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EIDER

Challenge Your Fear, Fear is Nothing!

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01

EIDER IS

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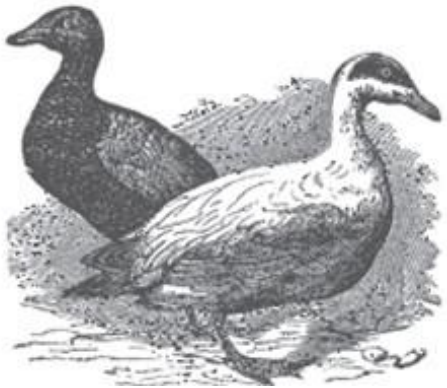
BRAND EIDER

EIDER is a high-end outdoor brand originating from France, established in 1962.

The brand name 'EIDER' is inspired by a species of Arctic bird called the Eider duck. Eider ducks are renowned for their exceptional adaptability and resistance to cold.
Their feathers are plump, delicate, and incredibly soft, providing excellent insulation.

EIDER's design philosophy emphasizes the seamless integration of functionality and fashion elements. Since its inception, EIDER has been committed to introducing innovative manufacturing technologies and high-performance fabrics, offering users comfortable, durable, and warm outdoor gear.

Additionally, EIDER has always upheld the outdoor practical aesthetics that prioritize attention to detail. The brand aims to enable every wearer to fully enjoy outdoor activities while expressing their individuality and unique style to the fullest.



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CHAMONIX ESPRIT, SINCE 1962



"No demons, no dragons, only breathtaking beauty."

This is the sentiment left behind by the pioneers of modern mountaineering, French climbers Jacques Balmat and Michel-Gabriel Paccard, upon their first ascent of Mont Blanc.

In 1786, mountain climbing had become a popular pursuit, and the snow-covered peak of Mont Blanc was one of the most coveted climbing objectives at the time.

After three years of arduous attempts, Balmat and Paccard formed a mountaineering team. They crossed desolate plains, climbed high mountains, traversed glacier crevasses, and overcame harsh weather and numerous difficulties.
Finally, on August 8, 1786, they achieved the extraordinary feat of being the first humans to reach the summit of Mont Blanc.

The climbing route chosen by Balmat and Paccard was considered an "impossible path" by the guides of that time.

The route they pioneered became one of the classics for climbing Mont Blanc, inspiring subsequent climbers to challenge themselves, explore the unknown, and discover the boundless beauty of nature, life, and self in the ascent from bottom to top.

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EIDER's Value, Chamonix Esprit

In 1962, the EIDER brand was born in Chamonix, France, the hometown of Balmat and Paccard, and the starting point of their legendary journey.

Even today, the legend continues.
EIDER defines the spirit of the two conquerors of Mont Blanc, who overcame unknown fears, as the "Chamonix Esprit" (Chamonix Spirit).

Fear is nothing.
"Deep within each person's heart lies a snow-capped Mont Blanc. It exists, whether near or far, only to make climbers understand that even the smallest life possesses the poer to overcome fear.

EMBRACE THE CHALLEGE, FEAR IS JUST AN ILLUSION!

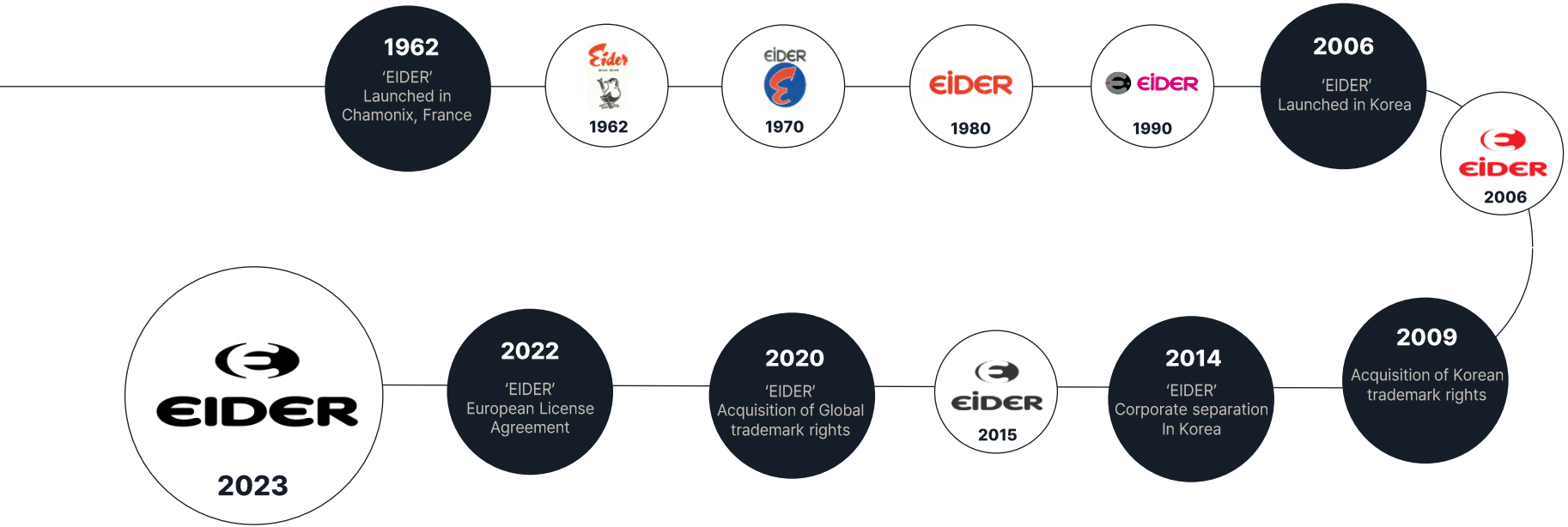
Challenge your fear, Fear is nothing!

