BRAND INTRODUCTION

nordisk

Scandinavian outdoor heritage, crafted in Denmark since 1901



CONTENTS

1. **About Nordisk**

2. **Nature is Luxury**

3. **Our Products**
   -Ambition Line
   -Spirit Line
   -Camping Gear

4. **Store & Sales**

5. **Marketing**
   -Advertising Model
   -Nordisk Crew

6. **Technology**

7. **Nordisk China**

8. **Appendix**
   - About K2KOREA GROUP
   - K2KOREA GROUP Brand History

ⓒK2 KOREA GROUP 2026 All rights reserved | K2 KOREA

About Nordisk

Founded in Denmark in 1901, Nordisk is a premium Nordic outdoor brand with over 120 years of heritage. Recognized by its iconic polar bear logo, the brand offers outdoor gear and lifestyle products rooted in a distinctly Scandinavian sense of practicality and hygge. Nordisk Apparel launched in Korea in 2023, and the brand is now expanding into China as it grows into a truly global name.



ⓒK2 KOREA GROUP 2026 All rights reserved | K2 KOREA

Nature is Luxury

“We believe that nature, in its purest form, is the ultimate luxury”

Nordisk offers a new lifestyle that embodies Nordic sensibility and authenticity, allowing people to enjoy nature in their everyday lives and express themselves.
Today's premium consumers don't simply buy products — they want to experience the philosophy and emotion that a brand conveys.



ⓒK2 KOREA GROUP 2026 All rights reserved | K2 KOREA

Step out into nature
- & create your own adventure

> *In a world of noise, nature offers stillness. In a life of speed, it provides space. Whether you're chasing mountains or slowing down by a lakeside or in your garden, stepping outside improves your quality of life.*

Erik J. Møller
Owner & CEO, Nordisk



©K2 KOREA GROUP 2026 All rights reserved | K2 KOREA

Our Products






AMBITION LINE

This is the Ambition Line, proposing light activity in nature.
Built around functional materials, the collection features apparel such as utility jackets, pants, and woven T-shirts, along with low-to-mid capacity outdoor backpacks, slim bags, waterproof caps, and walking shoes.

ⓒK2 KOREA GROUP 2026 All rights reserved | K2 KOREA

Our Products






SPIRIT LINE

This is the Spirit Line, designed to help you rest and recharge while proposing Nordisk's own unique camping lifestyle.
Built around cotton materials, the collection features apparel such as sweatshirts, hoodies, graphic T-shirts, and woven jogger pants, along with cotton-touch backpacks, accessories, hats, and shoes.

