

BRAND INTRODUCTION

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PLAY WITH NATURE

PLAY WITH NATURE
WIDE°ANGLE

Our vision is to provide better value in golf play and lifestyle
by looking further and broader with a new perspective on golf wear

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WIDE°ANGLE LOGO

The logo expresses the brand concept in a simple yet intuitive way.

It consists of a wide font that conveys a broad perspective, an arched watermark that symbolizes an expanded angle, and an emblem that represents a golf ball or the wide world, signifying a free and open-minded approach.

These basic elements of WIDE°ANGLE's visual identity creatively and interestingly express the values we want to convey to our customers.

Wordmark
Basic



Symbol
Basic



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BRAND VALUE

01 TECHNOLOGY

Releasing GORE-TEX golf jacket for the first time in Korean golf wear brands,
applying self-developed W.ICE fabric,
developing technical golf shoes with our own footwear R&D team,
WIDE°ANGLE provides the best performance through innovative ideas.

02 PRACTICAL PRODUCTS

Provides products for the practical customers
who enjoy the game with superior performance while seeking stylish designs.

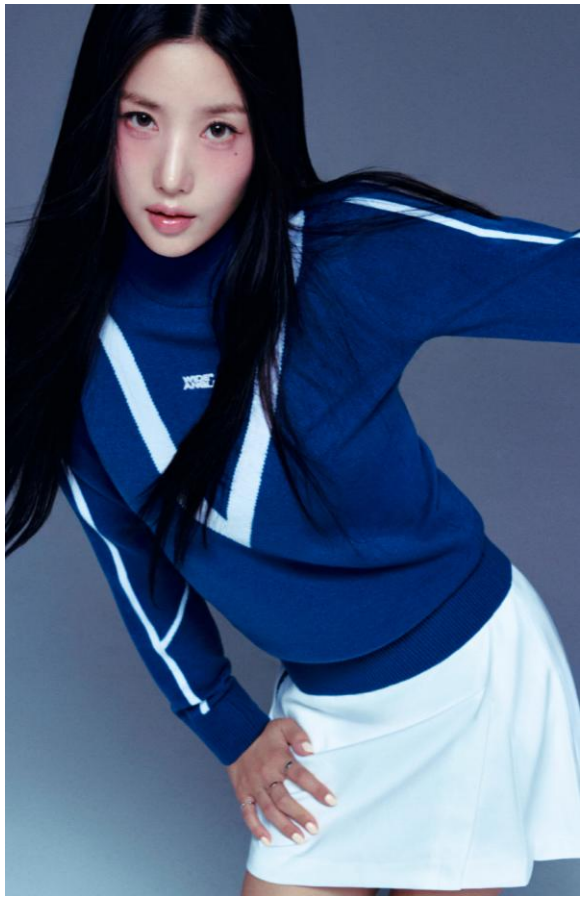
03 DISTINCTIVE DESIGN

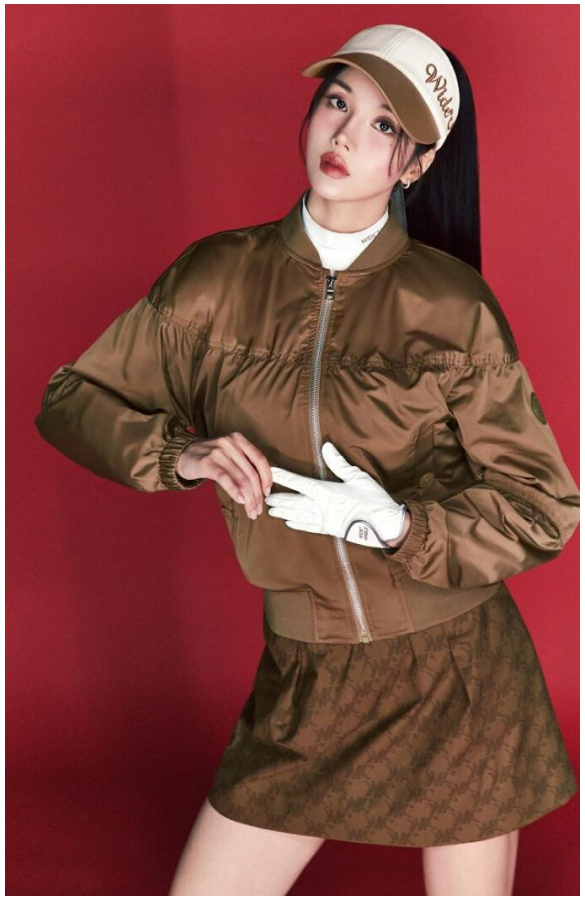
Offering distinctive style with the combination of stylish Northern European vibe and functional design which completes the perfect swing.



