



TAE-S

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TAE-S, the Taekwondo Cultural Product Brand



TAE-S aspires to become a brand that conveys Korean cultural values to Taekwondo practitioners all over the world and foreigners who love Korea through cultural products (Taekwondo Goods) that reflect the values of Taekwondo.



Awarded the K-Ribbon(for design), a distinction given to superior cultural products by the Ministry of Culture, Sports, and Tourism, in 2017



Awarded the Bronze Medal at the 19th Korea Tourist Souvenir Contest organized by the Korea Tourism Organization

OFF-LINE

Incheon International Airport Terminal 1 Duty-Free, Incheon International Airport Terminal 2 Duty-Free, Shinsegae Duty Free Myeongdong, Shinsegae Duty-Free Busan, National Folk Museum of Korea, National Museum of Korea, Cheongwadae Sarangchae, Insadong National Souvenir Center, Taekwondowon Museum Shop

ON-LINE Amazon, eBay, etsy

Taekwondo, the Sports and Cultural Content Representing Korea!



Taekwondo is one of the most dynamic cultural assets that can raise Korea's stature in the world. Evolving into a cultural industry beyond its martial arts and sports origins, the sport was designated by the Korean government as a national brand to help improve its competitiveness.

Taekwondo could in fact be considered the cultural product that first started hallyu. By promoting Taekwondo not as a sport but as a cultural product, the education, health, peace, and tourism-related values of the sport could be maximized. This was the objective with which How Company launched a set of cultural products based on the Taekwondo theme.

TAE-S is a Taekwondo cultural product brand targeting children and their family members who are interested in Taekwondo. It aims for a brand image of wit and vigor, which is different from the usual image of Taekwondo held by the public. Under the TAE-S brand, practical and fun products that use Taekwondo as motif and which can be used in daily life will be introduced. The TAE-S brand uncovers the cultural values of Taekwondo, and it is positioned to become a cultural product brand that communicates Korean cultural values to Taekwondo practitioners all over the world and foreigners who love Korea.



1

BLANKET

From a character doll to a blanket!

As an idea product, the Taekwondo Blanket is a doll dressed in Taekwondo uniform and sparring uniform that can be transformed into a blanket.



Purpose of Taekwondo Blanket

A high-quality blanket is contained inside the cover of the character. One can also use it as nap pillow, cushion, or in-flight blanket, in addition to its main function as a blanket. It is especially recommended as a present for children and foreigners, a Taekwondo souvenir, and a Korean tourist souvenir.



Material & Size

- Material : Doll cover - microfiber, Blanket - fleece
- Size : Blanket doll - 4.7 X 8.6 X 3.9 inch
Blanket - 23.6 X 35.4 X 0.1 inch
- Weight : 7.8 oz

2 ECOBAG



The rolled-up Taekwondo belt transforms into a Taekwondo Ecobag when the belt is unfolded

The Taekwondo Ecobag is made from water-resistant Polyester, and the bag's strap is an actual taekwondo belt. The bag is very light and strong with a cute embroidered picture of a Taekwondo girl. The bag can be used for many purposes.



Material & Size

- Material : Bag - polyester, Strap - cotton/polyester blend, non-woven fabric
- Sizes : Bag - 9.8 X 5.9 inch, Strap - 22.4 inch - Weight: 4.8 oz

3

SPORTS TOWEL

This is a towel that can come in handy before and after your workout! From a Taekwondo character doll to a high-quality sports towel!

A soft sports towel made from 100 % pure cotton that you can use as a general-purpose towel as well as for camping, traveling, and workouts



Purpose of the Taekwondo Sports Towel!

A high-quality, 100% cotton towel that you can use as a general-purpose towel as well as for camping, travel, and workout. Help energize our Taekwondo athletes by cheering them on with the Taekwondo sports towel at Taekwondo competitions.



Material & Size

- Material : Cover - cotton & polyester, Towel - 100% cotton
- Size : Doll - 4.7 X 8.6 X 3.9 inch, Towel - 51.2 X 7.9 X 0.4 inch
- Weight : 7.2 oz

4

HAND TOWEL

Transformation of your personal doll into a hand towel!

The Taekwondo hand towel has a hook for attaching to a bag. The hand towel is made with 100% cotton and is contained inside the cover of the Taekwondo doll.



Purpose of the Hand Towel!

Attach the hand towel to your child's bag and let your child learn the joy of washing his / her hands.^^ The towel has a hook. So if used as a towel in nursery schools, it's OK!



Material & Size

- Material : cover - cotton & polyester,
Towel - 100% cotton
- Size : Doll - 2.8 X 2.8 X 5.1 inch
Hand Towel - 11.8 X 11.8 inch
- Weight : 5 oz



5

KEYCHAIN

**Belt Rank Keychains with Rubber Taekwondo uniform
Ideal for Martial arts Gift.**

- Available in 8 colors of rank belts
- A great way to show your accomplishments
- Black Belt Uniform Miniature Keychain made of High Quality Rubber
- Unique keychain for name, telephone number and address on the back of a rubber uniform miniature
- The perfect gift for any martial arts students



Material & Size

- Material : Uniform - rubber, Belt - cotton & polyester, Keychain - steel
- Size : Total Keychain Length - 6 inch(Uniform - 1 X 2 inch, Belt - 1.5 X 3 inch) - Weight : 0.8 oz