ⓒK2 KOREA GROUP 2026 All rights reserved | K2 KOREA

Our Products







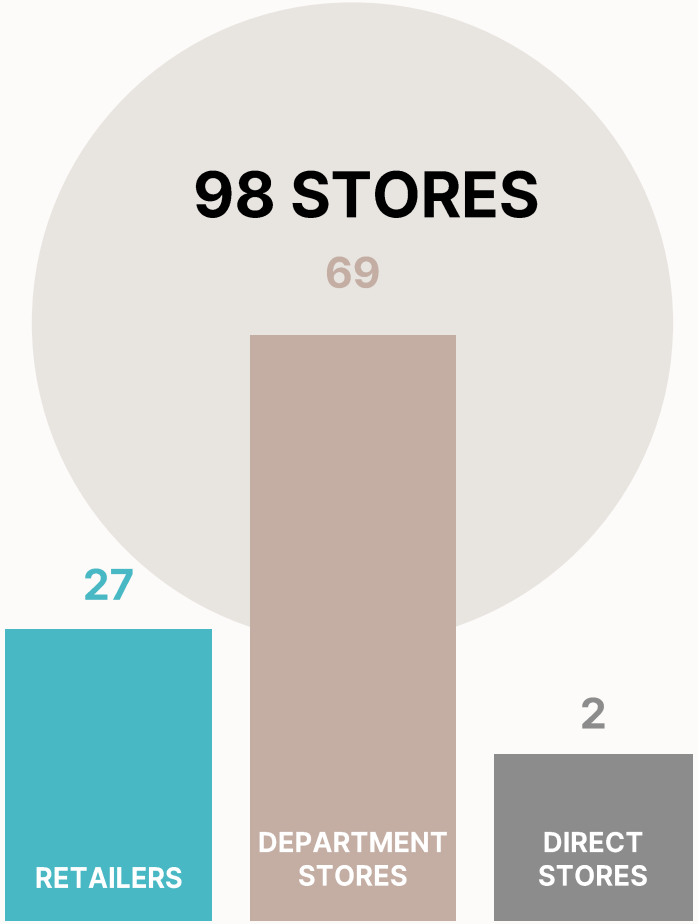


CAMPING GEAR

ⓒK2 KOREA GROUP 2026 All rights reserved | K2 KOREA

Store & Sales

Nordisk currently operates 98 stores in the domestic market, including direct stores, retailers, and department stores





ⓒK2 KOREA GROUP 2026 All rights reserved | K2 KOREA

Marketing

Advertising Model

Kim YooJung / Choi WooSik / Ryu JunYeol

23FW ~ 24SS









Karina

24FW ~

Marketing

Nordisk Crew



For some, nature is a place to rest. For others, it's a stage for self-expression.
Nordisk Crew stands with those who love life in nature and express those moments in their own voice.
It is the official community that shares the brand's values through camping and spreads an authentic lifestyle.







ⓒK2 KOREA GROUP 2026 All rights reserved | K2 KOREA

Technology

Crystal down®

We develop equipment for expeditions exploring the coldest areas of the world and therefore, all our products are filled with Crystal Down® – a selection of the absolute finest and most voluminous European down. A single Crystal Down® has a huge diameter of up to 4 cm and white fluffy ”arms” to entrap air and ensure optimal insulation. It takes up to 1000 pieces of Crystal Down® to reach just 1 gram of filling.

Nothing beats Mother Nature.
Down is the greatest, lightest and most natural insulation material known to man. Keeping waterbirds warm all winter and still light enough to fly, down are complex structures with thousands and thousands of super-soft, keratin filaments that grow radially outwards from a tiny centre.

Not only will down insulation keep you warmer and lighter than any synthetic alternative, it also compresses much better, leaving you warm, with more space in your pack and feeling light enough to fly.



ⓒK2 KOREA GROUP 2026 All rights reserved | K2 KOREA

Nordisk China

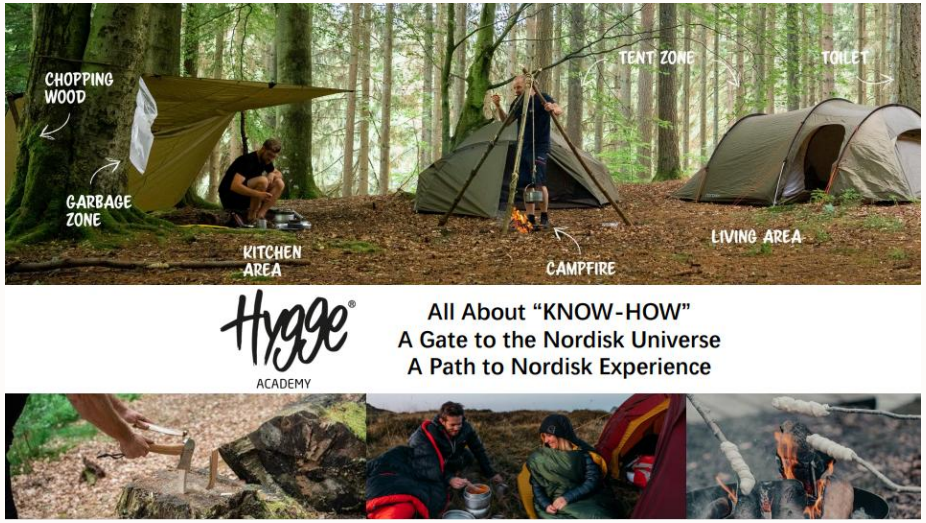
- K2 Korea and Nordisk HQ signed a joint venture agreement in Seoul, marking the official start of Nordisk's China market entry through licensing and strategic partnership.
- K2 provides brand operation expertise, and Nordisk HQ contributes its authentic brand identity, creating strong potential for success in China.



