

Little Glam Girls

Little Glam Girls Cosmetic

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1. About GARAM Cosmetic

a. Corporation Identity



Beyond Flow, Above Beauty.
GARAM COSMETIC

#Hypoallergenic cosmetics

#For a better life

#Garam DNC Group's startup

#Construction

Corporate Mission: A company that helps people and the environment with genuine products

Garam Cosmetics, founded in 2019, is a new startup under the Garam DNC Group. Upholding the corporate vision to become 'a company that brings joy and hope to the world,' we are moving toward an honest direction that pursues stability over speed and sincerity over issue making

b. Organization

1. Headquarter (Gwangju)

Management/ tax /
administration support

2. R&D Headquarter (Siheung)

Sales / R&D / Planning /
Design / Marketing /
Branding

3. Directly managed store (Siheung)

Logistics /
CustomerService /
Sales



Systematic business system not constrained by regional boundaries

Garam Cosmetics boasts a centralized information system and a systematic business system operated by veteran staff from various fields over a number of years. Our workflow is established in a manner that allows fast and systemic response whenever and wherever issue occurs, as long as the Internet is connected.

c. Business part



Offline

Department stores / brand shops /
duty-free shops/direct stores



Online

: Official Web / Naver Store Farm/
Coupang/ Overseas B2B



OEM

: Selected OEMs, Specialized keywords
for eco-friendly/infant/family members



Contents

: Youtube/Instagram/N Blog/Facebook

Revenue structure through multiple distribution channels

The origin of Garam Cosmetics is the Kids-Early Teenager cultural development project.

Offline, which has limited supply of content, is based on Royal Place, and online, which is free to supply content, is currently in the deflop stage due to multi-platform activity, and we are carrying out OEM industries focusing on specialized keywords, including Disney. Starting from the fourth quarter of 2020, we will enter the content industry using brand IP.

1. About GARAM Cosmetic

d. Brand



Little Glam Girls

“Fun hypoallergenic cosmetics.”

1. Main target: Girls, 0 years old to teenagers
2. Sub-target: Men and women in their 20s
3. Official launch: 3Q 2019
4. Brand characteristics: Cosmetics combined with the content industry
5. Main distribution channel: Department store (products), social media (contents)



Fill Standard

“Convenient hypoallergenic cosmetics.”

1. Main target: Men and women in their 30s to 40s
2. Sub-target: Male in their 20s
3. Launched in: 2Q 2020
4. Brand characteristics: Functionally integrated cosmetics
5. Main distribution channel: Social media Network



521 Anti-Virux Project

“Completely hypoallergenic cosmetics.”

1. Main target: Men in their 20s and 40s
2. Sub-target: Female in their 40s
3. Launch in: 4Q 2020 (T.B.A)
4. Brand characteristics: Antibacterial, anti-inflammatory cosmetics
5. Main Distribution Channel: Drug stores



Rabbit's Letter

“Fresh hypoallergenic cosmetics.”

1. Main target: Women in their 20s and 30s
2. Sub-target: Female in their 40s
3. Launched in: 4Q2020(T.B.A.)
4. Brand characteristics: Preservative-free subscription-based cosmetics
5. Main distribution channel: Door-to-door sales / subscription



HEY BROTHER

“Unique hypoallergenic cosmetics.”

1. Main target: Men in their 20s and 40s
2. Sub target: Women in their 40s
3. Launched in: 2Q2021 (T.B.A.)
4. Brand features: Sports industry combined cosmetic
5. Main Distribution Channel: Social Commerce / Sports Facility

2. About Little Glam Girls

a. Brand Identity



Little Glam Girls
Little Glam Girls Cosmetic

Brand Mission: For adults, the brand is a medium that can evoke memories. For children, the brand presents a daily life full of adventure

Little Glam Girls, the first cosmetics for children, is a brand designed to be "healthier and safer." The needs of the brand arose from the need for self-expression and building self-management habits. It develops hypoallergenic solution products for not only children but also for adults with sensitive skin.

b. Line-up



Essential lineup

Original lineup
Content-centric strategy
Aromatherapy concept
Manages bath/color matching products



MOM & DAUGHTER

Sub lineup
Product-centric strategy
Carries products that can be shared by mothers and daughters

The brand with solid basics

It is developed focusing on the cleansing/bath product line. We supply products to children and consumers, such as pregnant women looking for mild cosmetics and we develop products that can be used both by mothers and daughters.

c. Strategy



부모

“It can be purchased with confidence, can be used by the whole family comfortably.”



