporate Conversion : August 8, 2012)
- Contact | +82-70-7549-1620
- Email | dailylike@e2collection.com
- Website | www.dailylike.co.kr

COMPANY HISTORY

2005	E2 Collection was founded	2016	Received first prize in Daegu Biz Grand Award
2006	DIY brand e2 daily was launched	2017	Participated in the world's largest quilt exhibition Quilt Show (Houston, U.S.A.) Received the award of the export tower of 1 million dollar from the Korea International Trade Association
2007	Design stationery brand e2 was launched	2018	Participated in Maison & Objet' (Paris, France) the world's largest trade fair for interior design Participated in Paperworld, (Frankfurt, Germany) the world's largest fair for stationery Selected as Daegu StarPlus company by the Ministry of SMEs and Startups Headquarters building was relocated (Oct 30, 192, Daemyeongnam-ro, Nam-gu, Daegu)
2010	Dailylike brand was integrated and business area was expanded	2019	Selected as a global IP star company by Daegu Intellectual Property Center Expanded and integrated logistics warehouse (Galsan-dong, Dalseo-gu, Daegu) Amazon Open Market in the United States
2011	Participated in Paperworld, (Frankfurt, Germany) the world's largest fair for stationery Selected as 'New Exporters300' by the Korea International Trade Association Participated in 'Tendence,' the world's largest consumer goods fair	2020	Selected as a promising design innovation company by Korea Institute of Design Promotion 2020 Daegu Star Company Selected
2012	Established E2collection design research institute (Corporate annex research institute) Corporate conversion to E2 Collection Certified as an export promising SME by the Small and Medium Business Administration	2021	Selected by Ministry of SMEs and Startups (Global Small and Medium Business) Entered T-Mall, Chinese open market platform
2013	Participated in fabric fair Heimtextile (Frankfurt, Germany) Participated in stationery fair New York Stationery Show (New York, U.S.A.)	2022	Received the certificate of appreciation award from the Daegu regional tax office
2014	Moved and expanded warehouse (Jang-dong, Dalseo-gu, Dae-gu) Participated in Paperworld, (Frankfurt, Germany) the world's largest fair for stationery Participated in Seoul Living Design Fair	2023	Opened Gyeongju World Gift Store Opened Goyang Starfield
2015	Participated in Seoul Living Design Fair / Selected Pre-star company by Daegu-si	2024	Participated in the Seoul Living Design Fair

CERTIFICATIONS / AWARDS / IP

I . About Company

We have received first prize in Daegu Biz Grand Award and the award of the export tower of 1 million dollar in recognition for export power as a promising small business from local government and central government.



Status of Intellectual Property Rights

* Based on rights in 2013~2022

- Korean Patent : **One patent**
(manufacturing method of paper fabric, a combination of paper and fabric)
- Korean Designs: **429**
- Korean Trademarks: **20**
- Overseas Trademarks : **26**
- Overseas Designs: **13**

Certificates and Awards

- Certified as a corporate annex research institute by the Korea Industrial Technology Association (Jul. 2012)
- Certified as an industrial design company by the Korea Institute of Design Promotion (Feb. 2018)
- Selected as "New Exporters 300" by the Korea International Trade Association (Feb. 2011)
- Certified as an promising export SME by the Small and Medium Business Administration (Oct. 2012)
- Selected as Pre-star company by Daegu-si (Jul. 2015)
- Received first prize in Daegu Biz Grand Award (Oct. 2016)
- Received 1 Million Dollar Export Tower Award from the Korea International Trade Association (Dec. 2017)
- Selected as Daegu StarPlus company by the Ministry of SMEs and Startups (Jul, 2018)
- Selected as a global IP star company by Daegu Intellectual Property Center (2019. 02)
- Intellectual Property Management Certification by the Korean Intellectual Property Office (2019. 11)
- Selected as a 'Design Innovation Promising Company' by the Korea Institute of Design Promotion (2020. 03)
- Daegu Chamber of Commerce and Industry Chairman Award (2020.07)
- Daegu Metropolitan City Star Company Selection (2020.08)
- Ministry of SMEs and Startups Global Small Business (2021.05)
- Received the certificate of appreciation award from the Daegu regional tax office (2022, 04)