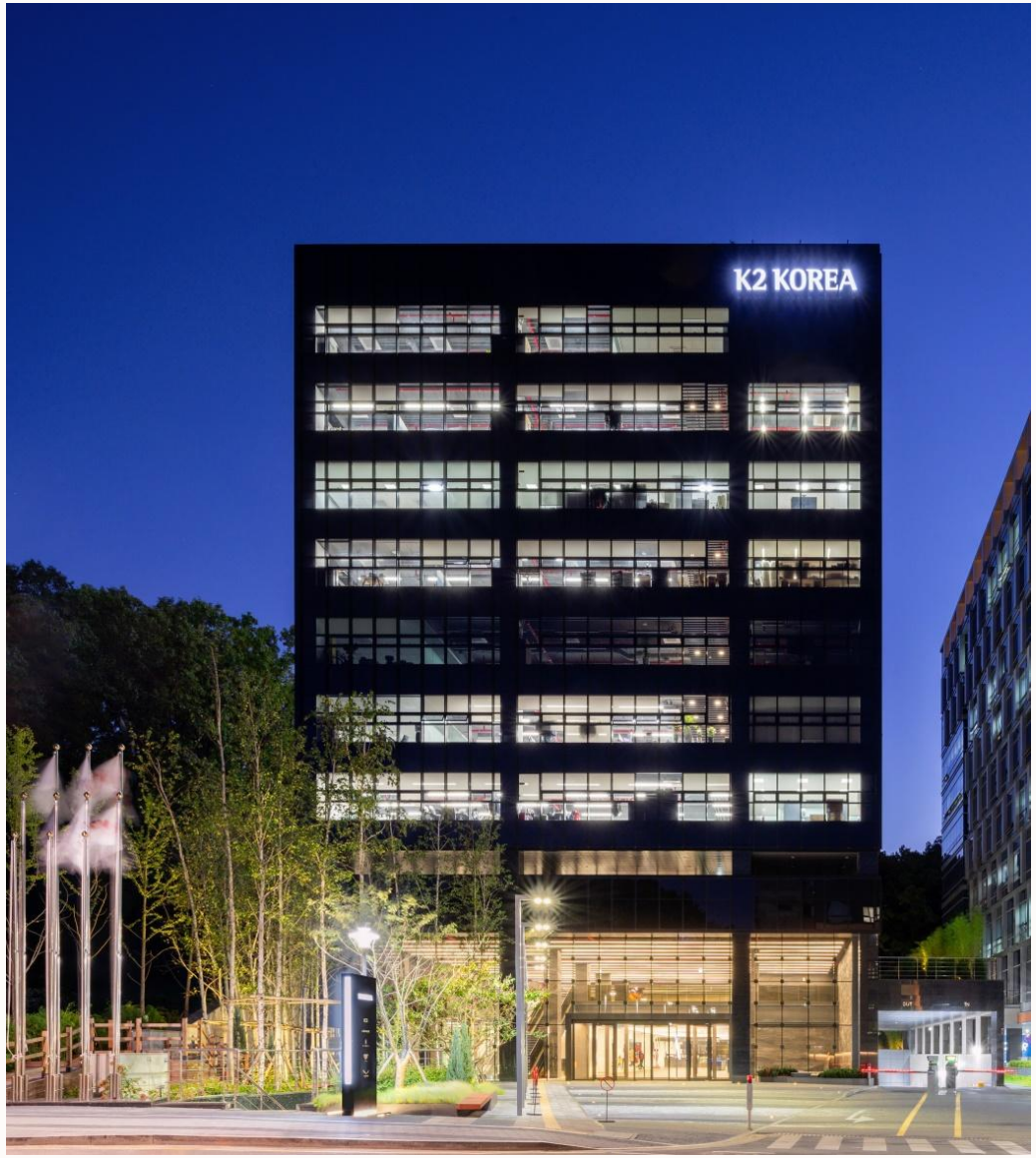
SHANGHAI







ⓒK2 KOREA GROUP 2026 All rights reserved | K2 KOREA



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 2026 All rights reserved | K2 KOREA

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



ⓒK2 KOREA GROUP 2026 All rights reserved | K2 KOREA