언니/오빠

“Cosmetics you can give to someone as a present with confidence, cosmetics that will satisfy both the child who receives as a gift and the child's parents.”



아이

“The best gift with contents that I enjoy.”

Two-track strategy

- Development of products that can satisfy both major purchasers (2040 households) and final consumers (under 10 units) and execute independent marketing for each group
- Offer tailored contents to the social media platform mainly used by our target
- The first encounter is as a cosmetics brand you received as a gift, but in the end, it is the brand you ask for.

3. Products

a. Little Glam Girls 1st lineup



Little Glam Girls
Little Glam Girls Cosmetic

a. Bath / Basic Care Product Line

b. Color matching product line

c. Other accessories Bath

3. Products

a. Little Glam Girls 1st lineup



a. Bath / Basic Care Product Line

3. Products

a. Little Glam Girls 1st lineup

a. Bath / Basic Care Product Line



a. Bath / Basic Care Product Line

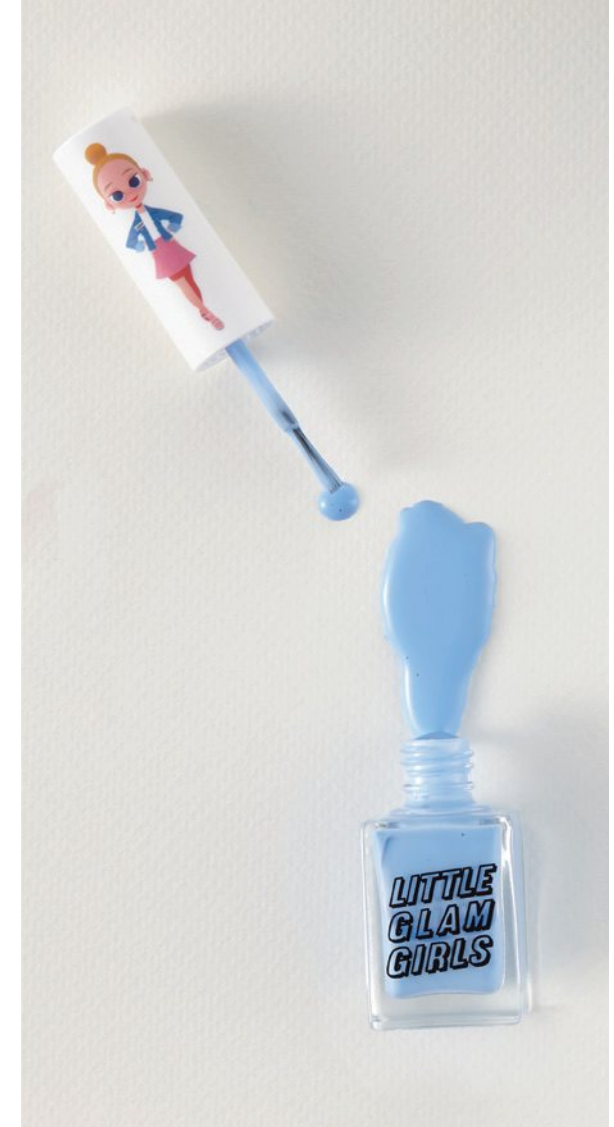
- ① Shampoo (Lavender / Orange)
- ② Shower Gel (Lavender / Orange)
- ③ Hair Conditioner (Lavender / Orange)
- ④ Body Lotion (Lavender / Orange)
- ⑤ Bubble Bath Powder (Eucalyptus / Mandarin / Jasmine)
- ⑥ Essential Oil Facial Mask (Lavender / Calendula /
Jasmine / Orange / Rose)
- ⑦ Facial Cleanser (Cedar Wood / Mandarin)
- ⑧ Multi Cleanser Bean (Color Bean / Honey Bean)
- ⑨ Bubble Clay Cleanser (Baby Powder / Apple)
- ⑩ Sound Sleep Facial Mask (Deep Sleep / Nose Re-Fresh)