Vision

Enjoy Everything

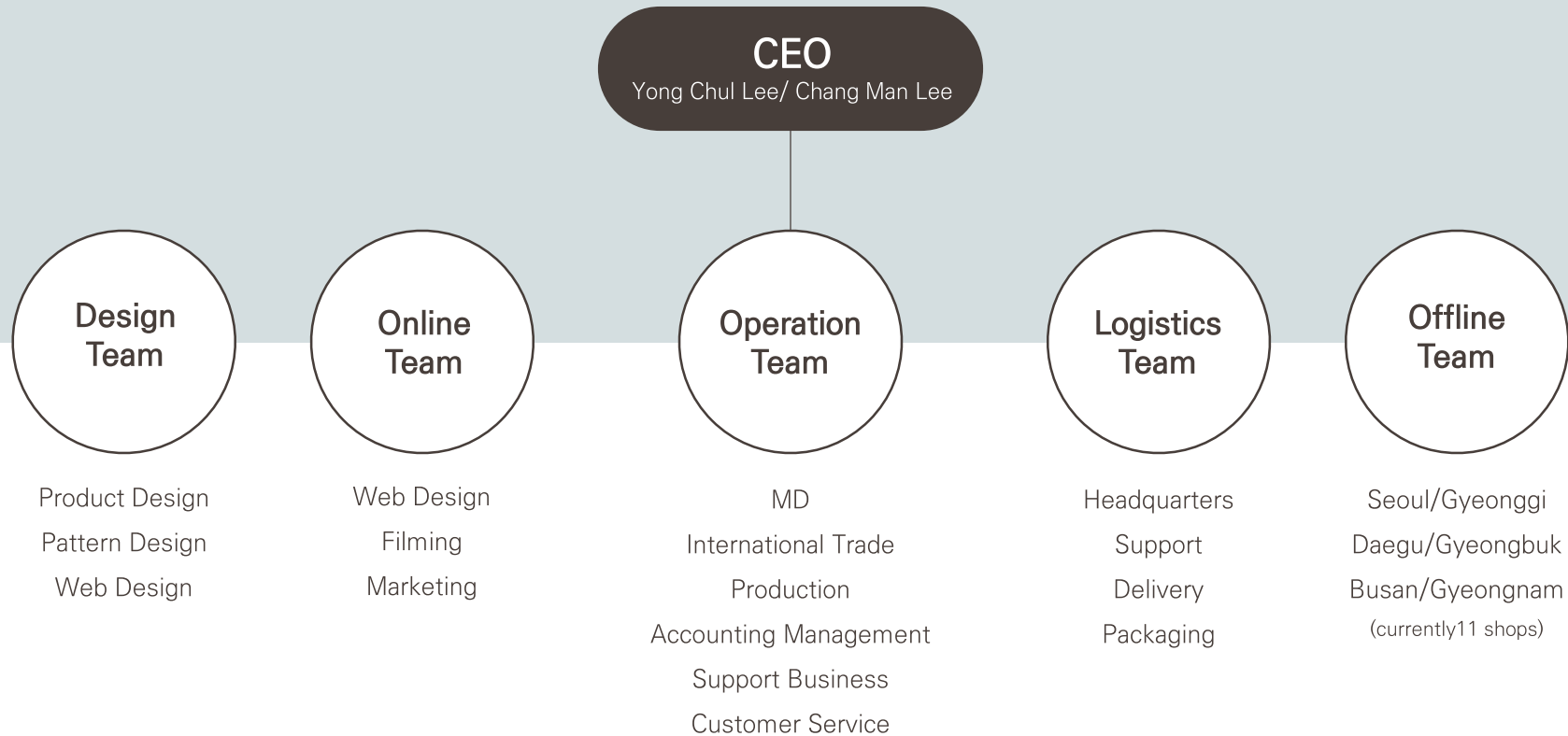
Mission

Let's make daily life warm and beautiful
with the surprising pleasure we create

Dailylike tries to make products that are not big and showy,
but can give customers small daily happiness,
and make our customers' daily routine warmer and more beautiful.