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OUR PRODUCTS






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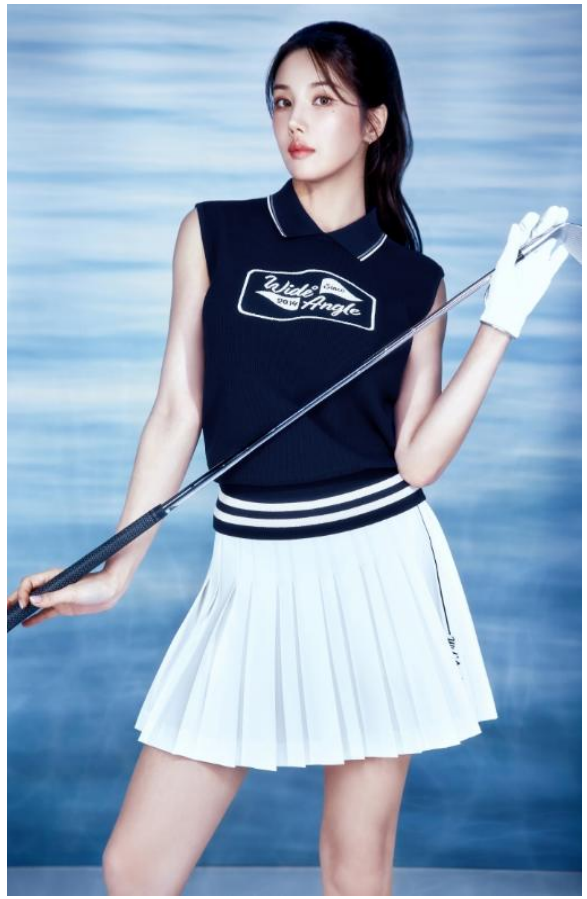


TOUR LINE

With the slogan “PLAY WITH NATURE,"
We offer true golfers with a performance golf line that focuses on activity and swing.

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CORE LINE

Performance Golf wear collection combines top-notch technology, perfect fit and luxurious design.
We offer a Daily, Field multi-look specifically curated for WIDE°ANGLE core customers.

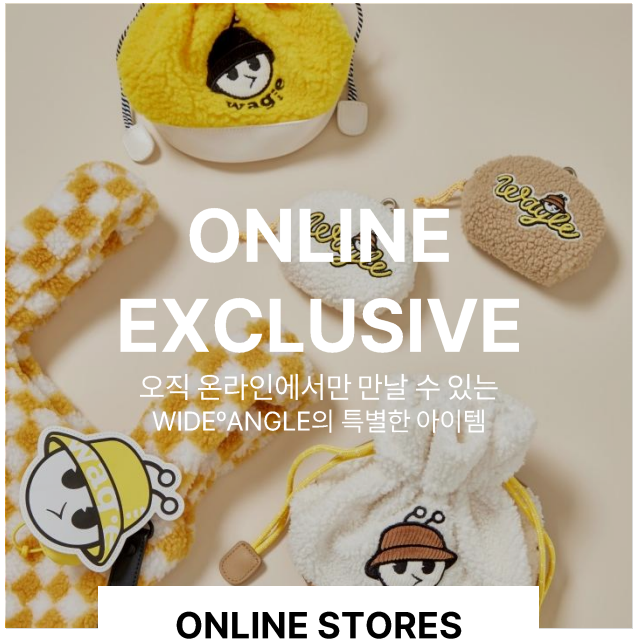
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STORE & SALES



OFFLINE STORES

Operating 150 stores throughout Korea,
WIDE°ANGLE has established a strong brand
presence and developed its own distribution
know-how for successful market entry



ONLINE STORES

K2 Korea Group operates comprehensive outdoor,
sportswear shopping platform K.VILLAGE.
With a wide range of events and diverse products
from all K2 Korea brands, K.VILLAGE offers a
convenient shopping experience.