3. Products

a. Little Glam Girls 1st lineup



b. Color matching product line



3. Products

a. Little Glam Girls 1st lineup



b. Color matching product line

b. Color Product line

- ① Sun Block Cusion
- ② Water Based Nail Polish (8 Color)
- ③ Essential Oil Lip Crayon (5 Type)

3. Products

a. Little Glam Girls 1st lineup



c. Other accessories Bath



3. Products

a. Little Glam Girls 1st lineup



c. Other accessories

c. Other Acc

- ① Safety Foldable Mirror (5 Type)
- ② Nail Sticker (5 Type)
- ③ Gel Nail Sticker (5종)
- ④ Canvas Pouch
- ⑤ Glitter Water Proof Pouch Bag
- ⑥ PVC Clear Pouch
- ⑦ Little Makeup Box
- ⑧ Pure Cotton Waffle Gaun
- ⑨ Vegan Fur Headband
- ⑩ Vegan Fur Sleeper
- ⑪ Yellow Duck Shower ball
- ⑫ Mu-ru-Mu-ru Organic Sponge SET

3. Products

b. Little Glam Girls Special lineup (Fill Standard)



**FILL
STANDARD
SOLUTION**
by Little Glam Girls

Bath / Special Care

3. Products

b. Little Glam Girls Special lineup (Fill Standard)



3. Products

b. Little Glam Girls Special lineup (Fill Standard)



a. 리틀글램걸즈 2차 라인업 목록

- ① Fill Standard 3 in1 WASH Multi Cleanser (520mL / 1000mL)
- ② Fill Standard AQUADEEP Soothing Moisture (520mL)
- ③ Fill Standard ATOFLUX Special Care Emulsion(100mL)
- ④ Fill Standard HUE PACK Facial Mask (20mL)

4. Brand status

a. Established Young Skin Beauty Lab.



Established Young Skin Beauty Lab joint research institute

We jointly established the Young Skin Beauty Lab, a research center for hypoallergenic cosmetics for children, with CNK Cosmedical, which is famous for its cosmetics R&D efforts



어린이저자극화장품연구소
YOUNG Skin Beauty Lab.

4. Brand status

b. Dusol Beauty X Garam Cosmetic Joint TF Conference



Signed a Marketing MOU with Dusol Beauty

We are operating a joint TF team to vitalize the marketing of Little Glam Girls and hold regular conferences.

dusol beauty
by sidusHQ

4. Brand status

c. Signed MOU with Flystation Korea



Signed a marketing MOU with Fly Station Korea

By signing a marketing MOU with an indoor skydiving sports brand, Fly Station, we are developing various content / promotions and preparing to sell at Yongin branch. Recently, we produced a campaign advertisement and are playing it while educational videos are shown.



4. Brand status

d. Grand Hyatt Seoul Collaboration



그랜드하얏트서울 X 리틀글램걸즈

July 30 – August 16, 2020 11:00 AM – 3:00 PM

서머 패키지 어린이를 위한 그랜드 하얏트 서울 이벤트! 스케치 지도를 보고 미션을 수행하면 2층에서 선착순으로 '리틀글램걸즈'의 선물을 받아갈 수 있습니다.

Enjoy a special event that's only available to our summer package guests!
When your beloved children have completed the mission,
go to the second floor to receive a small gift from 'Little Glam Girls'.