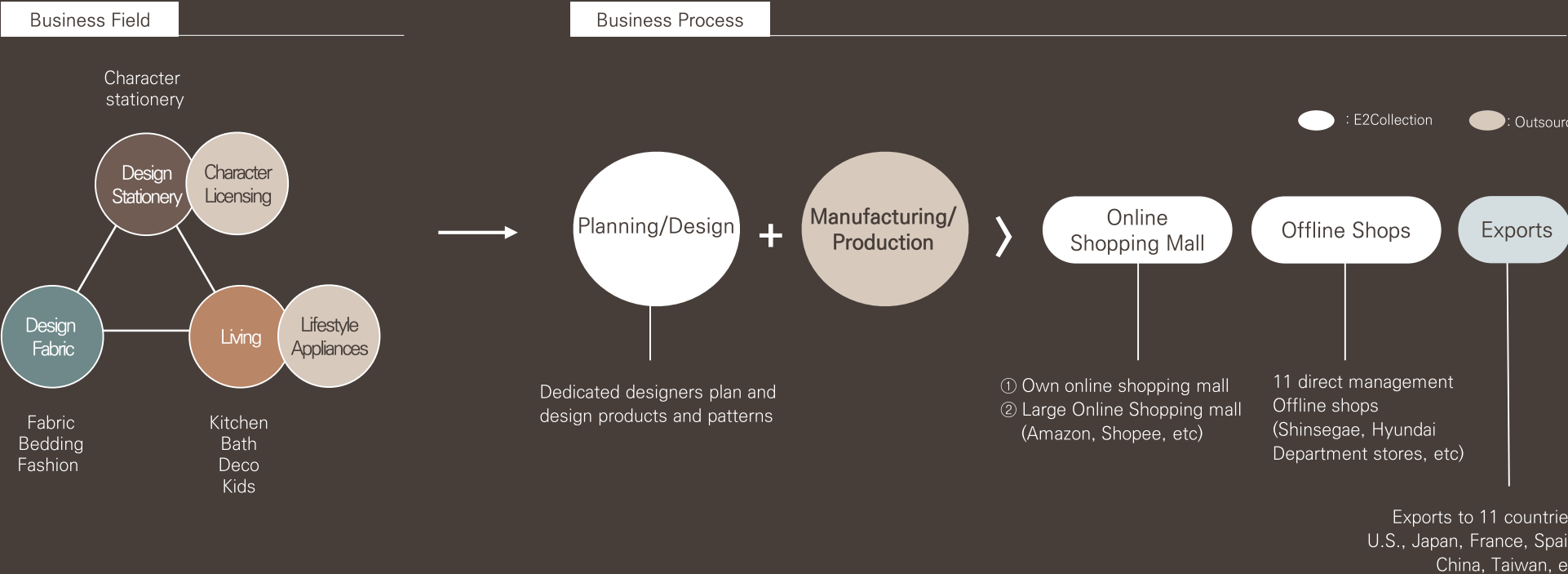
E2 Collection Co., Ltd

performs customer-oriented works **with a subdivided team composition** for systematic work processes with expertise in each area.



E2 Collection Co., Ltd

designs, produces, and sells home lifestyle products, design fabric, and design stationery items in both domestic and overseas markets. We offer daily lifestyle goods and sells products both online and offline in Korea and exports them.



CORE 1

E2 Collection sells products it **has designed itself**.

Unlike other select shop style companies, E2 Collection's dedicated designers design all 'Dailylike' brand products, and we manufacture them. We provide consumers with the products at reasonable prices as price competitiveness is high. (A corporate annex research institute has been operated since 2012 / 150 patterns a year are applied to products)

CORE 2

E2 Collection continuously expands its **domestic and foreign distribution network**.

E2 Collection continuously develops products that reflect various customer needs on- and off-line and distributes them in our own online mall, large online malls (GS, CJ, etc.), and 11 direct management offline shops (Shinsegae/Hyundai Department Stores, Kyobo Hottracks, etc.). Also, we steadily expand the distribution network in overseas markets such as Japan, France, Spain, China and Taiwan.

CORE 3

E2 Collection is a company that **communicates with customers**.