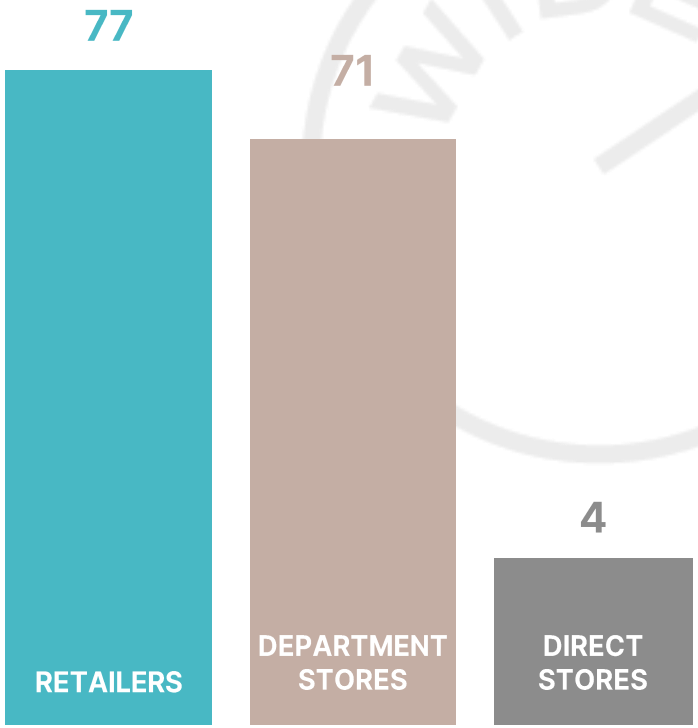
ONLINE SELECT SHOP

To maintain WIDE°ANGLE's trendiness,
we distribute our products to popular online
select shops like MUSINSA

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STORE & SALES

WIDE°ANGLE currently operates 152 stores in the domestic market, including direct stores, retailers, and department stores





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MARKETING – TV COMMERCIAL

Since it was founded in 2014,
WIDE°ANGLE has been building its brand identity through celebrity marketing and TV commercials.



Daniel Henney

Actor, Model
2014FW ~ 2019SS



Kim Sa Rang

Actor, Miss Korea
2015FW ~ 2021SS



Kim Seon Ho

Actor
2021SS ~ 2021FW



Choi Soo Young

K-Pop Idol, Actor
2022SS ~ 2022FW



Lim Yoona

K-Pop Idol, Actor
2023SS ~ 2024SS



Kwon Eunbi

K-Pop Idol
2024FW ~

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MARKETING – SPONSORSHIP

WIDE°ANGLE has been sponsoring famous pro golfers
to enhance its professional image and promote its identity as performance golf wear.



Park HyeJoon
Pro Golfer



Lee DaYeon
Pro Golfer



Lee Sehee
Pro Golfer



Hyeon Serin
Pro Golfer

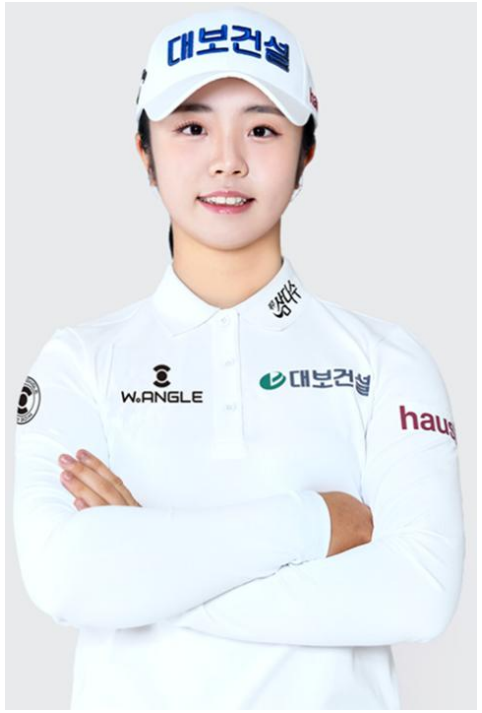
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MARKETING – SPONSORSHIP

