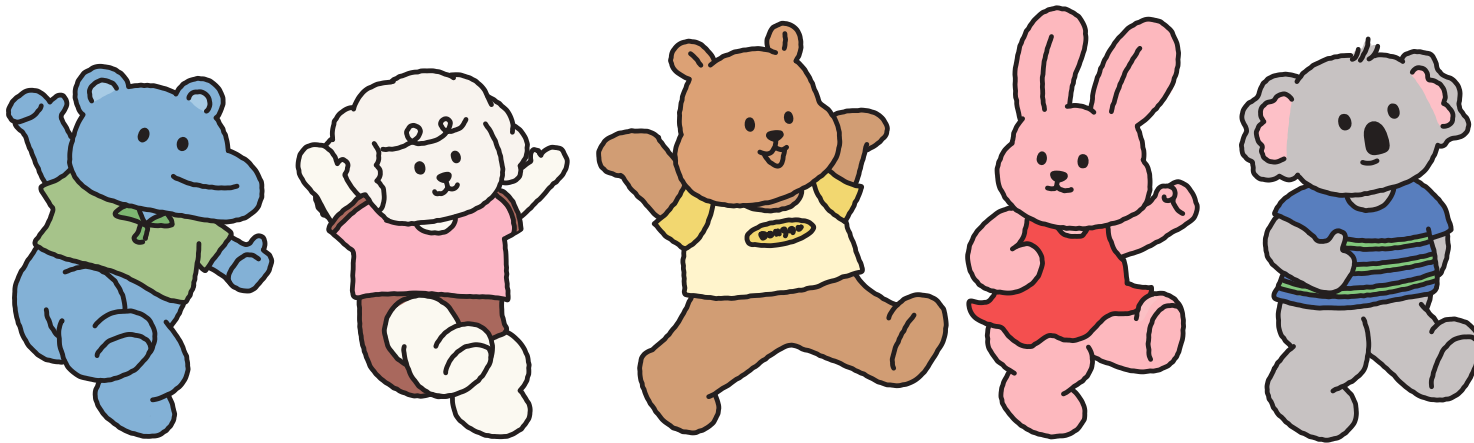


# MY BUDDY Introduction

MY BUDDY

# MY BUDDY



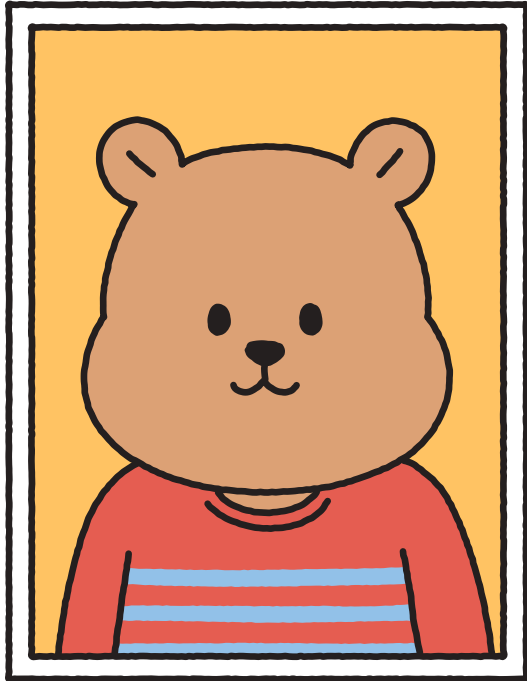
Always there for support and comfort My Buddy Friends

5 different people, but one purpose!

Everyday like a treasure, every day like a journey.

They are friends who find happiness in the smallest things.

## CHARACTER



# Dong gu.

Infp

Dong gu loves bread and has a big appetite.

He's got a big belly and a big heart too!

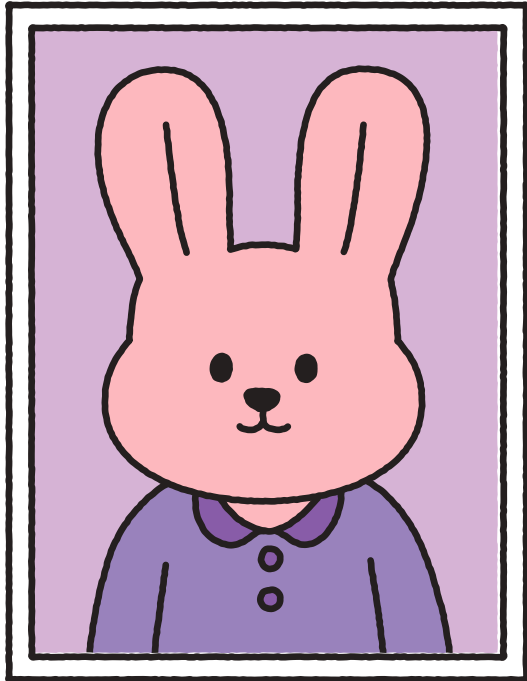
Even though he worries sometimes, he quickly feels better.