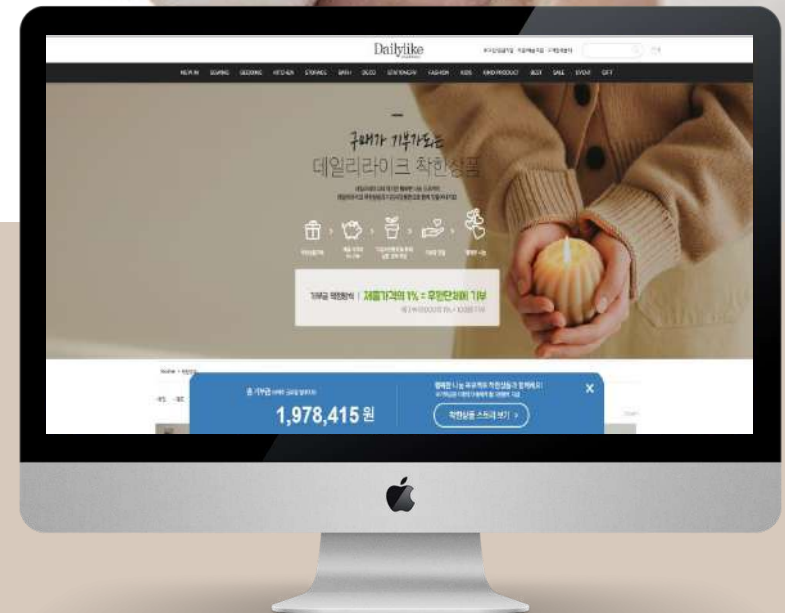
Aside from selling and promoting Dailylike brand products, we also develop and operate contents through which customers can experience and use the products themselves (one-day class, nice girl experience group, etc.) to continuously share our brand value, which facilitates communication and feedback with customers.

Happiness-sharing Project – Nice Products

By donating 1% of the sales amount of nice products at a price without bubbles, we save for a Children Development Account (CDA) (a monthly 30,000 won donation is paid to 11 children)

※ Children Development Account (CDA)

: The Children Development Account (CDA) is an asset formation project where children from low-income families save a certain amount of money every month, and the nation adds the same amount up to 40,000 won as 1:1 government matching support to help the children grow into prepared members of society.



Dailylike Experience Group– Dailylike Supporters

Plays a role of honorary ambassador who publicizes news and information about Dailylike, a lifestyle brand online and offline.

- Who participates: Women who love the brand and actively perform online activities.
- Division – Recruited by dividing into living and sewing.
- Activities – Posting items related to Dailylike and fulfilling online & offline missions and Instagram promotion.



Corporate Culture – E2 Day

This is held once a month to create an integrated atmosphere for the organization and employees' welfare as part of the corporate culture of E2 Collection.

- Who participates: All employees of E2 Collection
- Major Contents – Welfare day held once a month for friendship promotion, organizational integration, and communication of employees. (Experience of using Dailylike products, watching movies, suburban tour, two-hour lunch time, etc.)





Dailylike starts with a wish that many people cherish and cultivate their surroundings, and feel happy with small things. We design patterns containing our story and apply them to fabric and products.

We hope that nice products with good quality and reasonable price become happiness and joy to somebody.

We listen to your stories.

We hope your daily life is enjoyable.

Hello,

We are Dailylike, a nice comma.

Dailylike
hello & everyday

BRAND STORY

II . About Brand

Dailylike
kind & homey

As a sensibility lifestyle brand, Dailylike steadily launches fabrics with patterns that have been designed with a unique sensibility. It wants to suggest a direction where everyone's quality of life is improved by enabling more people to purchase quality living and decoration products with pattern designs as well as fabrics at a reasonable price.

Pattern

Dailylike designs
all patterns

Sensibility

Dailylike makes products
that fill our daily routine
with sensibility

Happiness

Dailylike wishes
everyone to be happy



BRAND COLLABORATION

II . About Brand

allure



HOLLYS COFFEE

Canon

A'pieu



AHC



2018.09 - 2018.12

2019 HOLLYS Coffee Planner

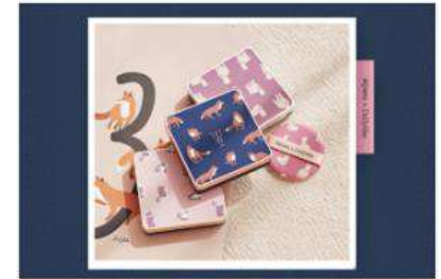
HOLLYS Coffee: Worked for products
Dailylike: Provided design