'The power to overcome fear, EIDER'



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BRAND & BI HISTORY



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02

OUR PRODUCTS

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EIDER

TOUR DU CHAMONIX

M-SERIES

Functional apparel series suitable for extreme natural environments

HIKING
NEW STYLE
TECH

C-SERIES

Casual and stylish clothing series suitable for urban life and light outdoor activities

LIFESTYLE
ADVENTURE
FUNCTION

KIDS

Lifestyle wear for outdoor kids

FUN
STYLISH
COMFORTABLE

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M-SERIES

Provide functional outdoor clothing series suitable for professional outdoor activities.

The design style is simple and capable, while embodying the high-end sense, it also pays attention to the comfort of the clothing.

Use a variety of functional fabrics to provide protection for outdoor participants in professional outdoor activities.

M-SERIES





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C-SERIES

Experience a sense of freshness in your daily life with our outdoor leisurewear series. Incorporate natural colors and a youthful, trendy design style.

Perfect for everyday life and various travel and leisure activities.

C-SERIES







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KIDS

Functional and stylish items for Kids.

Eider Kids collection provides efficient and functional items for all types of outdoor activities with family.

We design products for kids to offer pleasant, enjoyable outdoor experiences.

KIDS





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SHOES

K2 Korea Group has created an exclusive line of shoes through its in-house R&D system.

These shoes feature advanced technologies like the X GRIP outsole, GORE-TEX, CORDURA, BOA dial, and other top-of-the-line innovations, offering lightweight and functional hiking footwear.

Moreover, they have introduced a wide variety of products, including sneakers and slip-ons, perfect for casual outfits.

SHOES







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EQUIPMENT

Introducing an equipment line featuring various items suitable for outdoor activities.

This line includes specialized gear such as trekking backpacks, lightweight hats, gloves, and trekking poles for professional outdoor activities.

Additionally, it offers trendy designed backpacks, sling bags, bucket hats, and other casual products, providing a diverse and versatile selection.

EQUIPMENT







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CAMPING GEAR

Introducing Eider's Camping Gear Line,
a true reflection of their rich outdoor legacy spanning over 60 years.
Explore Eider's cutting-edge tunnel tents, a testament to their expertise and innovation.

Step into the world of camping with Eider and discover a collection of top-notch items that will elevate your outdoor experience, each bearing the hallmark of Eider's unmatched quality and craftsmanship.

CAMPING GEAR





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03

OUR STRENGTHS

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DISTRIBUTION CHANNELS

EIDER DISTRIBUTION CHANNELS





Eider has a diverse range of offline stores with 3 direct stores, 130 retailers, and 125 department stores in major commercial areas throughout the country.

Eider operates its own direct online store and actively engages in online sales by partnering with major domestic shopping malls.

Eider is strengthening its global capabilities through the expansion of its European licensing business and the export of products to Asian markets.