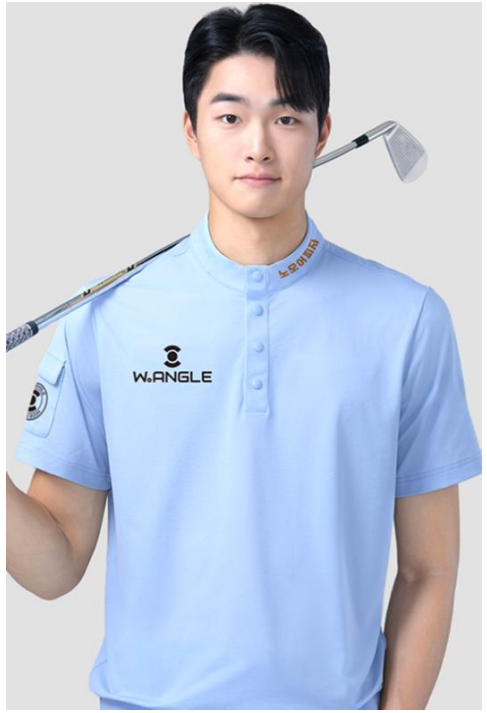
WIDE°ANGLE has been sponsoring famous pro golfers
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Jeong JiHyo
Pro Golfer



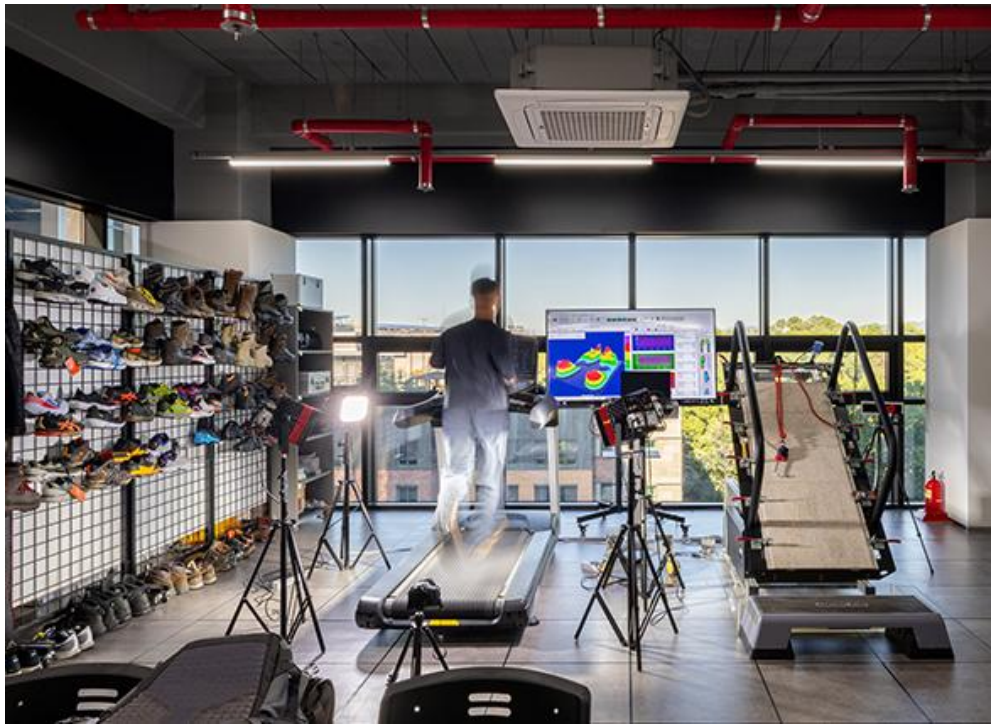
Yang HyoJin
Pro Golfer



Park JunHong
Pro Golfer

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R&D INVESTMENT



FOOTWEAR R&D

K2 KOREA's own footwear R&D team [Shoes Research Lab] supports the development of the products and conducts government projects to develop shoe technologies as well.



