

BRAND BOOK



SNOW LEOPARD

The snow leopard, Dynafit's brand symbol, leaps nimbly without a sound and runs at speed on a sleek body, boasting astonishing endurance. It also has the strength to reach snowfields, deep valleys and mountain summits that no other animal would dare attempt.

These qualities of the snow leopard align perfectly with the values Dynafit pursues.

Beyond its business activities, Dynafit has steadily supported the protection of the endangered snow leopard since 2007.

It also supports athletes with its products in many ways so they can show their sporting spirit in the best possible conditions.



Global Dynafit History

1950	1976	1986	2003	2004	2005	2005 - 2011	2011	2013	2014	2015	2016	2024
Brand founded	**First Olympic glory**	**Binding launched**	**Brand merger**	**Symbol renewed**	**Records broken**	**Brand leap**	**Summer sports challenge**	**Product range grows**	**Business expansion**	**Entry into Asia**	**Korea business briefing**	**Speed Factory built & ISPO Award win**
First steps as ski boot maker 'Humanic'	Franz Klammer wins a medal in the Winter Olympic downhill	Bindings launched after ski boots	Merged into the Oberalp Salewa Group	Snow leopard adopted as the brand symbol	Dynafit team members 'Benedikt Böhm' and 'Basti Haag' set new ski downhill records	Established as a leading ski equipment brand	Dynafit's first summer and running products launched	New-concept binding 'Beast 16' launched	Ultralight boots and bindings launched with 'Pierre Gignoux'	Entered the Asian market in partnership with K2 Korea	October business briefing	'Speed Factory' headquarters built in the Bavarian Alps, Germany 2024 FW ISPO Award win

Dynafit Korea History



2017

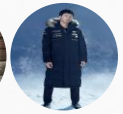
Jan
Brand launched

Jun
Running class 'Dynafit Run Day' open run launched

Aug
Jo In-sung named brand model; mass comms expanded

Sep
Idol group 'SEVENTEEN' named brand models; target widened

Nov
Heritage bench down 'TEAM MASSIVE DOWN' launched

2018

Mar
Premium training suit 'Storm Freeze' launched

Jun
Gangnam flagship store open
Running class 'Dynafit Run Day' theme runs expanded

Jul
Dynafit Korea Inc. spun off

Aug
Equipment sponsorship with pro baseball club 'SK Wyverns': 5yr, KRW 10bn



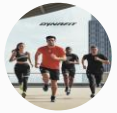

2019

May
Premium training suit 'Storm Freeze 2.0' sells out

Jun
Running class 'Dynafit Run Day in Campus' held

Aug
'The Strongman: Clash of the Beasts' produced (CJ E&M)

Sep
Branded content 'Dynafit Fireballer Championship' produced (SBS Sports)

2020

Apr
Lightweight running shoes 'Corespur Series' launched

May
Ontact YouTube content 'Dynafit Elite Academy'

Sep
'Boa Fleece Jacket' launched




2021

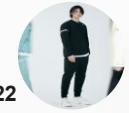
Mar
'Custom gloves' made for the SSG Landers squad

Jul
All-weather athleisure line 'Next Performance Line'

Sep
'The Strongman 2: War of the Brothers' produced (CJ E&M)

Oct
Sponsorship with volleyball club 'Woori Card Woori WON': 3 years, KRW 800m

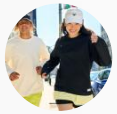
Dec
Big data marketing adopted, incl. database-driven DOOH




2022

Jan
Branded web drama 'Don't Lie, Rahee' (Whynot Media)

Nov
SSG Landers win the 2023 KBO 'wire-to-wire' title




2023

Jun
'MOVE IN THE SUN'
Various real summer sports expressing the brand origin

Aug
'DEX' named brand model; performance image expanded

Oct
Sponsorship with the Korea Skating Union: 7 years, KRW 7bn

Nov
SSG Landers equipment deal renewed: 5yr, KRW 10.5bn




2024

Mar
SSG Landers 2024 Florida camp content 'GET SET, 2024'

Jun
'Do It for Real'
real sports campaign on the brand keyword 'athlete'

Jul
Sponsorship with volleyball club 'Woori Card Woori WON' renewed: 3 years, KRW 900m