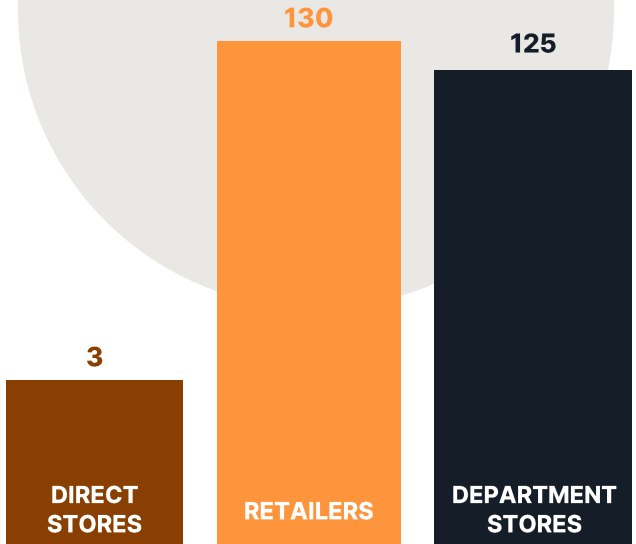
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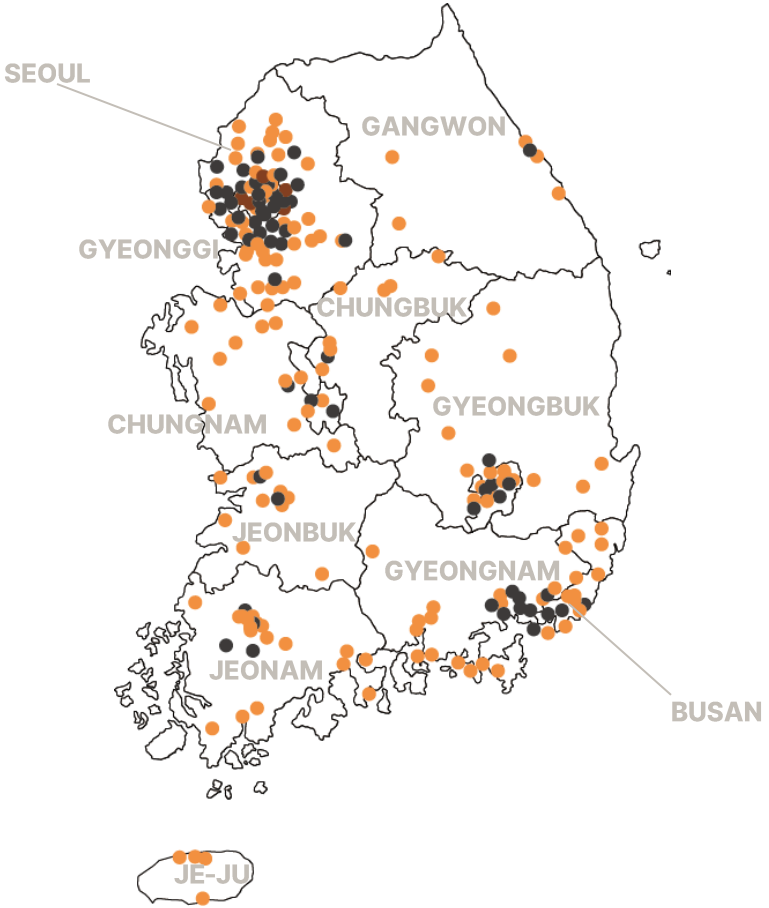
001 OFFLINE STORES IN SOUTH KOREA

Eider currently operates a total of 258 stores in the domestic market, including direct stores, retailers, and department stores

EIDER

258 STORES





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EIDER RETAILERS

BRICK & MOTAR

Eider's retailers are distributed across a total of 130 locations, strategically positioned in major hub areas.

Jeju







Jeongeup









EIDER DEPARTMENT STORES

DEPARTMENT STORE

Eider operates a total of 125 domestic department store and outlet stores.

Shinsegae Centum City (Busan Haeundae)



Hyundai Sinchon (Seoul), Lotte Jungdong





EIDER OUTLET STORES

OUTLET STORE

Eider operates a total of 125 domestic department store and outlet stores.

Shinsegae Simon (Paju)







Hyundai Gimpo outlet







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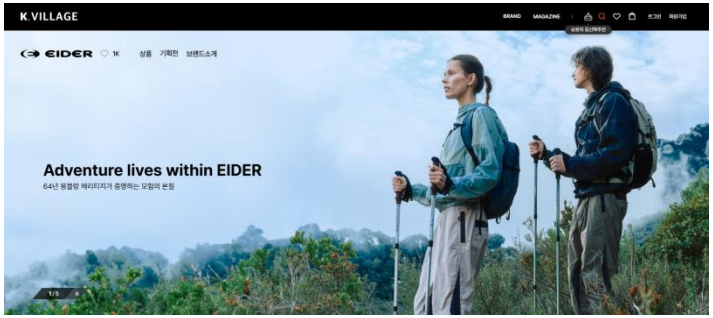
002 ONLINE STORES IN SOUTH KOREA

Eider is not only present in its own direct online store but also has partnered with various online malls and marketplaces.