Dong gu loves nature, and even small leaves  
and petals make him happy.





## CHARACTER



# Song i.

Enfp

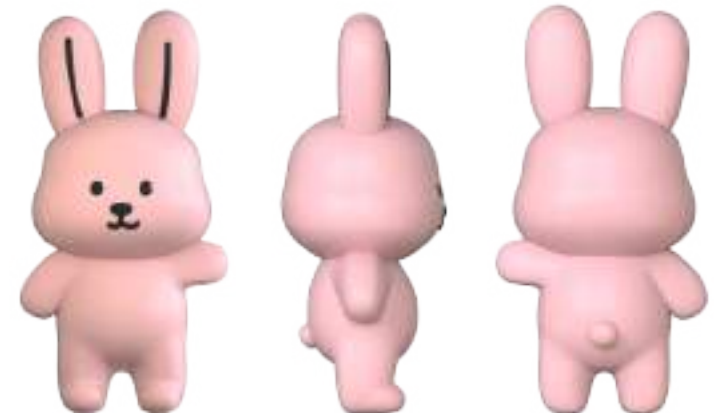
Song I is full of self-love.

She knows how to care for and love herself.

She's confident and always stands tall,  
but sometimes she can be a bit clumsy.

Song I loves traveling and is always looking for  
new and exciting places.

She's the friend who holds everyone's hand  
and leads them out into the world.



## CHARACTER



# Bori.

## Esfp

Bori is the friend everyone loves.

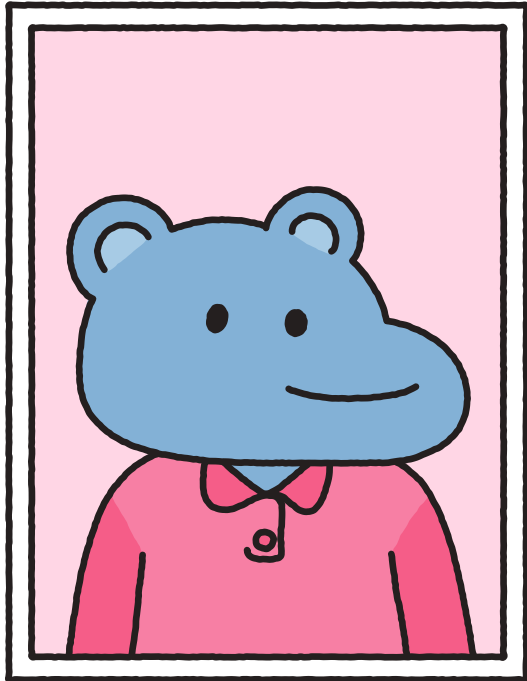
She's optimistic and wants to live her life simply.

With no worries, she's bright and friendly,  
making her friends laugh the most.

Bori loves fluffy cakes and turns even  
small things into joyful celebrations.



## CHARACTER



# Nam gu.

Infj

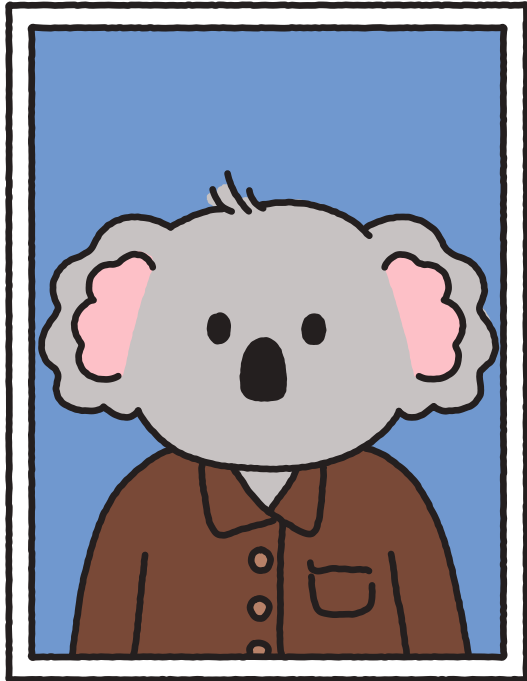
Nam gu is sensitive and takes care of his friends attentively.