Aug
Dynafit X Teambutfit group training class
: Athlete Challenge 8 held

Sep
Trail running race '2024 Dynafit Taebaek Trail' held

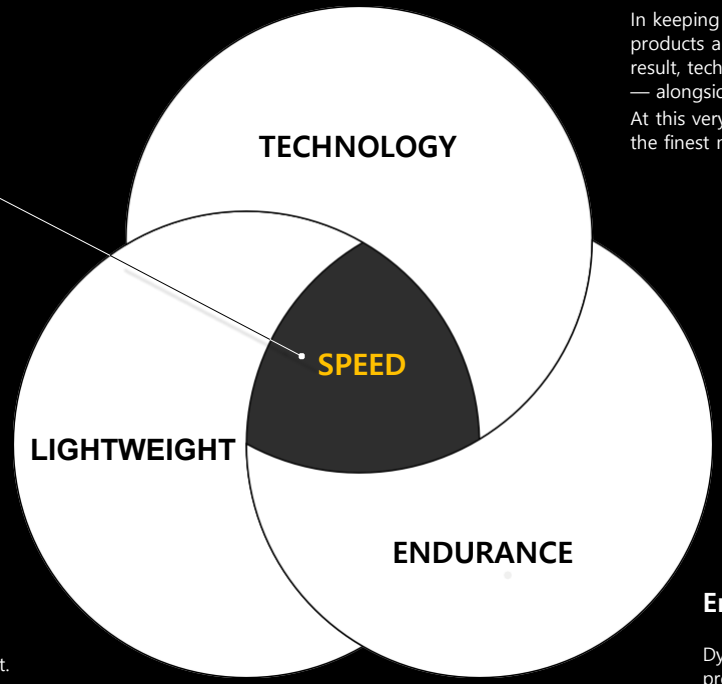


THE BRAND IS MADE BY ATHLETES FOR ATHLETES.

A brand by athletes, for athletes

Speed

Dynafit, a high-performance sports brand, focuses on product development and quality improvement to help athletes and everyday consumers move faster. It also stays in constant dialogue with them so they can deliver their best even in the most extreme conditions.



Technology

In keeping with its reputation as a high-performance sports brand, Dynafit products are developed and manufactured under rigorous processes. As a result, technology that is hard to match is concentrated in every product — alongside an outstanding sense of design.
At this very moment, Dynafit is still working to deliver products born from the finest materials and technology.

Lightweight

A pared-back design that boldly omits the unnecessary, and advanced ultralight materials, take weight out of the product. Technology is focused where it counts: mobility and durability.

Endurance

Dynafit backs athletes and everyday consumers with the very best products so they can keep pushing beyond their limits in any environment.
For us there is no such thing as a final limit. Dynafit's pursuit of better products never stops.

Brand Logo





K2 Korea

K2 KOREA

K2 Korea Group leads the fashion industry in Korea and
continues to grow across diverse categories including outdoor, golf, sports and industrial safety.

With a strong spirit of challenge,
we strive tirelessly to open new horizons and become
a world-class outdoor sports fashion group.