DIRECT ONLINE STORE AND ONLINE MARKET PLACE

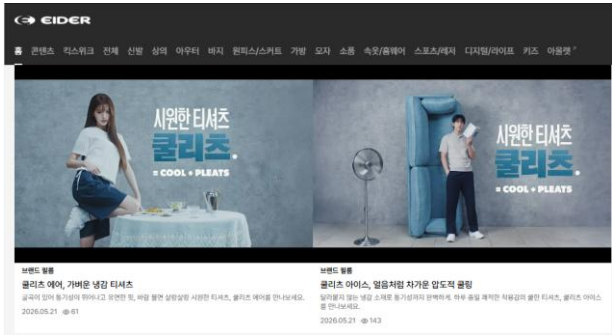
EIDER OFFICIAL ONLINE MALL – K.VILLAGE

K.VILLAGE



MUSINSA

MUSINSA



DOMESTIC ONLINE MALLS

SSG.COM

LOTTE ON

Hmall

the Galleria

Gmarket

11st

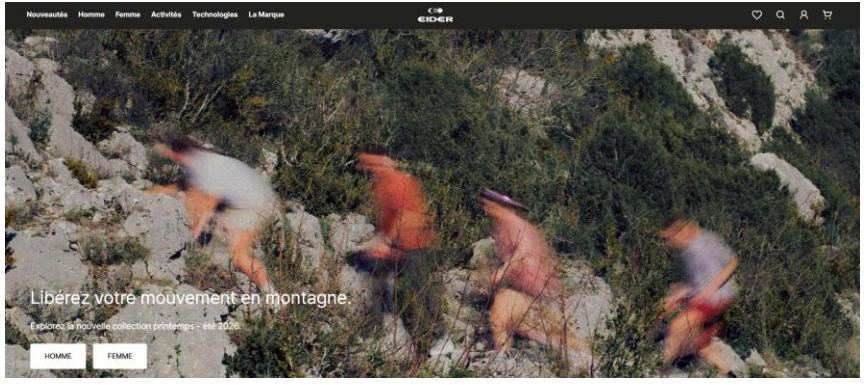
INTERPARK

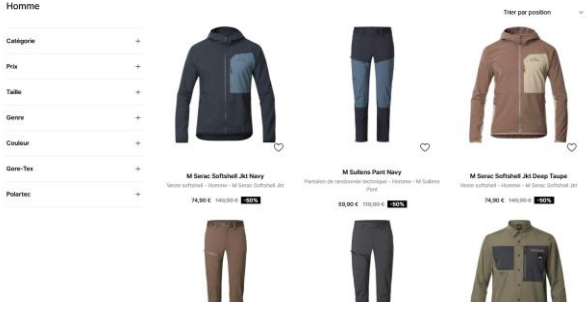
AUCTION.

003 OVERSEAS

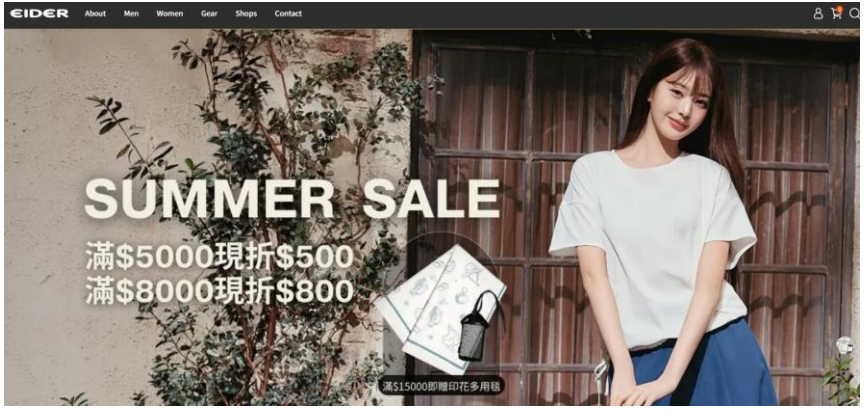
Eider has relaunched its licensed brand products in Europe for the 23S/S season.
Eider is exporting domestic products to Taiwan for sale in the Taiwanese market.