2018.10 - 2018.12

Canon Korea

Canon Korea: Worked for photo printer
Dailylike: Provided design



2018.10 - 2019.03

A'pieu : Wonder Tension Dailylike

A'pieu : Worked for products
Dailylike: Provided design



2018.05 -

CJ O Shopping SEP

SEP (CJ O Shopping pb brand): products
Dailylike: Provided design



2018.03 - 2018.05

AHC Ice Cream

AHC Cover Korea: Worked for products
Dailylike: Provided patterns and draft
proposal
Dailylike: Manufactured home shopping
gift pouch



2018.05

What the Fitzgerald Series

Maumsanchaek, Booksfear and
EunHaengNaMu: Worked for products
Dailylike: Provided design

Dailylike

provides home sensibility products such as fabric, bedding, kitchenware, bathroom goods, interior decor, design stationery, fashion and children's products wishing that consumers feel happy with small things in their daily routine.

SEWING

BEDDING

HOME & KITCHEN

STATIONERY

FASHION

KIDS



PRODUCTS

SEWING

This is designed by dividing into collections by season (four quarters) and project line (various pattern designs separate from seasons) and produced with our own fabrics. The designed patterns are manufactured into various products as well as fabric.

Design Fabric



Select Fabric



Subsidiary Materials



III. About Products



PRODUCTS

BEDDING

Our beddings are KC safety certified products that can be used pleasantly because they have little skin irritation and great ventilation. We manufacture and sell these reliable products at reasonable prices.

Bedding Set



Sham / Pillow



Duvet /Comforter



Filling / Inserts



Topper / Pad



Rug /Decor



PRODUCTS

KITCHEN

We suggest living-related products such as home fabric and kitchenware to consumers with a reasonable price. We have pattern designs as well as unique products selected by the sensibility of Dailylike.

Plates / Tray



Sealed Container



Silicone Container



Apron



Kitchen Tools



Cutlery



III . About Products



PRODUCTS

STORAGE

Made from a waterproof tarpaulin material that is strong against pollution and tearing, The tarpaulin multi-bag comes in a variety of sizes, providing ample storage space and versatility. Additionally, with its Dailylike design, it's now practical for use anytime and anywhere.

Iron Basket



Tarpaulin Bag



Storage Cart



PRODUCTS

BATH

Our product lineup includes towels made from 100% natural, plant-based fibers that are gentle on the skin, hypoallergenic, and highly absorbent. We also offer various products suitable for all ages.

Towel



Shower Tool



Foot Mat



Bathroom Essentials



PRODUCTS

DECOR

We are expanding our range of practical and compact home appliances that are highly versatile. These products can add a touch of emotion to everyday life.

Rug / Mat



Cushion / Pad



Cushion Cover



Décor Accessories



PRODUCTS

STATIONERY

The stationery category, formed with the sensible design of Dailylike, offers not only various products such as diaries and planners but also unusual products that can meet consumers' needs.