K2 EIDER WIDE°ANGLE DYNAFIT
PIRETTI nordisk EIDER SAFETY K2 Safety



Marketing / 2017–2018 TV Commercials



2017



2018

Marketing / 2019–2020 TV Commercials



2019



2020

Marketing / 2021–2022 Campaign Ads



2021



2022

Marketing / 2023 Campaign Ads





2023

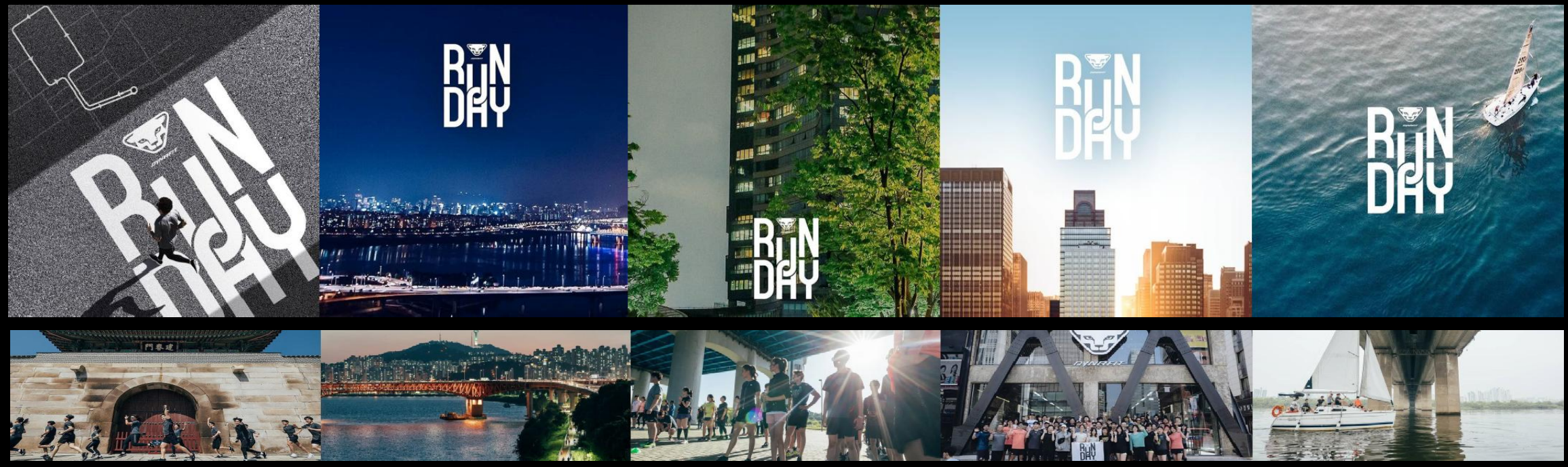
Marketing / 2024 SS Campaign Ads



Marketing / 2025 SS Campaign Ads



Dynafit Run Day / A running program to communicate the brand's values (2017)



Dynafit Run Day in Campus / A campus running program for connecting with university students (2019)

RUN DAY



Kookmin University



Hankuk University of Foreign Studies



Sogang University



Dongguk University

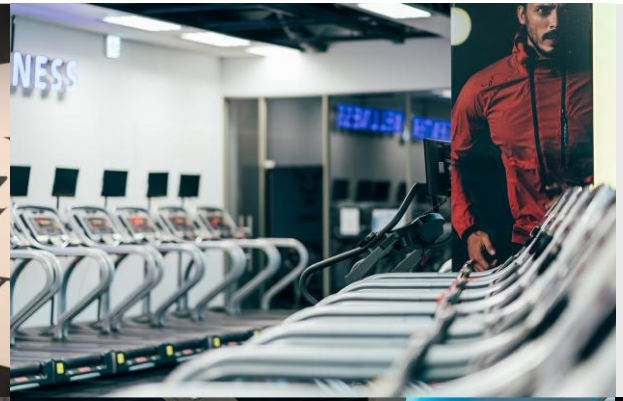


Kyung Hee University

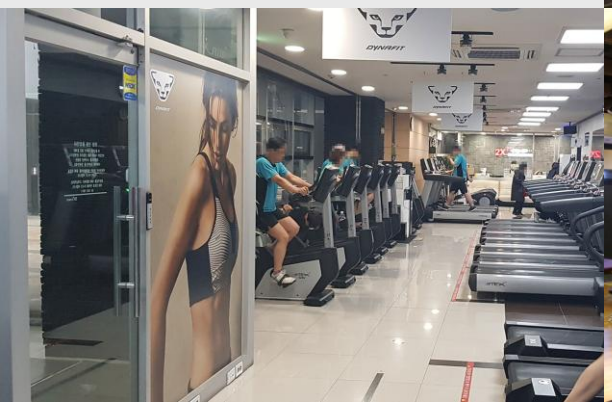
Fitness Partnerships / Collaborations with fitness centres to widen customer touchpoints (2019)

DYNAFIT × 2X FITNESS EXTREME & EXCITING





DYNAFIT × CENTER 1 WELLNESS FITNESS CENTER









SSG Landers Sponsorship / Pro baseball club sponsorship to strengthen the sports brand identity





Woori Card Woori WON Sponsorship / Pro volleyball club sponsorship to broaden the range of sports and strengthen the brand identity





Korea Skating Union Sponsorship / National skating team sponsorship to reinforce the brand origin of ‘winter sports’ and sustain its appeal as a sports brand