EIDER EUROPE https://www.eider.com/





EIDER TAIWAN https://www.eider.com.tw/





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MARKETING STRATEGY

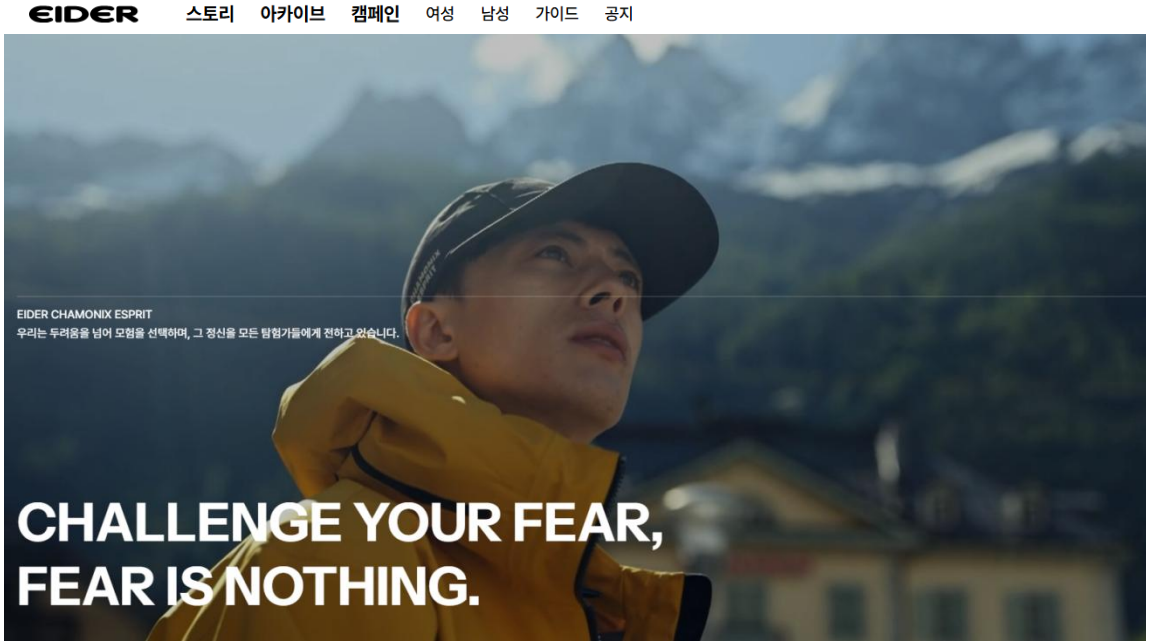


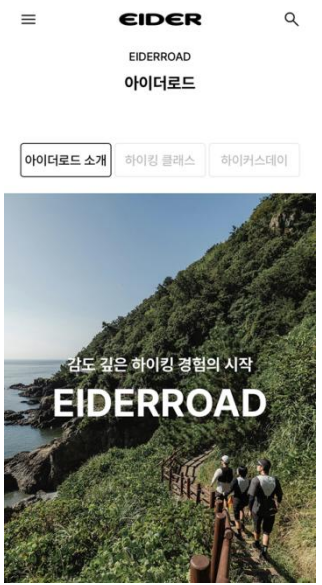
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001 EIDER OFFICIAL WEBSITE

A Digital Platform for the EIDER Brand Experience

EIDER's official website brings together the brand's heritage, collections, campaigns, and various outdoor content.
It serves as an online destination to discover and experience the EIDER brand.







002 TV-CF

Eider efficiently executes its advertising campaigns by utilizing TV commercials featuring main models every season.
Ensuring widespread exposure across various channels, maximizing the impact of their advertisements.

















003 CAMPAIGN – EIDER +

Eider actively engages in various campaign activities that revolve around social issues drawing both domestic and international attention and empathy.

In 2022, they collaborated with World Vision and celebrities to launch the "HEAT UKRAINE WITH EIDER" campaign, aimed at supporting Ukraine through a charitable initiative.

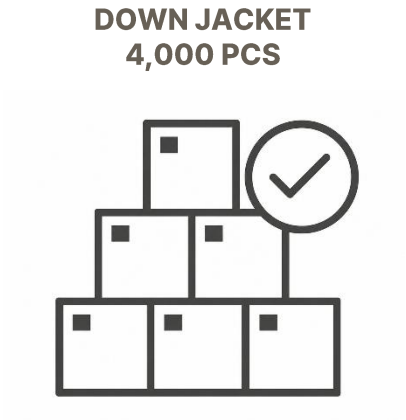
FIRST PROJECT 'HEAT UKRAINE WITH EIDER'



EIDER X World Vision T-Shirt Production and Sales
Proceeding with the sale of donation T-shirts at K. village, encouraging consumer participation and donating proceeds.