He enjoys spending time alone and often gets lost in thought.

Like a song, just having Nam gu around brings comfort to his friends.



## CHARACTER



# Chan i.

Istj

Chan I is the perfect friend, good at everything. He loves reading books and has a hobby of taking pictures. When all the friends gather, Chan I quietly captures those precious moments with his camera. At the end of the year, he sends gifts to his friends with special memories.



## PRODUCT

Fabric

Living

Stationery

Deco

## COLLABORATION

Lotteria

Monami

Sulbing

Richell

Dashing diva

## POP UP

The hyundai seoul

Shinsegae Gimhae

Shinchon Uplex

## OFFLINE

Fxco

Gyeongju world

## ONLINE

Official website

Instagram



# Works.



## 01. Fabric

*Duck boat*

*Baking beear*

*Bread Dong gu*

*Fresh morning*

# Fabric.



# PRODUCT

**Fabric.**

*Duck boat*





# PRODUCT

## Fabric.

*Baking bear*





# PRODUCT

## Fabric.

*Dong gu bread*





# PRODUCT

## Fabric.

*Fresh morning*



## 01. Kitchen

Waffle maker  
Brunch set  
Lunch box set  
Glass cup  
Goblet cup  
Mug cup  
Stainless cup  
Cold cup  
Cereal cup  
Kitchen glove  
Mug lid

## 02. Bathroom

Foot mat  
Hand towel  
Toothbrush Rack  
Slipper

## 03. Deco

Mood lamp  
Cusion

## 04. Strorage

Tarpaulin Bags



# Living.



## PRODUCT

Living.

01.Kitchen\_Waffle maker



My buddy Waffle maker



# PRODUCT

Living.

01.Kitchen\_Plate



My buddy brunch set

# PRODUCT

Living.

01.Kitchen\_Lunch box



My buddy stainless lunch box set



# PRODUCT

Living.

01.Kitchen\_Glass cup



My buddy Glass cup 2p set

## PRODUCT

Living.

01.Kitchen\_Goblet cup



My buddy Goblet glass 2p set



# PRODUCT

Living.

01.Kitchen\_Mug cup



My buddy mug cup

## PRODUCT

Living.

01.Kitchen\_Stainless cup



My buddy Stainless cup 4p set

# PRODUCT

Living.

01.Kitchen\_Cold cup



My buddy cold cup

## PRODUCT

Living.

01.Kitchen\_Cereal cup



My buddy cereal cup spoon set



# PRODUCT

Living.

01.Kitchen\_Kitchen glove



My buddy silicone Kitchen glove

## PRODUCT

Living.

01.Kitchen\_Mug lid





## PRODUCT

Living.

02.Bathroom\_Foot mat



My buddy Point foot mat



## PRODUCT

Living.

02.Bathroom\_Hand towel



My buddy Hand towel 5p set



## PRODUCT

Living.

02.Bathroom\_Toothbrush, Rack



My buddy Toothbrush, Rack

## PRODUCT

Living.

02.Bathroom\_Slipper



My buddy Eva Slipper



# PRODUCT

Living.

03.Deco\_Mood lamp



My buddy silicone mood lamp

# PRODUCT

Living.

03.Deco\_Cusion



My buddy face cushion



## PRODUCT

Living.

