

# 조선핀

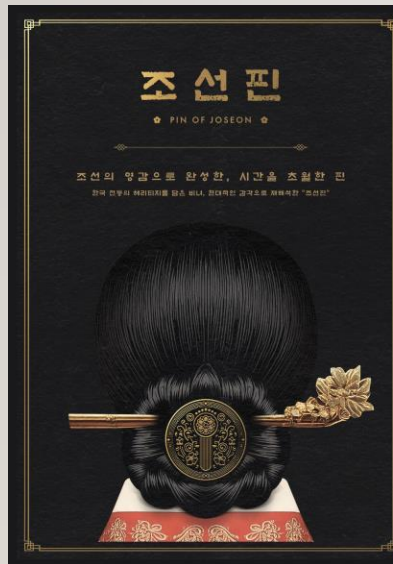
# PIN OF JOSEON

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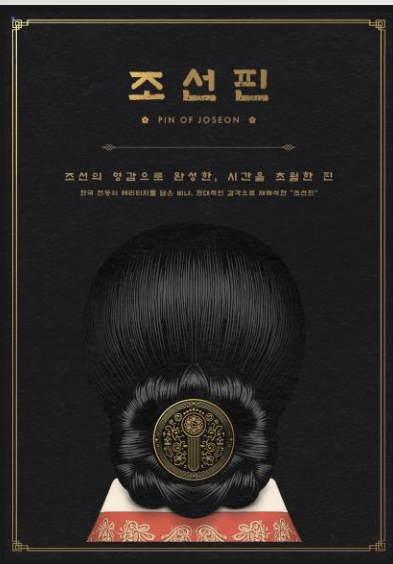
ThinkerValue Co., Ltd.  
James Lee  
+82-10-3695-3242  
thinkervalue@gmail.com

# 조선핀 PIN OF JOSEON – PACKAGE DESIGN

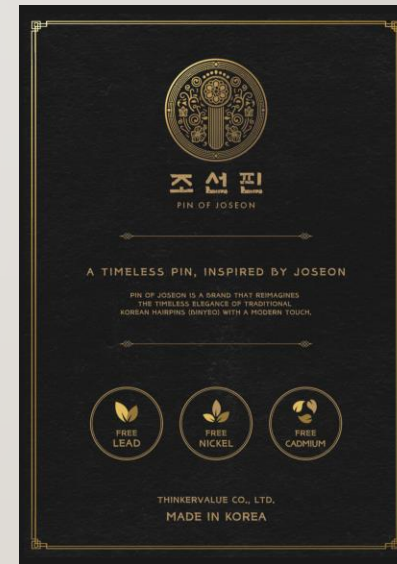
Brand Visual



Front of the package



Back of the package



# 조선핀 PIN OF JOSEON – DESCRIPTION

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A Made in Korea brand that reinterprets the traditional beauty of Joseon Dynasty hairpins in a modern way.

Pin of Joseon will be officially released on December 12, 2024



# 조선핀 PIN OF JOSEON – BRAND PHILOSOPHY

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## 1) Brand Philosophy

- **Harmony of traditional beauty and modern sensibility** : Pin of Joseon reinterprets traditional Korean beauty with a modern design, breaking the boundaries between tradition and modernity to offer a style that is both classic and sophisticated. With deep respect and love for Korea's history and culture, we transform its beauty into contemporary fashion items.
- **Quality and Safety** : We prioritize the safety and comfort of our customers above all else. All our products are made without allergenic substances (**free of lead, nickel, and cadmium**), reflecting our core philosophy of ensuring that every customer can wear them with confidence and peace of mind.





# 조선핀 PIN OF JOSEON – BRAND DIRECTION

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## 2) Brand Direction

- **Global Market Expansion Strategy** : Pin of Joseon aims to introduce the traditional beauty of Korea to the world and grow into a globally recognized brand. Within just one month of launching, we began exporting to **Costa Rica** and are currently in discussions to enter the **Indian and European markets**. Building on this momentum, we plan to expand our global distribution network and ultimately establish a strong presence in markets worldwide
- **Sustainable Innovation** : Through **design innovation and sustainable production**, we are committed to providing our customers with even more valuable products. Additionally, **Pin of Joseon** will continue to introduce diverse designs that cater to evolving styles, establishing itself as a globally recognized brand.

# 조선핀 PIN OF JOSEON – CORE BRAND VALUES

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## ✓ **Made in Korea**

→ Reasonably Priced, Made in Korea, and Guaranteed Safety

## ✓ **Fusion of Tradition and Modernity**

→ Reinterpreting Korea's Cultural Heritage in a Contemporary Way

## ✓ **Eco-friendly & Safety**

→ Free of Nickel, Lead, and Cadmium (Minimizing Allergies)

## ✓ **Premium Materials & Reasonable Price**

→ Alloy Base with 925 Silver/Gold Plating

# 조선핀 PIN OF JOSEON — CORE BRAND VALUES - DETAILED EXPLANATION

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## ◆ Made in Korea – High Quality & Reasonable Price

Genuine products made in Korea, offering trusted quality.

We provide premium hairpins that encapsulate traditional beauty at a reasonable price.