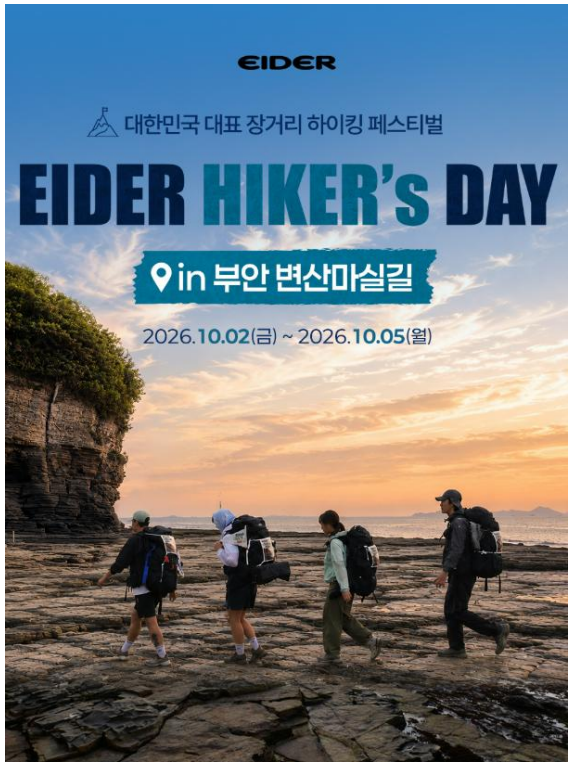
Promoting through celebrity endorsements and donating to relief funds.
Campaign promotion through videos and content creation utilizing donation T-shirts and Eider products.



DONATING DOWN JACKETS TO UKRAINE
Donating approximately 4,000 down jackets, totaling 200 million won in value.

004 CAMPAIGN – EIDER ROAD

The "Eider Road" campaign, a walking journey to explore 504 diverse local paths,
aims to lead the walking culture and establish a youthful and trendy outdoor image.
It encourages active consumer participation while introducing various regional trails, fostering a strong connection with Eider's brand identity.







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005 COLLABORATION

Engaging in collaborations with brands from various categories.
By partnering with diverse brands, we aim to create unique and innovative products that cater to different customer preferences and expand our brand reach to new audiences.

EIDER X WEB TOON



EIDER X CORDURA





EIDER X Dimito





EIDER X KIA



006 INFLUENCER MARKETING

Eider utilizes influential bloggers, Instagrammers, and YouTubers
These social media influencers have a significant following and can reach a wide and engaged audience



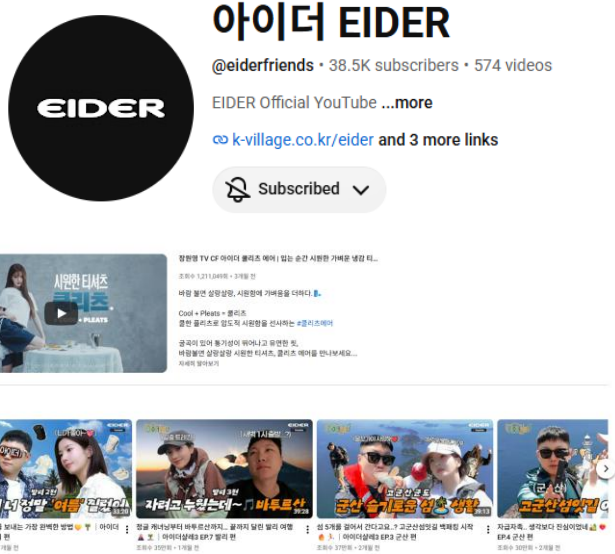
EIDER INFLUENCER



007 SNS

Marketing campaigns through various SNS channels, such as YouTube, Instagram, and Naver Blog.