04.Storage\_Tarpaulin Bags



Tarpaulin Bags 3p set

### 01. Note

Diary, Calendar  
Planner  
Note

### 02. Gift

Letter  
Envelope

### 03. Deco

Sticker  
Seal sticker

### 04. Accessory

Pouch  
Keyring  
Airpods case  
Smart tok  
Number plate  
Car air freshener



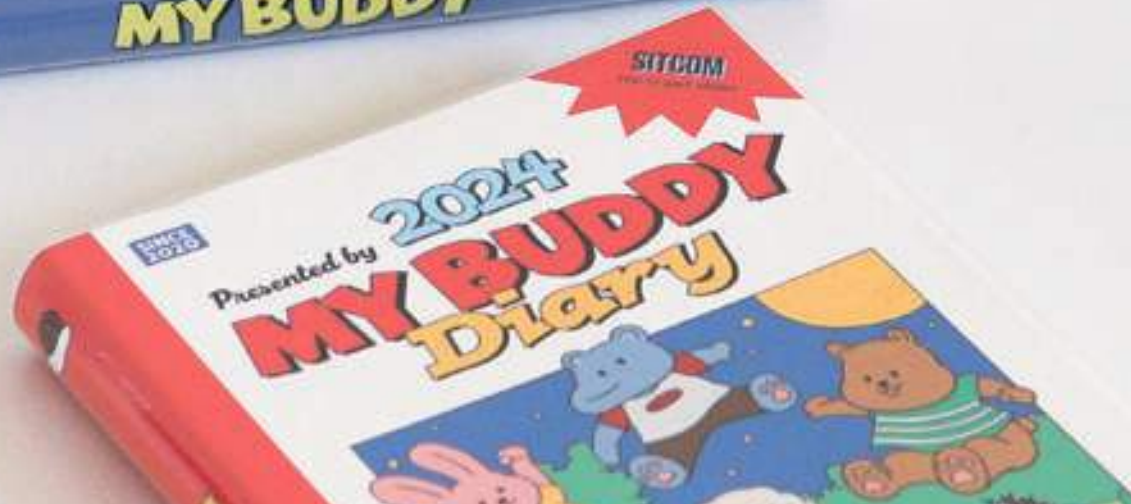
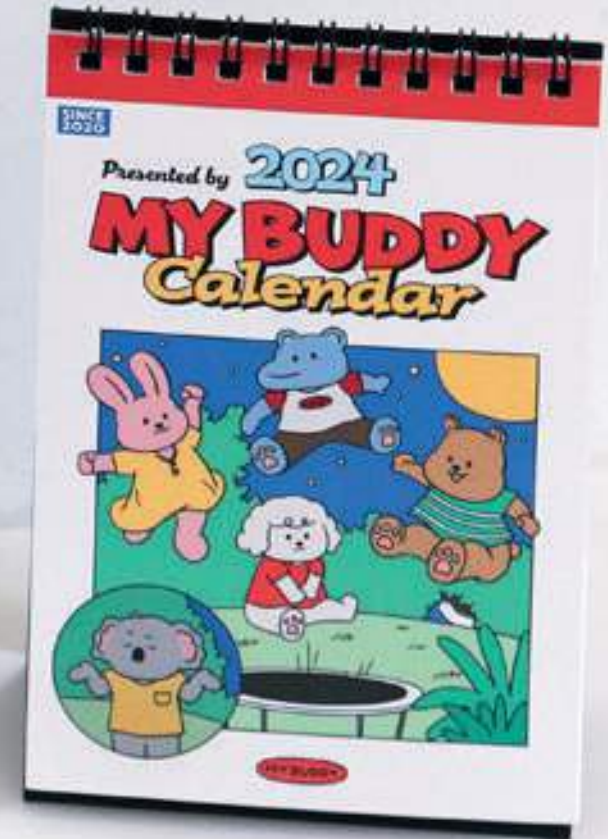
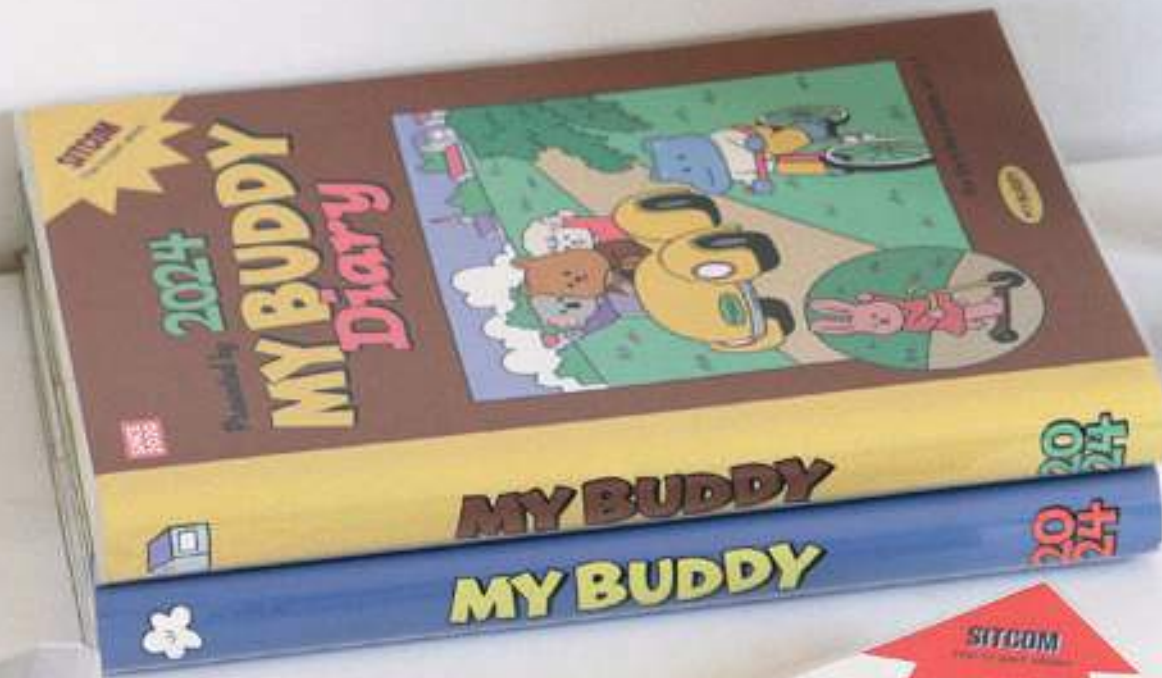
# Stationery.