DIY / Décor



Sticker



Packaging



Writing Supplies



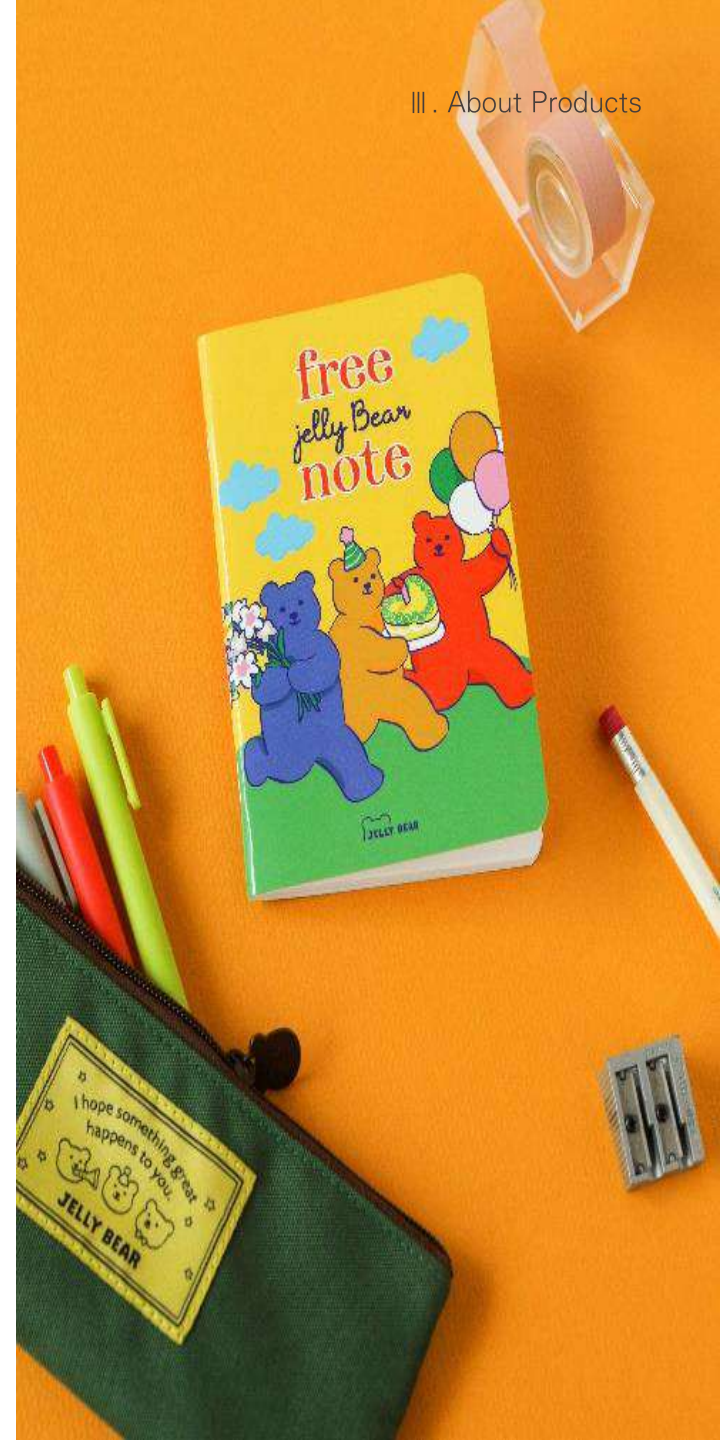
Note / Diary



Album



III . About Products



PRODUCTS

III . About Products

Character Brand & Licensing

2021 Samsung C&T A4 Paper |
Jelly Bear Licensing



2021 Handok Meditech Hand Sanitizer |
Jelly Bear Licensing



JELLY BEAR



MY BUDDY



PRODUCTS

FASHION

The Dailylike fashion line aims for easy wear considering comfort for the body rather than fast fashion that rapidly changes. We are now launching bags and various accessories to expand fashion line.

Bag



Digital
Accessories



Wallet / Pouch



Clothing/
Accessories



Travel Item



Socks/
Handkerchiefs



III . About Products



PRODUCTS

KIDS

Dailylike has focused on the kids category since 2016. From bamboo dishware to organic fabric, which was certified this year, we are expanding our customer targets to infants, children, and homemakers.

Baby
Bowls



Kids
Clothing



Baby
Tools



Kids
Bedding



Baby
Essentials



Kids
Essentials



KIDS

Selected as a Good Design (GD) product



GOOD DESIGN
산업통상자원부선정

BonBon Birthstone Pacifier

- Manufactured Date : 2021
- Number : G2021A04_00015
- Wadiz Crowdfunding 2021.10.27-2021.11.08 609% Achieved



제 2021-661-187호

우수산업디자인상품선정증

Certificate of Good Design Selection 2021



GOOD
DESIGN
KOREA

봉봉 탄생석 노리개 젖꼭지
(BonBon Birthstone Pacifier)

Number G2021A04_00015

Brand 봉봉 (BonBon)

Company (주)이투윌렉션 (E2COLLECTION CO., LTD.)

Designer 김민지 (KIM MINJI)



위 상품은 「산업디자인진흥법」 제6조 제1항 및 같은 법 시행규칙 제7조에 따라 우수산업디자인상품으로 선정되었음을 증명합니다.

This is to certify that the above product is selected as a Good Design Selection by virtue of provisions in Article 6. 1 of Industrial Design Promotion Act.

October 6, 2021





ONLINE STORES

IV. About Shops

coupang

MARKET
Kurly

오늘의집

kakao

AUCTION.