SELF-DEVELOPED MATERIALS

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

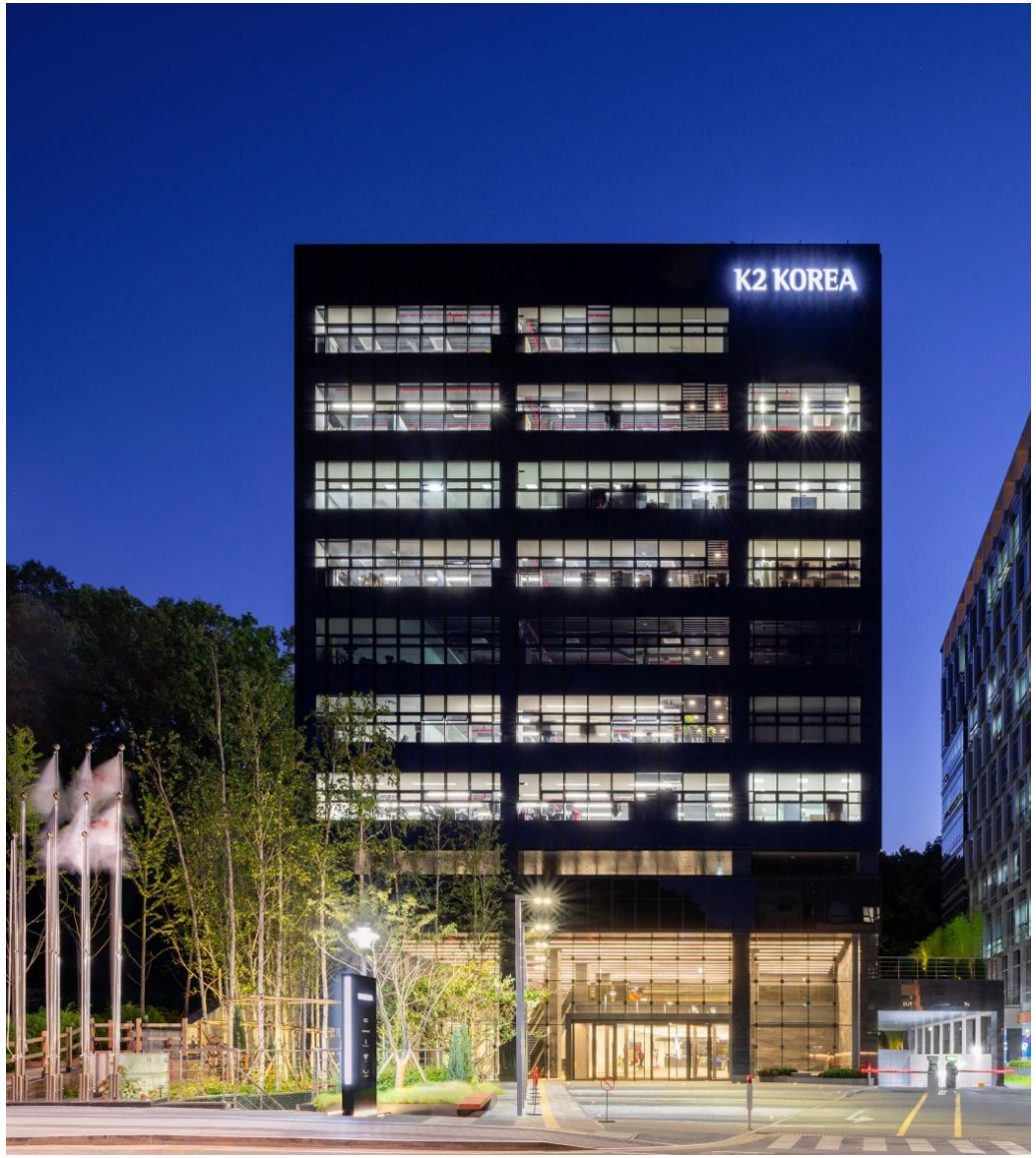
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MARKET EXPANSION

From 2020, WIDE°ANGLE has started its overseas business
and currently exporting domestic products to Canada, USA and Taiwan.



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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

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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