DYNAFIT × 대한빙상경기연맹 KOREA SKATING UNION

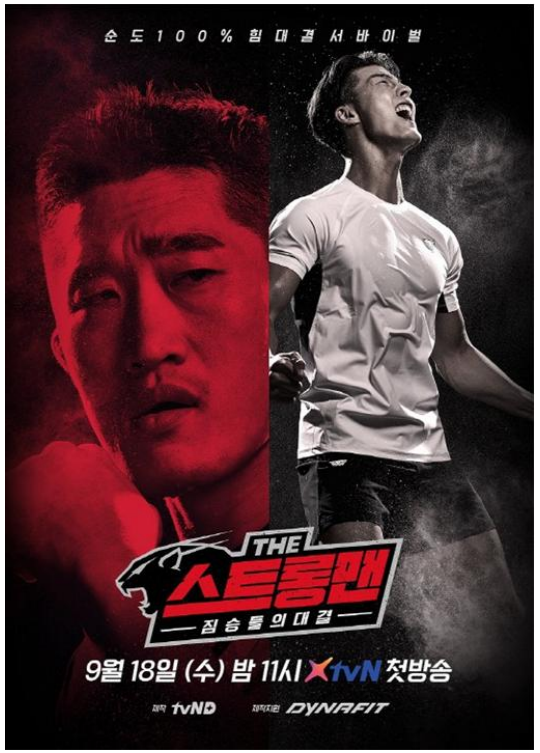




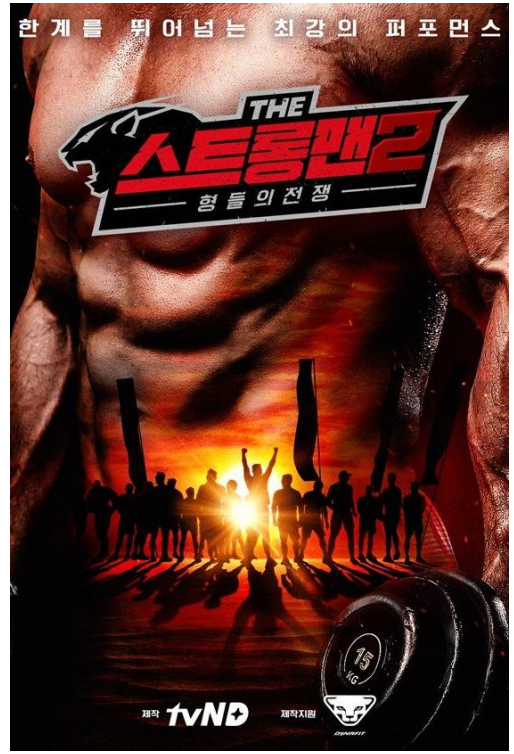
The Strongman / Dynafit's brand value, ‘Dynafit = Strength’