Little Glam Girls
Little Glam Girls Cosmetics

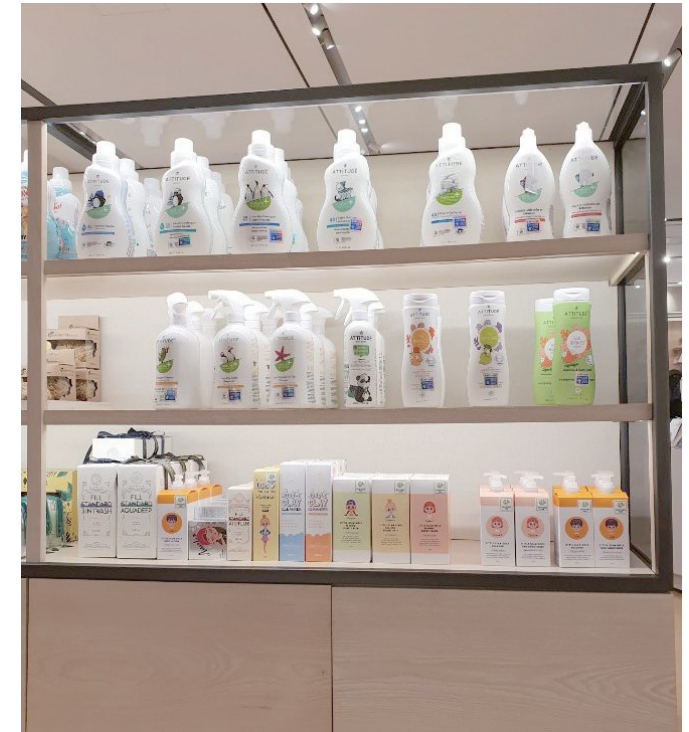


Grand Hyatt Seoul Collaboration Event

We collaborate with Grand Hyatt Seoul on marketing activities. We held events such as pop-up concept store and sponsored gifts.

4. Brand status

e. Selling at Shinsegae Department's six Shop-in-Shops (Bebepapa)



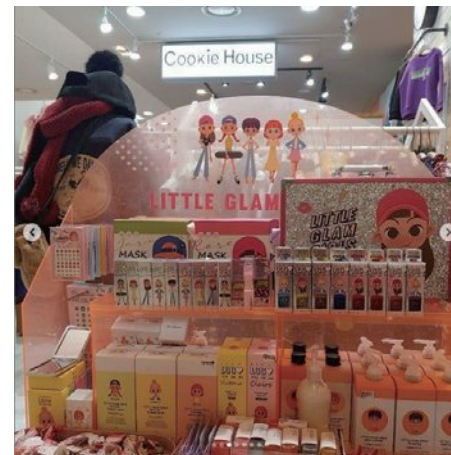
Launched products at six shop-in-shops in Bebepapa, a children's goods store at Shinsegae Department Store

Now, selling in Bebepapa stores in six locations, including Daegu, Yeongdeungpo, Busan Centum, Gwangju, and Gyeonggi.

4. Brand status

f. Selling in Cookiehouse nationwide

Cookie House
EASY&LOVELY KIDS LOOK BRAND



Cookiehouse nationwide

We are selling our products nationwide by launching our products in Cookiehouse, which has similar brand targets and market positioning.

4. Brand status

g. Lotte World Mall Pop-up Store

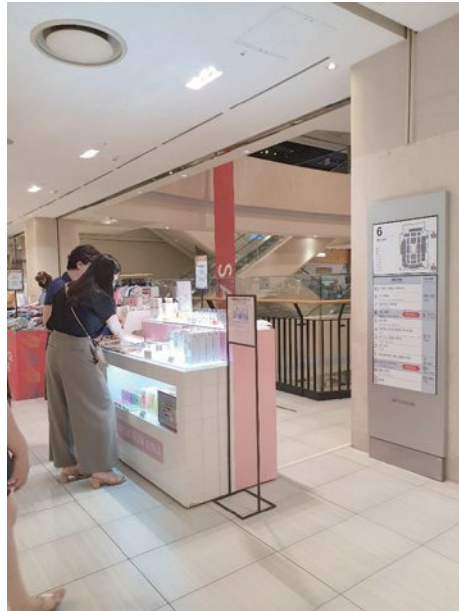


Lotte World Mall Pop-up Store

We held various on-site events to promote product experience and to attract consumers to the online store, targeting smart consumers.