# PRODUCT

Stationery.

01.Note\_Diary, Calendar



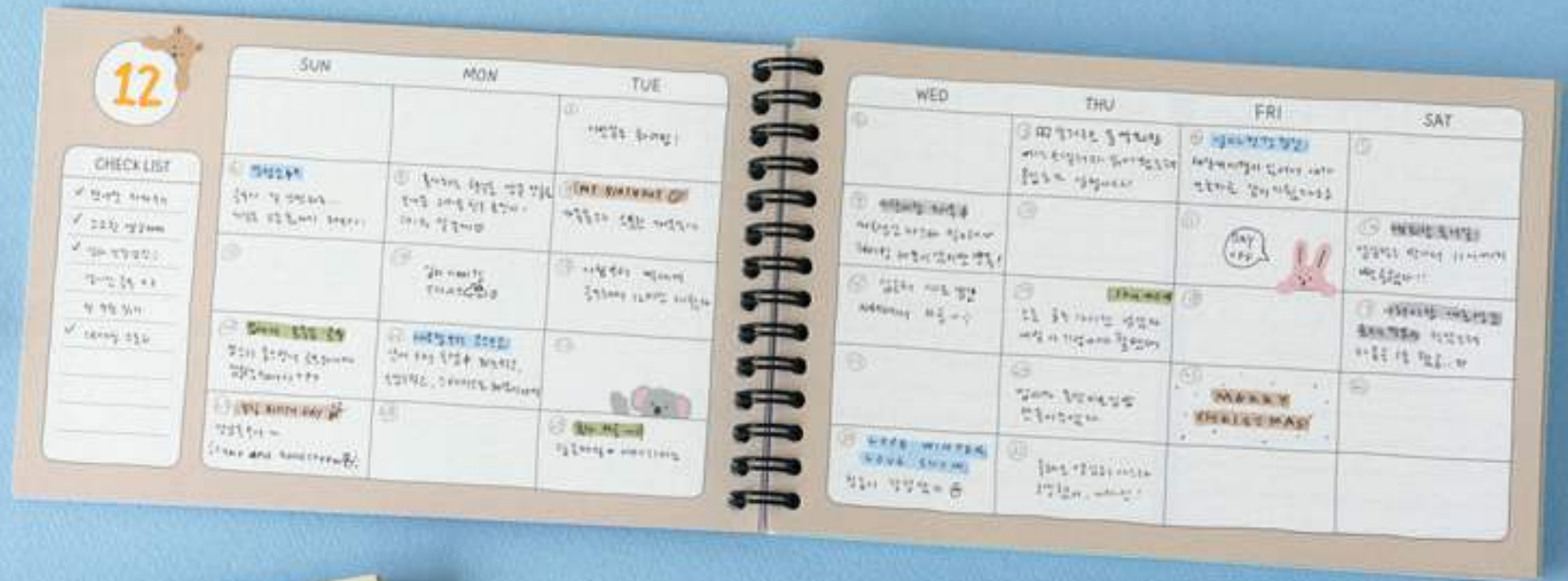
2024 My buddy Diary, Calendar



# PRODUCT

## Stationery.

### 01.Note\_Planner



My buddy study planner



# PRODUCT

Stationery.