A TV program produced to find Korea's ‘strongest man’ (2019/





<Season 1>



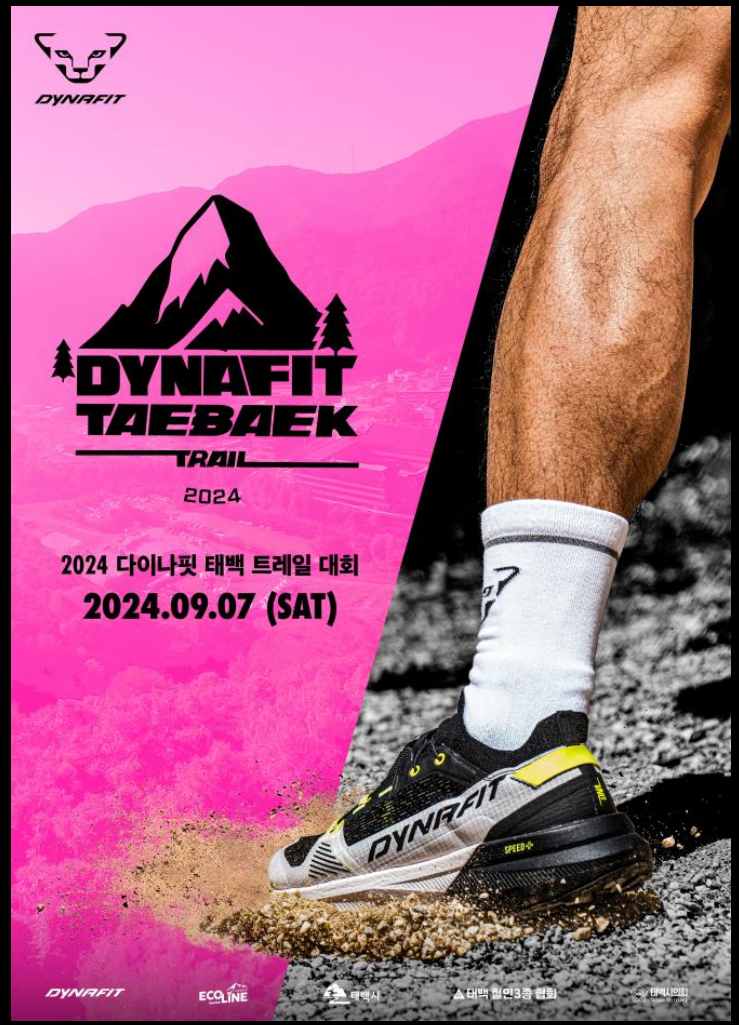
<Season 2>

Dynafit Fireballer Championship / Dynafit's brand value, ‘Dynafit = Speed’

A fastball contest held to find the amateur with the fastest pitch (2019)



Dynafit Taebaek Trail / A race held to widen touchpoints with trail runners in Korea and to strengthen the expertise and standing of the brand heritage ‘trail running’











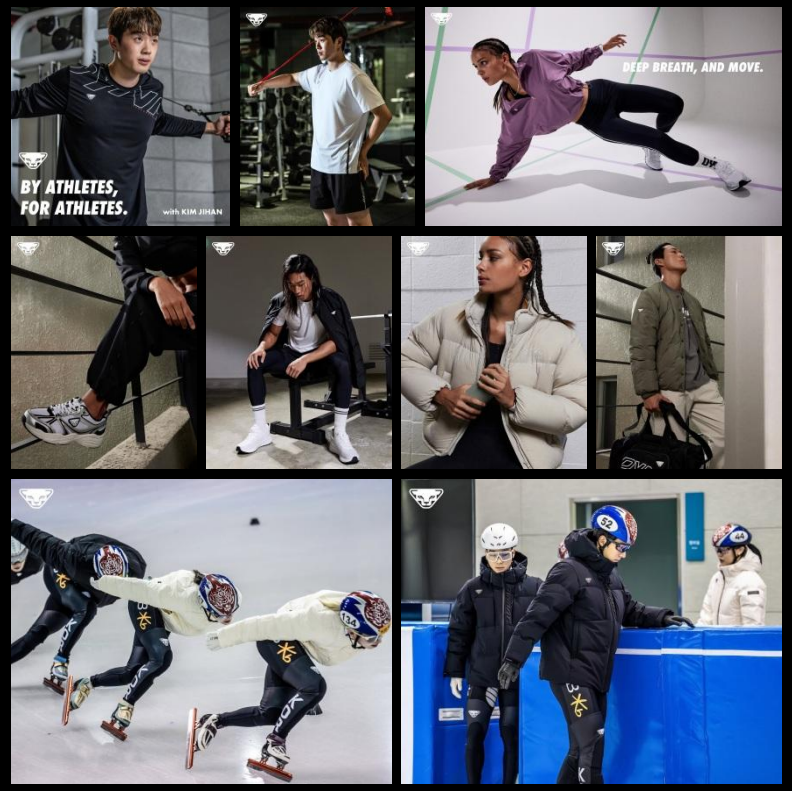








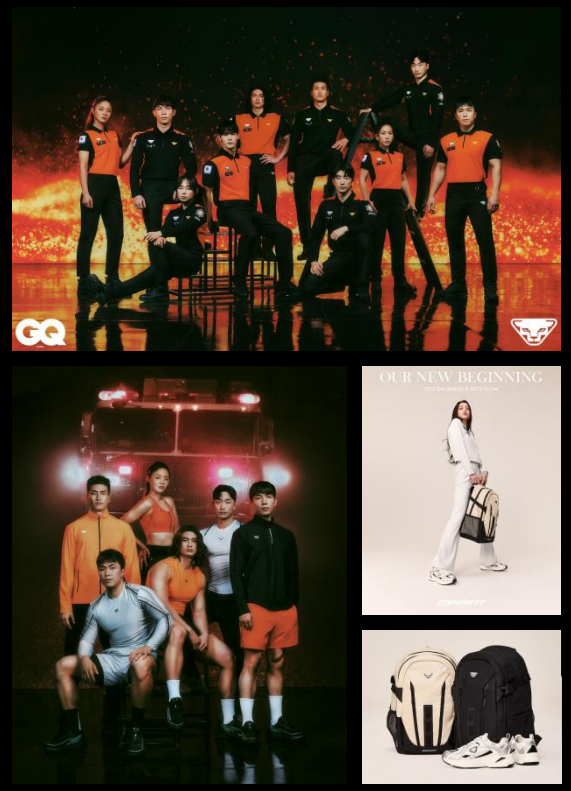
Digital / 2023–2025 Brand Online Lookbooks