10X10

ARTBOX

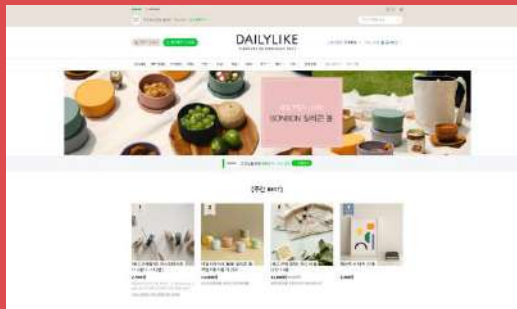
GS SHOP

GS SHOP

BABOSARANG

CHEONYU.COM

Online sales are available on Dailylike's official webpage, storefarm, various social e-commerce sites, and design/interior malls where Dailylike is featured.



◀ Naver Storefarm



Lakmon – Dongtan



E-mart
(Wolgye Branch)



New Core Outlet



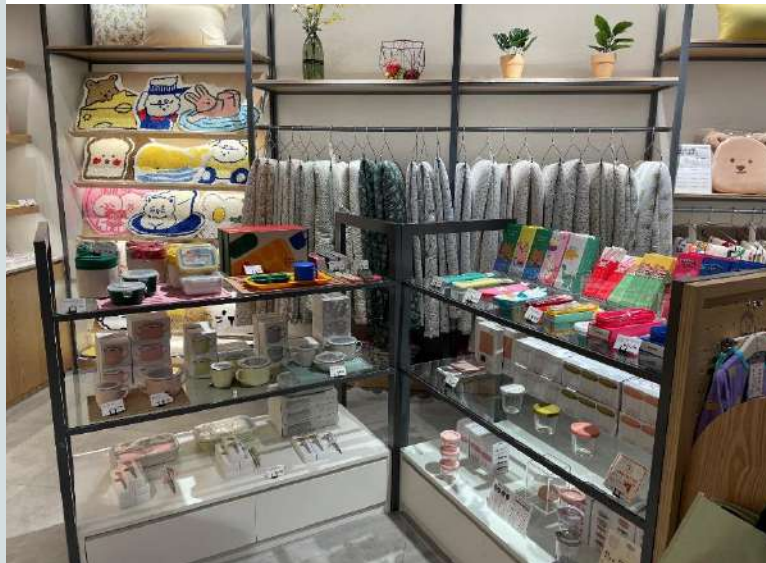
Shinsaegae Store
Daegu Branch



Shinsaegae Store
Gimhae Branch



LotteMall Maison
Dong Busan



Gyeongju World
Gift Shop



OFFINE STORES | Consignment shops

IV. About Shops

Kyobo Hottracks



Olive Young



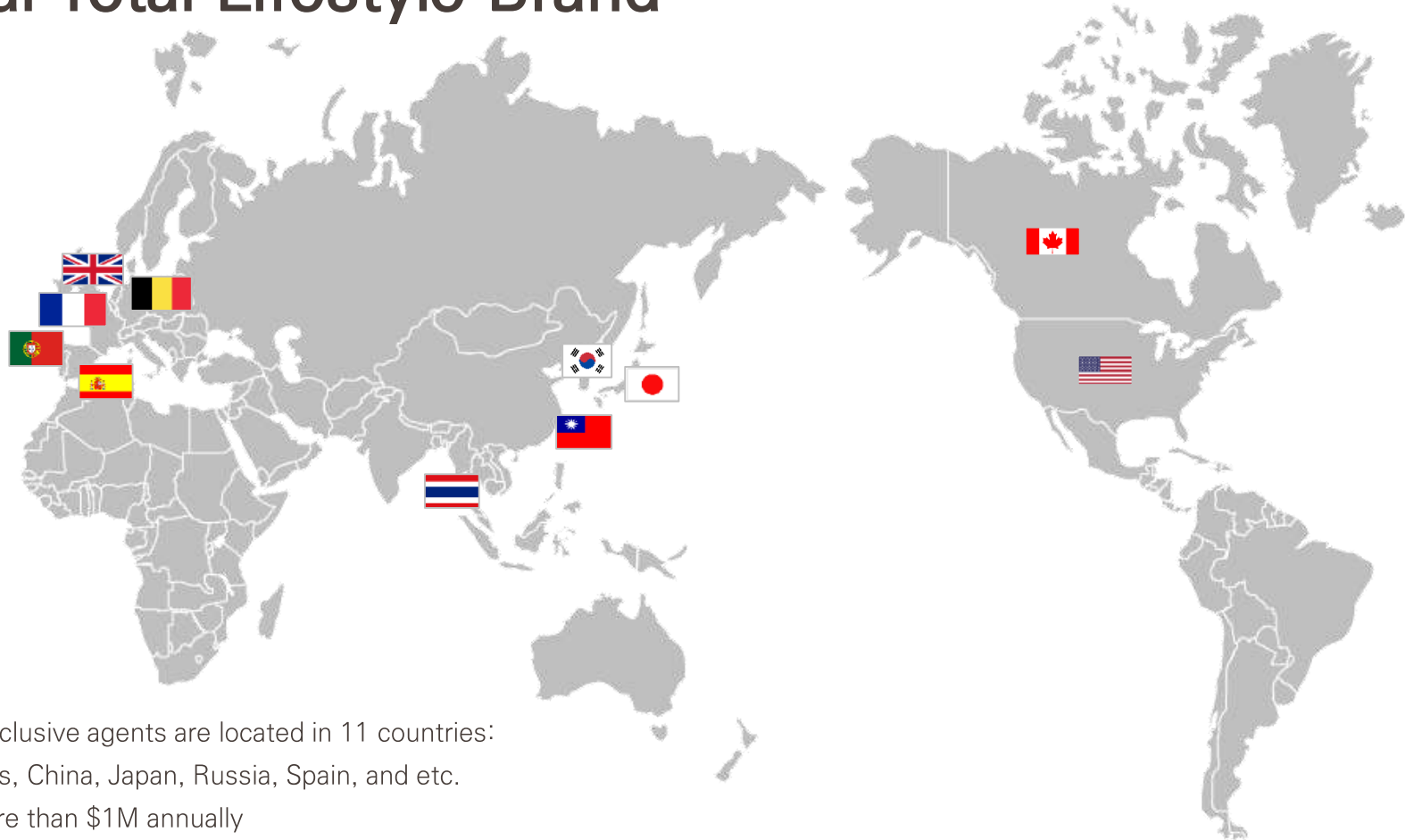