4. Brand status

h. Shinsegae Department Store Pop-up Store

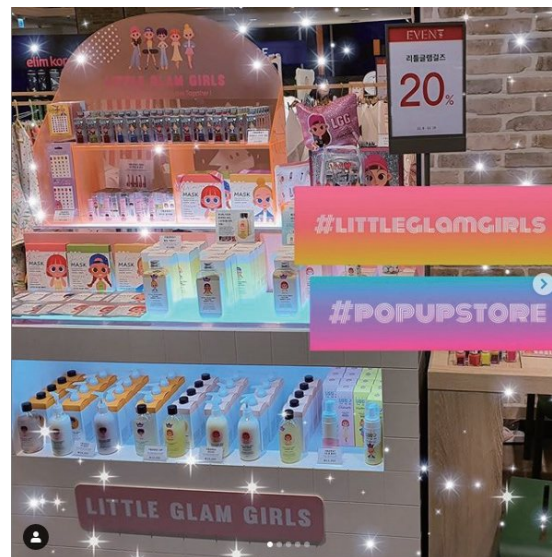
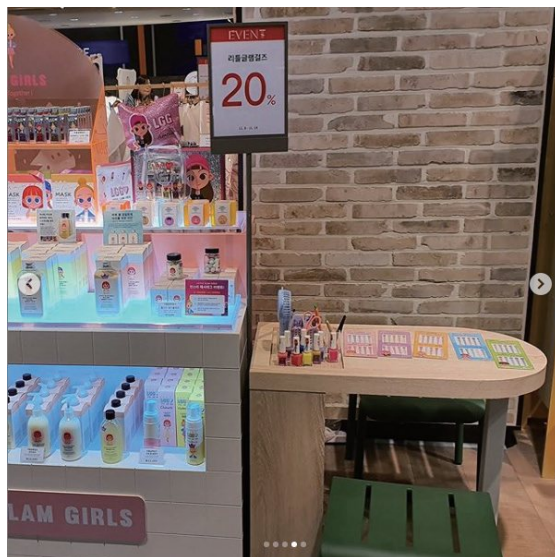


Shinsegae Department Store pop-up store

We opened a pop-up store at the Shinsegae department store's Gyeonggi branch to conduct customer satisfaction surveys and brand penetration analyses.

4. Recently

i. Hyundai Department Store Pop-up Store



Hyundai Department Store pop-up store

We held various offline BX promotions through the Hyundai Department Store pop-up store and experience events.

4. Brand status

j. Featured in Milk Pang TV



Featured in Milk Pang TV, Samji Animation Creator Channel

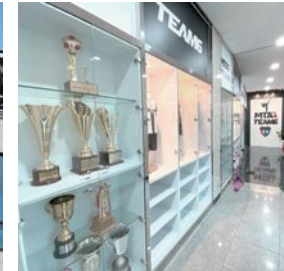
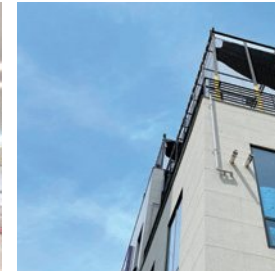
Little Glam Girls offline flagship store experience was featured in Milk Pang TV, Samji Animation Creator Channel, which is famous for its animation, Miniforce

5. Facilities

a. GCI Sports & Education Center



GCI 스포에듀센터



Garam DNC Group's new education center

It is a new pilot-based education center of the Garam Integrated Education Center in Siheung City, Gyeonggi-do. We are sharing various content and holding promotions with our stores, marketing partners, and center residents.

5. Facilities

b. Little Glam Girls Flagship Store



Little Glam Girls Flagship Store

It is a multi-purpose multiplex platform with a kids spa, nail art zone, costume play zone, gift shop, product experience zone, photo booths, party rooms, game rooms, creator studios, and coin karaokes. It is used as an offline-based contents / products / marketing experiment lab and is a base that combines the customer satisfaction center and logistics management center for the stable operation of the brand.



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