[2023]

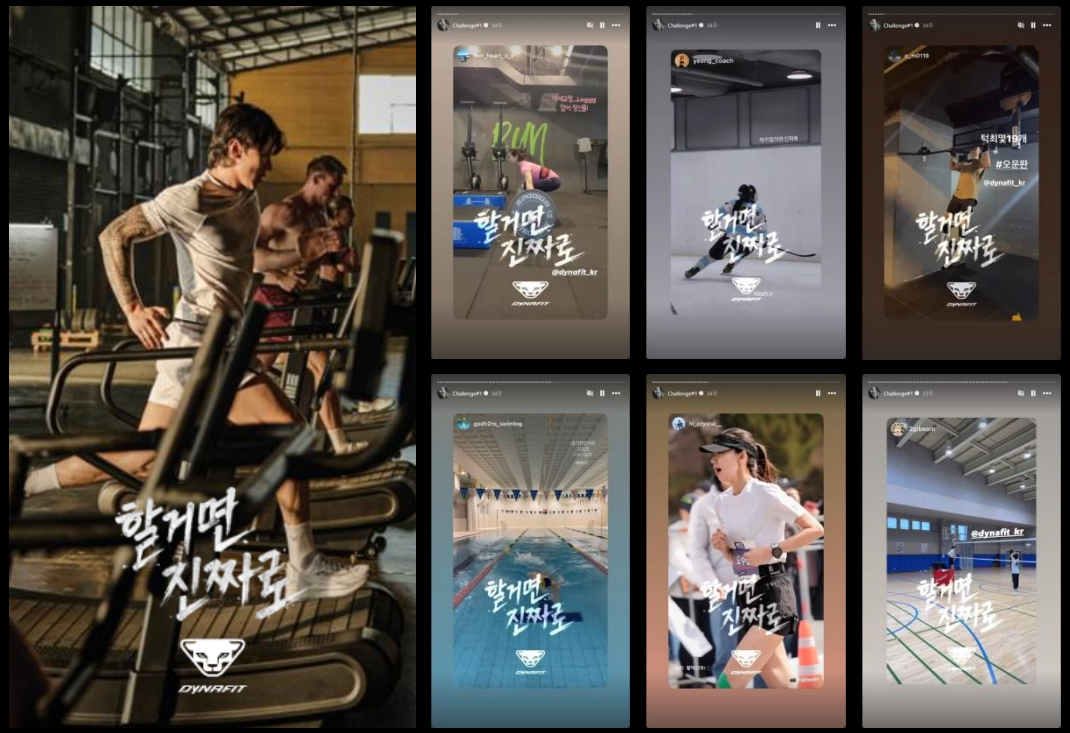


[2024]