## ◆ Fusion of Tradition and Modernity

Reinterpreting the traditional beauty of Joseon-era hairpins in a modern way.

Our designs are classic yet versatile, complementing all styles.



# 조선핀 PIN OF JOSEON — CORE BRAND VALUES - DETAILED EXPLANATION

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## ◆ Eco-friendly & Skin Safety

Free from nickel, lead, and cadmium → Minimizing skin irritation.

Safe to wear even for sensitive skin.

## ◆ Premium Materials & Durability

Alloy base with 925 *silver*/gold plating → Luxurious finish & lasting durability.

Premium accessories at a reasonable price.





# 조선핀 PIN OF JOSEON – PRODUCT LINEUP

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Size : 7.5\*10.5cm



Size : 7.5\*10.5cm

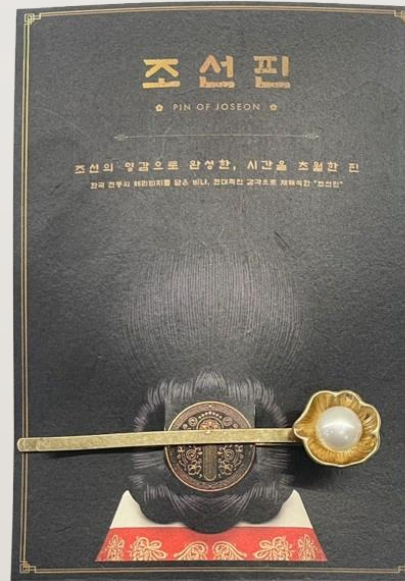


Size : 7.5\*10.5cm

# 조선핀 PIN OF JOSEON – PRODUCT LINEUP



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# 조선핀 PIN OF JOSEON – PRODUCT LINEUP

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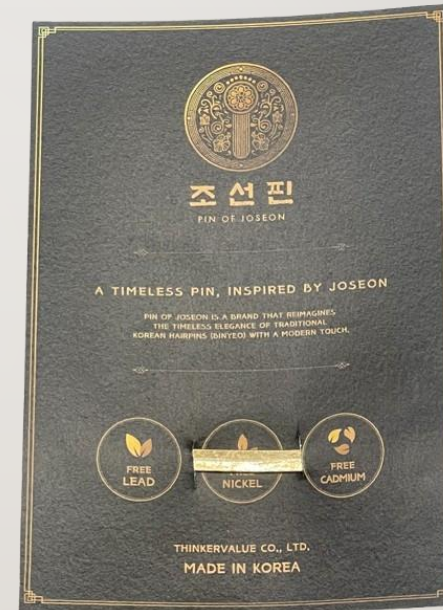
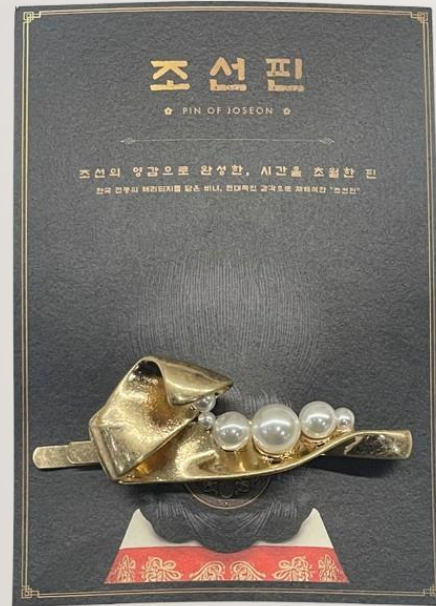
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# 조선핀 PIN OF JOSEON – PRODUCT LINEUP

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Size : 7.5\*10.5cm



# 조선핀 PIN OF JOSEON – ACHIEVEMENTS

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## 1 Global Distribution Achievements

- Successful Market Entry within 1 Month of Launch
- Sales Through Overseas Platform "Now in Seoul"
- Export to Costa Rica
- Ongoing Sales Negotiations in Europe and India



# 조선핀 PIN OF JOSEON – ACHIEVEMENTS

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## **2** Global Market Expansion Potential

- **Growing Interest in Korean Traditional Accessories**
  - Increased global interest in Korean traditional accessories driven by the rising trends of **K-Beauty** and **K-Fashion**.
- **Active Feedback and Collaboration with Global Buyers**
  - Engaging in active discussions and receiving positive feedback from international buyers, opening the door for future collaborations.
- **Plans for Distribution Network Expansion and Marketing Strengthening**
  - Future plans to expand distribution networks and strengthen marketing efforts to increase global brand presence.

# 조선핀 PIN OF JOSEON – PRICING INFORMATION

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**Retail Price Range : 10~16.5 USD**

Strive for reasonable pricing  
with variations depending on the product.

# 조선핀 PIN OF JOSEON

## – CONTACT AND BRAND INFORMATION

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- **Brand Slogan**

Pin of Joseon, a modern reinterpretation of the beauty of tradition

- **Contact Point**

James Lee | +82 10-3695-3242 (WhatsApp)

Email : thinkervalue@gmail.com

- **Instagram**

[Pin of Joseon Official Instagram](#)

@pinofjoseon\_official



**Thanks**