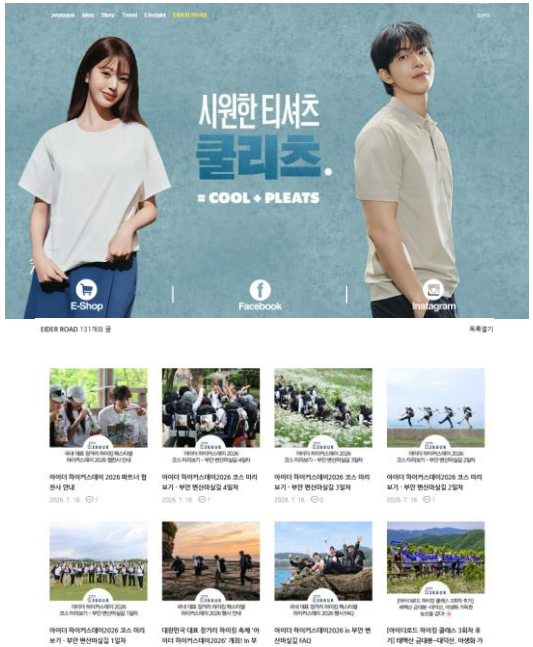
YouTube



Instagram



blog

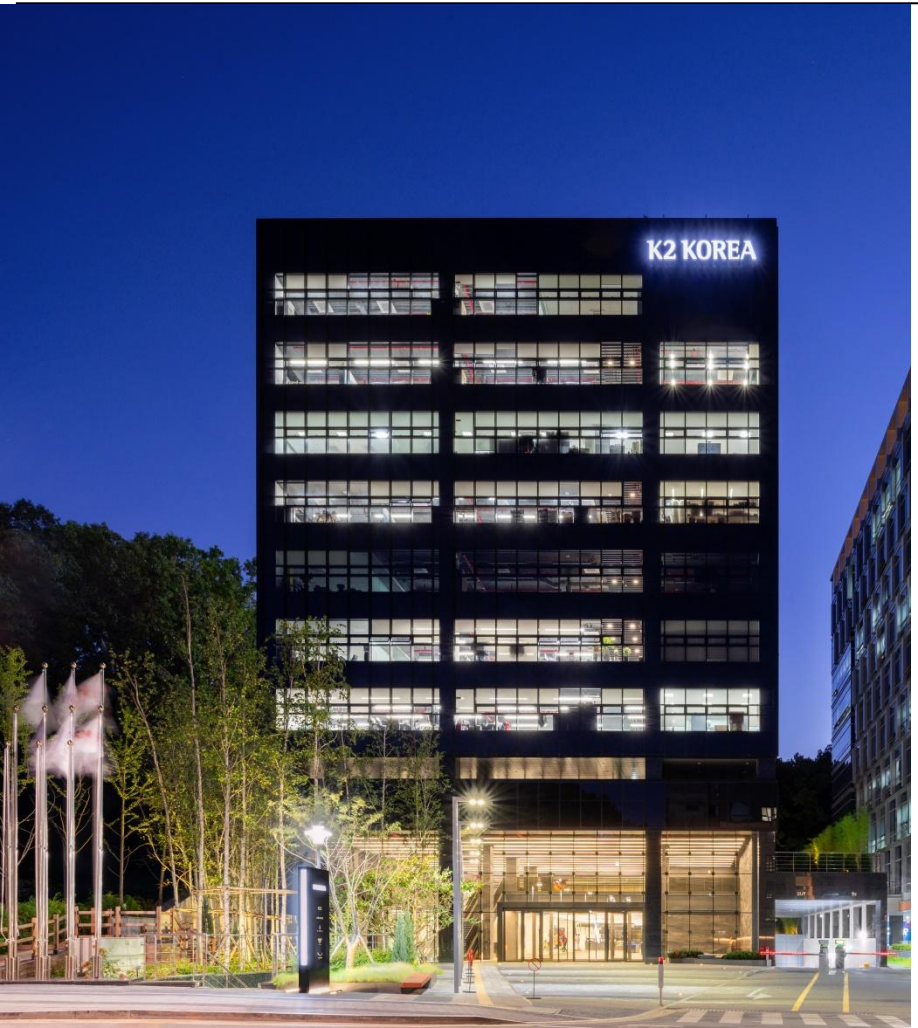


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APPENDIX



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K2 KOREA

K2 Korea Group is at the forefront of the fashion industry in South Korea, experiencing constant growth in outdoor, golf, sports, and industrial safety sectors.
With a fearless spirit, we are exploring new horizons and aiming to become the top global fashion company, not only in South Korea but across the world.