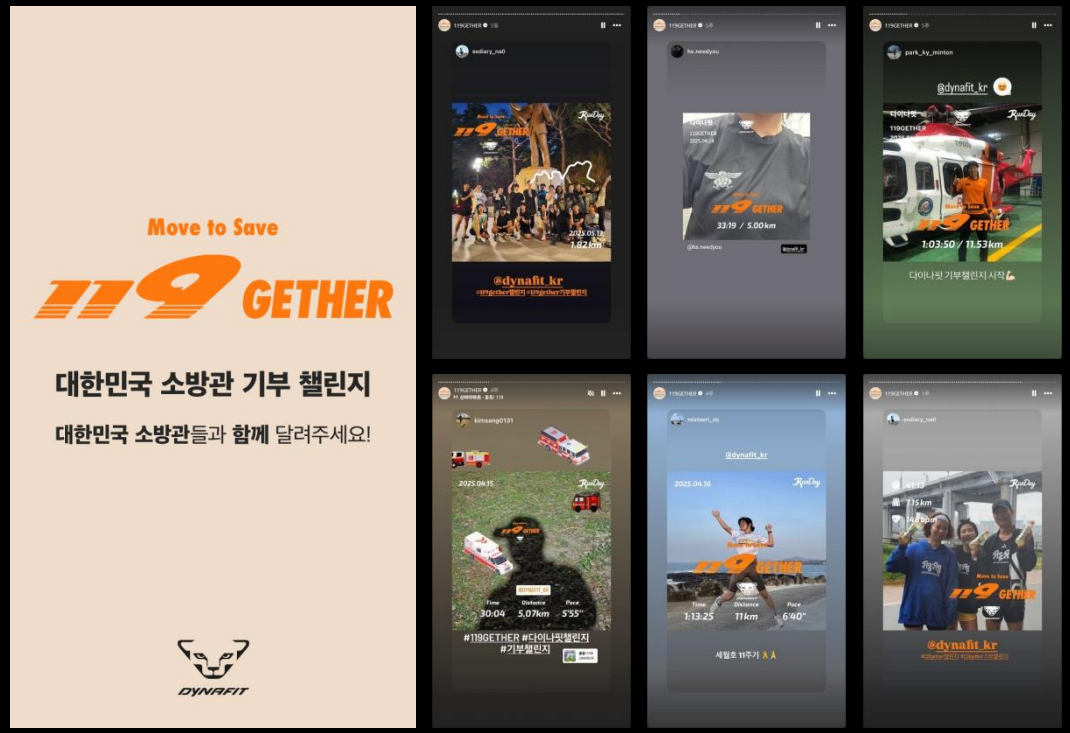


[2025]

Digital / Instagram Digital Challenge



[If You're Doing It, Do It for Real]



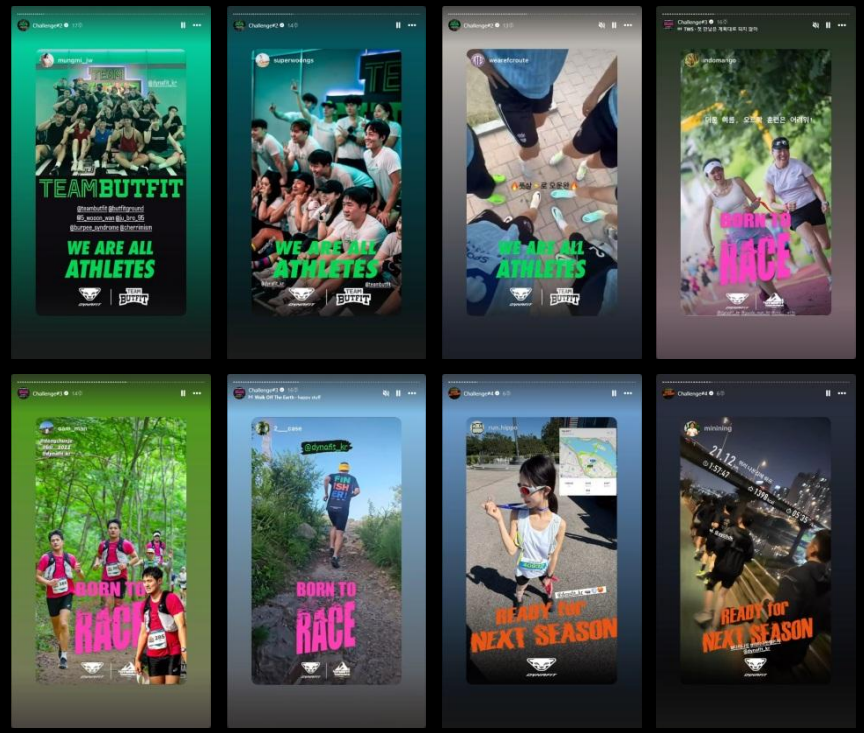
[Move to Save, 119GETHER]

Digital / Instagram Digital Challenge









[WE ARE ALL ATHLETES / BORN TO RACE / READY for NEXT SEASON]

Digital / Influencer Marketing



[Running]



[Training]



[Trail Running]



[Lifestyle]

SNOW LEOPARD TRUST

For Dynafit the snow leopard is more than a symbol — it embodies the values Dynafit pursues. It has great agility, great speed and astonishing endurance, and its strength in climbing to the summit without ever giving up inspires awe. All of these qualities of the snow leopard are the goal and the direction Dynafit strives for.
Sadly, the snow leopard is endangered. Dynafit is therefore taking the lead in protecting and saving it.