01.Note\_Note





# PRODUCT

Stationery.

02.Gift\_Letter



# PRODUCT

Stationery.

02.Gift\_Card





# PRODUCT

Stationery.

02.Gift\_Envelope



My buddy money envelope



# PRODUCT

Stationery.

03.Sticker\_Sticker





ite Full of fun things

# PRODUCT

Stationery.

03.Sticker\_Seal sticker



That's my favorite

Full of fun things

MY BUDDY



# PRODUCT

Stationery.

04.Accessory\_Pouch



Laptop pouch, pencil case, pouch...

## PRODUCT

Stationery.

04.Accessory\_Keyring



My buddy Doll keyring



# PRODUCT

Stationery.

04.Accessory\_Airpods case



My buddy AirPods pro case

## PRODUCT

Stationery.

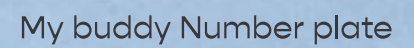
04.Accessory\_Smart tok





## Stationery.

## 04.Accessory\_Car Accessories



# PRODUCT

Stationery.

04.Accessory\_Car Accessories



My buddy Car air freshener



- 01. Lotteria
- 02. Monami
- 03. Sulbing
- 04. Richell
- 05. Dashing diva



# Collaboration.

# COLLABORATION

**Lotteria.**

*Brunch 3p set*





# COLLABORATION

Monami.

Ball pen 3p set + Sticker



## COLLABORATION

**Sulbing.**

*Bingsu Ball*





## COLLABORATION

**Richell.**

*Kids Straw cup*



## COLLABORATION

### Dashing diva.

*Nail sticker, Glass cup*





## 01. Jelly buddy market

The hyundai seoul  
Shinsegae Gimhae  
Shinchon U-Plex



# Pop up.

ONLY THE HYUNDAI  
EVENT

1. STICKER   
연스타그램 @dailylike.mybuddy 팔로우 시

2. COUPON   
포스트에서 촬영한 사진을 SNS에 업로드할  
때점에서 사용 가능한 할인 쿠폰과 PVC 지갑  
#JELLYBUDDY #일즈베어 #일즈베어마켓 @dailylike.my

3. WAFFLE MAKE  
SNS 업로드 게시물 중 BEST 5를 추천하여  
피어 배디 와플 메이커와 와플 믹스 증정  
당첨 결과 공개 10월 15일

4. SOFT KEYRING  
3만원 이상 구매시 소프트 키링 증정

5. T-SHIRTS   
5만원 이상 구매시 반팔 티셔츠 증정

ONLY  
THIS  
POP-UP  
STORE  
@JELLYBUDDY



# POP UP

## Jelly buddy market.

The hyundai Seoul





# JELLY BUDDY MARKET



JELLY BUDDY MARKET



JELLY BUDDY MARKET



JELLY BUDDY MARKET



ONLY THE HYUNDAI  
EVENT

1. STICKER
2. COUPON
3. WAFFLE MAKER
4. SOFT PLAYING
5. T-SHIRT

ONLY THIS  
POP-UP  
STORE

PEACH



## POP UP

Jelly buddy market.

Shinsegae Gimhae





POP UP

Jelly buddy market.

Shinchon U-Plex

POP-UP STORE



2022.06.10 - 06.19



## 01. Offline

Fxco

Gyeongju world

## 02. Online

Official website

Instagram

Best item

# Offline, Online.





OFFLINE

Fxco.









OFFLINE

Gyeongju world.



Gyeongju World Gift shop







ONLINE

Official website.

www.dailylike.co.kr



데일리 레터 (마이 버디) - 09  
Apple & clover  
2,000원



마이 버디 스텐 리드 머그컵  
16,800원



마이 버디 일러스트 카드  
1,000원



마이 버디 빈티지 미니 유리컵  
2P 세트 - 01 Cupid  
14,900원



마이 버디 스푼&젓가락  
14,800원



마이 버디 스텐 머그컵  
12,000원

TALK  
복싱당



마이 버디 실리콘 머그 리드 -  
07 Cream dong gu  
9,900원



마이 버디 실리콘 머그  
06 Sweet song i  
9,900원

TALK  
복싱당



↑  
↓



↑  
↓



ONLINE

Instagram.

@Mybuddy.zip





**Thank you !**

