

An artistic illustration of Tarzan and Jane. Tarzan, on the left, is a muscular man with dark, wavy hair, wearing a simple brown loincloth. He is looking towards Jane. Jane, on the right, has long, blonde, curly hair adorned with a crown of red flowers. She is wearing a white, strapless dress with intricate gold jewelry. They are standing in a lush jungle with large trees and vines. A large, ornate golden vase is visible on the left. The scene is partially obscured by a large, light blue, abstract shape that serves as a background for the text.

TARZAN & JANE

Wear Nature!

Tarzan & Jane Functional Underwear

Company Introduction

Wear to nature!

We are an underwear manufacturing company providing customers with the best ventilation and primal comfort through our self-developed and patented skirt-type functional underwear with a new design.

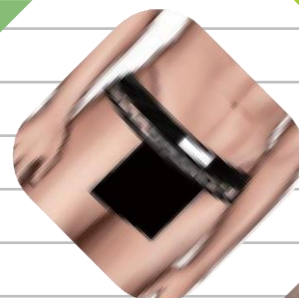


Core Values

Superior functionality of products
A company that customers can trust

Company History

2022	07/08	Company registration
	09/21	Jointed KOTRA as a corporate member / Jointed EC21 as a corporate member
	10/04	Joined the Korea International Trade Association (KITA) / Joined Trade Korea
	10/07	Registered design for functional underwear
	11/09	Filed design registration in Japan
2023	01/04	Patent registration for functional underwear
	01/16	Selected as a candidate for the Entrepreneurship Promotion Agency's startup business evaluation committee (related to export/import operations)
	01/28	3D underwear design (men/women)
	01/30	Selected as a target for the 2023 Domestic to Export Support Program by KITA
	05/19	Completed design registration in Japan
	07/17	Design and prototype production completed
	12/06	BI work completed
2024	01/08	First batch of prototypes completed
	01/22	Exclusive patent implementation right and trademark exclusive usage right registered
	03/26	Consumer market research (600 men and women)
	04/24	Completed design registration in China
	05/21	Second batch of prototypes completed
	05/28	Raw and subsidiary material purchasing contracts completed
	08/08	Secured policy funds (working capital)
	09/12	Participated in the Social Enterprise Expo (09.12-14) at Kim Dae Jung Convention Center, Hall B
	09/30	Started product production



Company Introduction

Business summary

Brand Name	Tarzan & Jane
Product Name	Tarzan & Jane Skirt-Style Jungle Underwear
Features	A new design of functional underwear that provides zero pressure on sensitive areas.
Product Positioning	Competing with boxer briefs, trunks, functional boxer briefs, and Japanese "fundoshi" products.
Target Customers	Men in their 50s-60s and women in their 40s-50s (based on market research and Open Survey results).
Sales	Planned online sales (Naver, Coupang, GS Shop), B2B (via TradeKorea, EC21, etc.).



Value

Delivering a new sense of comfort and breathability that offers a truly heavenly wearing experience to customers.



Vision

To become a trusted premium underwear brand from Korea.



Mission

To continually develop and launch new designs with eco-friendly materials that meet customer needs.

Team composition



Im Sang-ho CEO

Business Management, Strategic Planning

- ✓ 12 years of experience at Taechang Co., Ltd. (International Business, Strategic Planning, Head of China Branch)
- ✓ 8 years at the Korea Customs Service (Expert in FTA Export/Import Business Support)
- ✓ 6 years as CEO of Coins Trading
- ✓ Launched QUEEN STORY Silk Underwear
- ✓ Experience in Import/Export and Overseas Outsourcing



Kang Ho-sung Advisor

Planning, Marketing

- ✓ CEO of Redeem Co., Ltd.
- ✓ 20 years of experience in Business Management and Strategic Planning
- ✓ Former Daewoo R&D Lab
- ✓ Recipient of the "Daewoo Group Technician Award"



Na Mi-jung Designer

Product Design

- ✓ Ph.D. in Design, Chosun University
- ✓ M.A. in Design, Ewha Womans University
- ✓ B.A. in Fine Arts, Chosun University
- ✓ Currently an Adjunct Professor of Textile and Fashion Design, Chosun University
- ✓ Founder of Home & Fashion Design Studio 015

Intellectual Property Rights (Patent/Design/Trademark)



Patent Registration /
Domestic
(2023.01.04)



Design Registration /
Domestic
(2022.09.29)



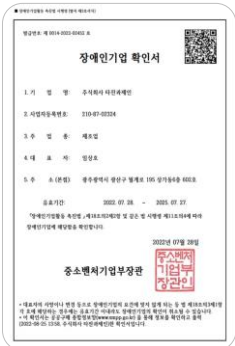
Design Registration /
Japan
(2023.05.19)