K2 EIDER W.ANGLE DYNAFIT
PIRETTI nordisk EIDER SAFETY K2 Safety

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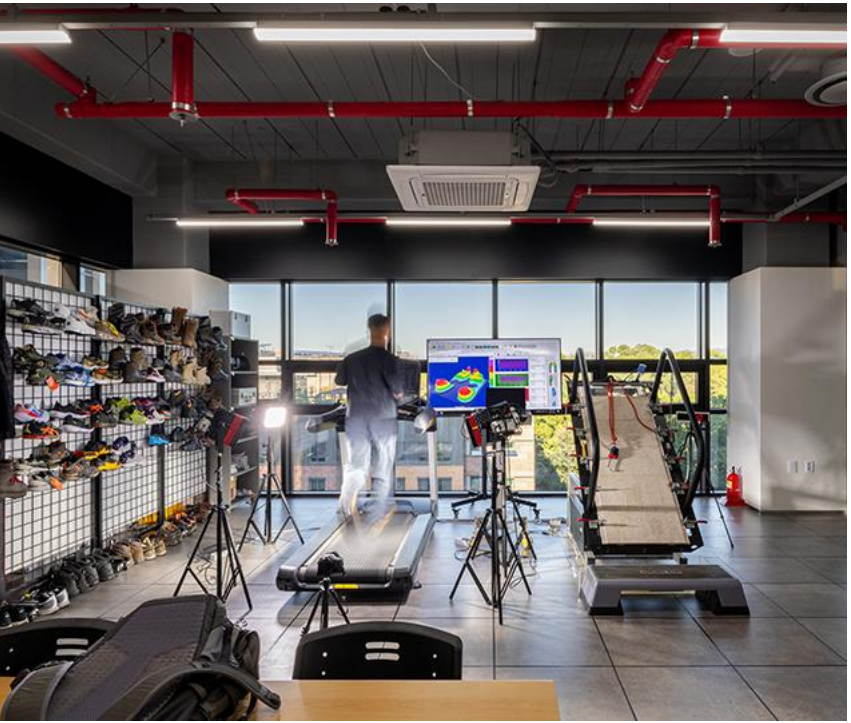
K2 KOREA GROUP BRAND HISTORY

- **1978** ‘K2’ Launched
- **2006** ‘EIDER’ Launched in Korea
- **2014** ‘W.ANGLE’ Launched
- **2016** ‘DYNAFIT’ Launched in Korea
- **2020** ‘EIDER’ Acquisition of Global Trademark
- **2021** ‘PIRETTI’ Launched in Korea
- **2022** ‘EIDER’ Europe License Agreement
- **2023** ‘NORDISK’ Launched in Korea



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R&D
SHOE RESEARCH LAB



SHOES R&D

Shoe Research Lab

K2 KOREA operates a footwear research laboratory, conducting professional analysis on durability, stability, traction, and other performance aspects to develop functional shoes suitable for various outdoor and sports activities.

Before each shoe is officially released to the market, it undergoes multiple mechanical tests and performance evaluations in the laboratory to ensure that the highest quality products are delivered to consumers.







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R&D
SELF-DEVELOPED MATERIALS

K2 KOREA insists on independent research and development of functional fabrics and accessories, continuously striving to provide consumers with high-quality outdoor products.

ICE T it's your skin cool

EIDER's unique Virtual Ice Cube 3D functional fabric can react to the body's sweat and moisture, providing a cooling sensation effect

When the body temperature reaches a certain level, the fabric reacts with moisture, causing the color of the print to change, providing a visual confirmation of the cooling sensation effect.
The cooling sensation is not just limited to the tactile feel; it is a continuous experience that can be felt when the fabric meets the skin



XGRIP

X GRIP shoe outsole system, technical outsoles for high performance

K2 KOREA's exclusive shoe outsole technology, uniquely designed to provide optimal traction in different environments based on mountain terrain



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R&D
FUNCTIONAL FABRICS

Continuously developing functional fabrics and technologies suitable for various outdoor and sports activities.


Moisture-wicking


Waterproof


Breathable


Windproof


Insulation


Stain-resistant


Lightweight


Elastic



Soft

CHAUD MAX	CHAUD MAX	POLARTEC® Power Stretch® Pro™	POLATEC POWER STRETCH
Natural & Quick Dry cotna	COTNA	POLARTEC® High Loft®	POLATEC HIGH LOFT
DEFENDER	DEFENDER	POLARTEC® Fleece	POLATEC FLEECE
GORE-TEX	GORE-TEX	POLARTEC® Alpha®	POLATEC ALPHA
GORE-TEX	GORE-TEX INFINIUM	SOFILETA	SOFILETA
LYCRA	LYCRA	RECYCLED POLYESTER	RECYCLED POLYESTER
PERTEX QUANTUM	PERTEX QUANTUM		SEAWOOL
DIAMOND FUSE	DIAMOND FUSE	ICE T	ICE T
CORDURA FABRIC	CORDURA		3M
ANTI POLLUTION	ANTI-POLUTION	R·D·S	RDS DOWN

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Challenge Your Fear, Fear is Nothing!