LOHB'S



Hamssem



Dailylike, Heading towards becoming a **Global Total Lifestyle Brand**



Overseas exclusive agents are located in 11 countries:
United States, China, Japan, Russia, Spain, and etc.
– Export more than \$1M annually

Entered **Dailylike USA Amazon platform** (2019. 07)

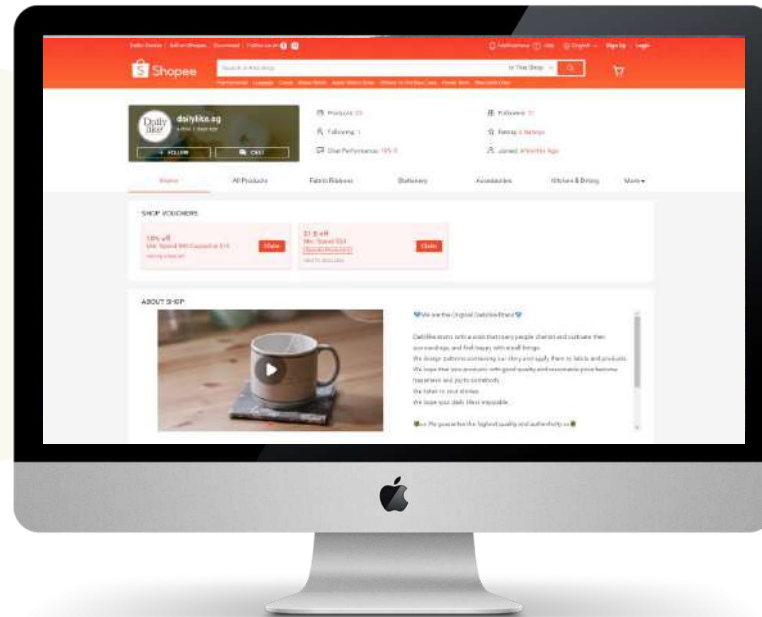
amazon



Dailylike
kind & homey

AMAZON STORE LINK | <https://www.amazon.com/stores/node/19491239011>

Entered **Dailylike Shopee platform** (2022 12)



Dailylike
kind & homey

SHOPEE STORE LINK | <https://shopee.sg/dailylike.sg> (Singapore), Taiwan, Thailand, Malaysia, Vietnam, Philippines



Dailylike
kind & homey