Trademark Registration
(2022.01.20)



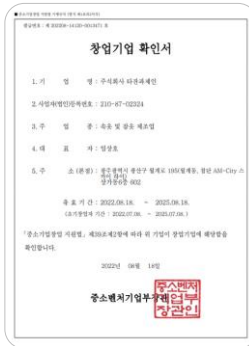
Design Registration /
China
(2024.03.26)



Certification for Disabled-
Owned Business



Certification for Small and
Medium Enterprises



Certification for Startup
Companies

Intellectual Property Portfolio

- Domestic Patents (1 items)
- Domestic Design Registration (1 item)
- Japanese Design Registration (1 item)
- Chinese Design Registration (1 item)
- Korean Trademark Registration (1 item)
- English Trademark Registration (2 items)

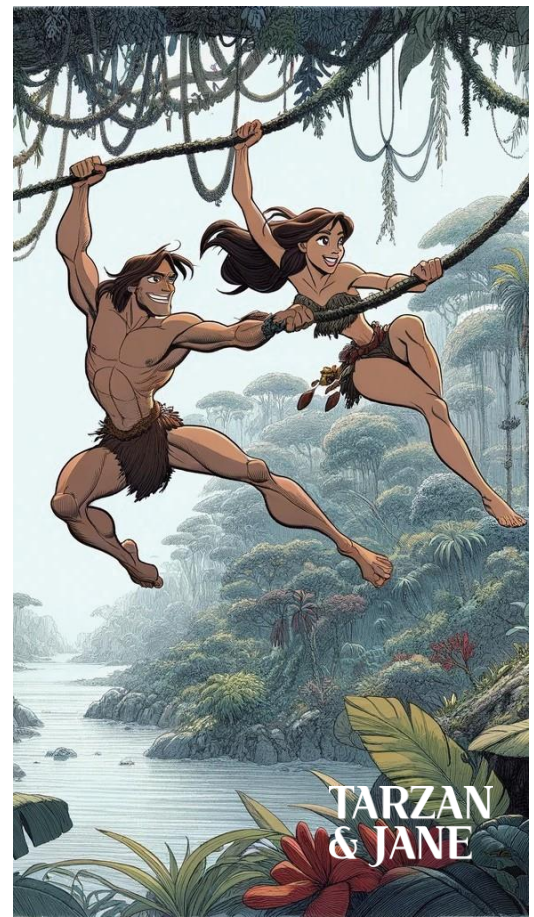
Business Promotion Background

Wearing briefs can feel too tight around the groin, while boxer shorts offer comfort but tend to cause sweating in sensitive areas. Functional boxer briefs are somewhat comfortable, but they still feel constricting and have ventilation limitations.

One day, I recalled the outfits worn by the main characters in the movie "Tarzan & Jane," and was inspired by their style. I initially bought long women's boxer briefs, cut and reassembled them to create a test version of functional men's "Tarzan & Jane" underwear. I continued to make and wear similar underwear, and eventually, I found that it completely resolved the issues of tightness and poor ventilation.

Since then, I have stopped wearing commercial underwear and have been exclusively making and wearing "Tarzan & Jane" underwear. After comparing it to anticipated competitors in domestic and international markets, I confirmed that it has distinctiveness and competitive advantages. Thus, I decided to commercialize it, targeting the Japanese market first and then expanding globally.

The brand name "Tarzan & Jane" embodies a new product that captures the jungle attire of Tarzan and Jane from the wild, reimagined as functional underwear.



Products

Men's panty

TJM-001

1. **Product Name** : Men's Skirt-Type Underwear
2. **Colors** : Black, Orange, Green (Bright and soft tone)

Product Description

- **Features** : Uses high-quality, soft modal fabric both inside and out, with lace applied to the front and back skirts for a unique fashion differentiation.
- **Performance** : Provides excellent natural ventilation and a barely-there feel, offering customers the utmost comfort.



Women's panty

TJW-001

1. **Product name** : womens skirt type panty (same material with mens')
2. **Colors** : Black, Orange, Green (Bright and soft tone)

Product Description

- **Features** : Uses high-quality, soft modal fabric both inside and out, with lace applied to the front and back skirts for a unique fashion differentiation.
- **Performance** : Provides excellent natural ventilation and a barely-there feel, offering customers the utmost comfort.



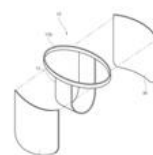
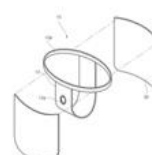
Characteristic

Form

- A skirt-like appearance without leg holes, with a straight functional pad on the inside.

Effects

- No pressure or tightness on sensitive areas
- A comfortable fit that feels as if you're wearing nothing
- All-around natural ventilation





**TARZAN
& JANE**

TARZAN & JANE

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