



www.boneve.kr

Company Introduction

- **Establishment**

Jan. 9, 2017

- **Location**

5, Waryong-ro 73-gil, Seo-gu, Daegu, Republic of Korea

- **C.E.O.**

Jundong Hwangbo

- **Type of business**

Manufacture and distribution of bedding

- **Sales turnover**

4.3 billion (Consumer sales FY2018)

- **Partner Company**

Tcion Co. Ltd.

- **Address**

5, Waryong-ro 73-gil, Seo-gu, Daegu, Republic of Korea

- **Homepage**

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Company History

• 2 0 1 7

- Established Boneve Co., Ltd.
- Shop opening at the department store in Daedong, Changwon
- 5 shops opening at Save Zone stores
(Haeundae, Nowon, Gwangmyeong, Jeonju, Ulsan)
- Launch at Hyundai Home Shopping (Plus)
- Launch at SK Store
- Launch at Shopping&T
- Launch at Shinsegae Home Shopping

• 2 0 1 8

- Supply to Evezary
- Launch at W Shopping

• 2 0 1 9

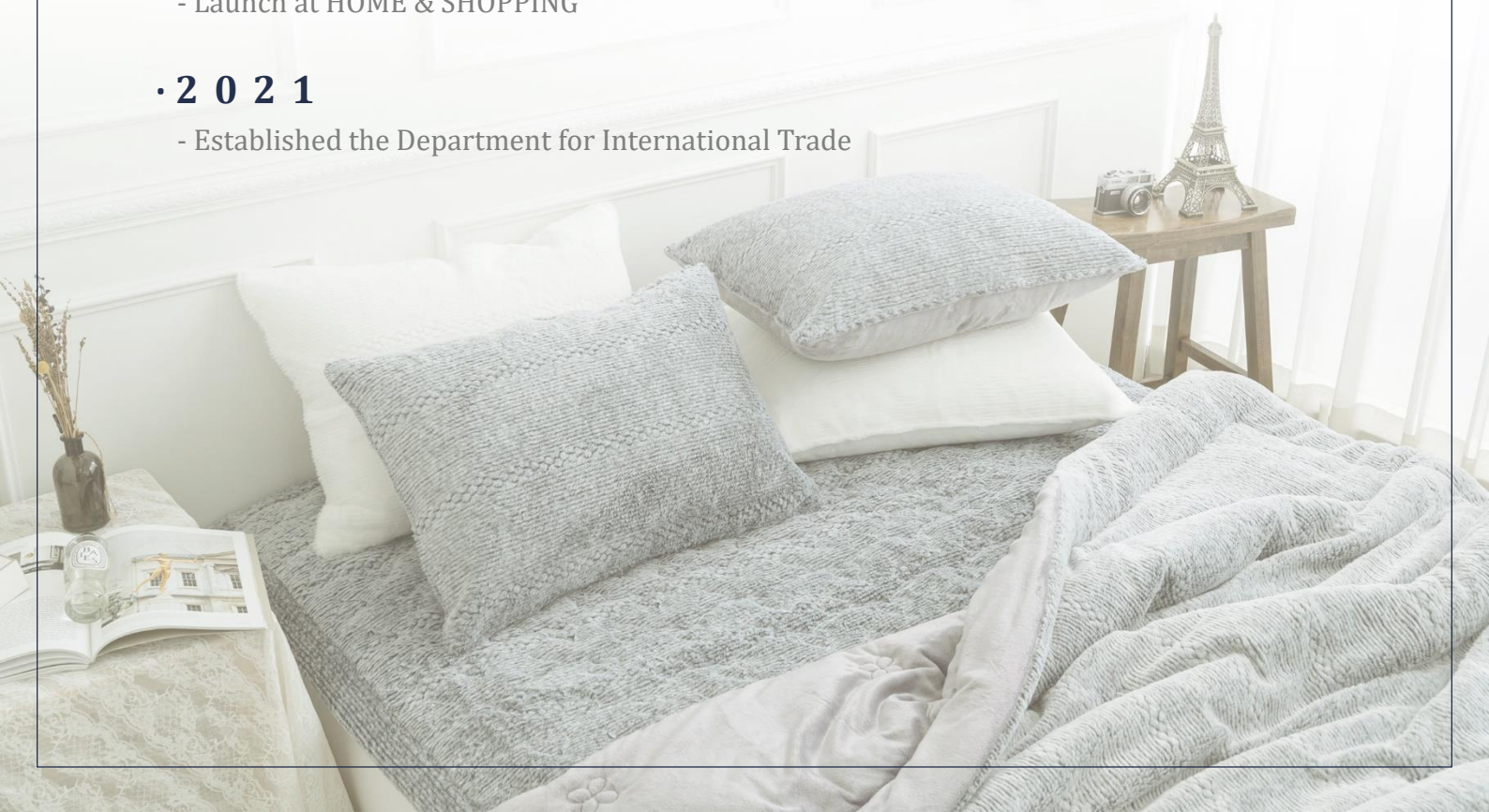
- Joined Korea International Trade Association
- Launch at Lotte Home Shopping
- Signed a character license with CJ ENM 'Shinbi Apartment'

• 2 0 2 0

- Launch at HOME & SHOPPING

• 2 0 2 1

- Established the Department for International Trade



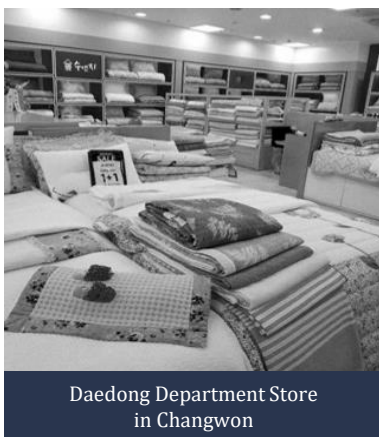
Sales Channels

Cooperative Company



01 Department stores

Operation of 9 stores at department stores or directly nationwide

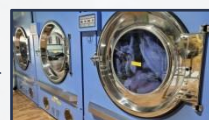
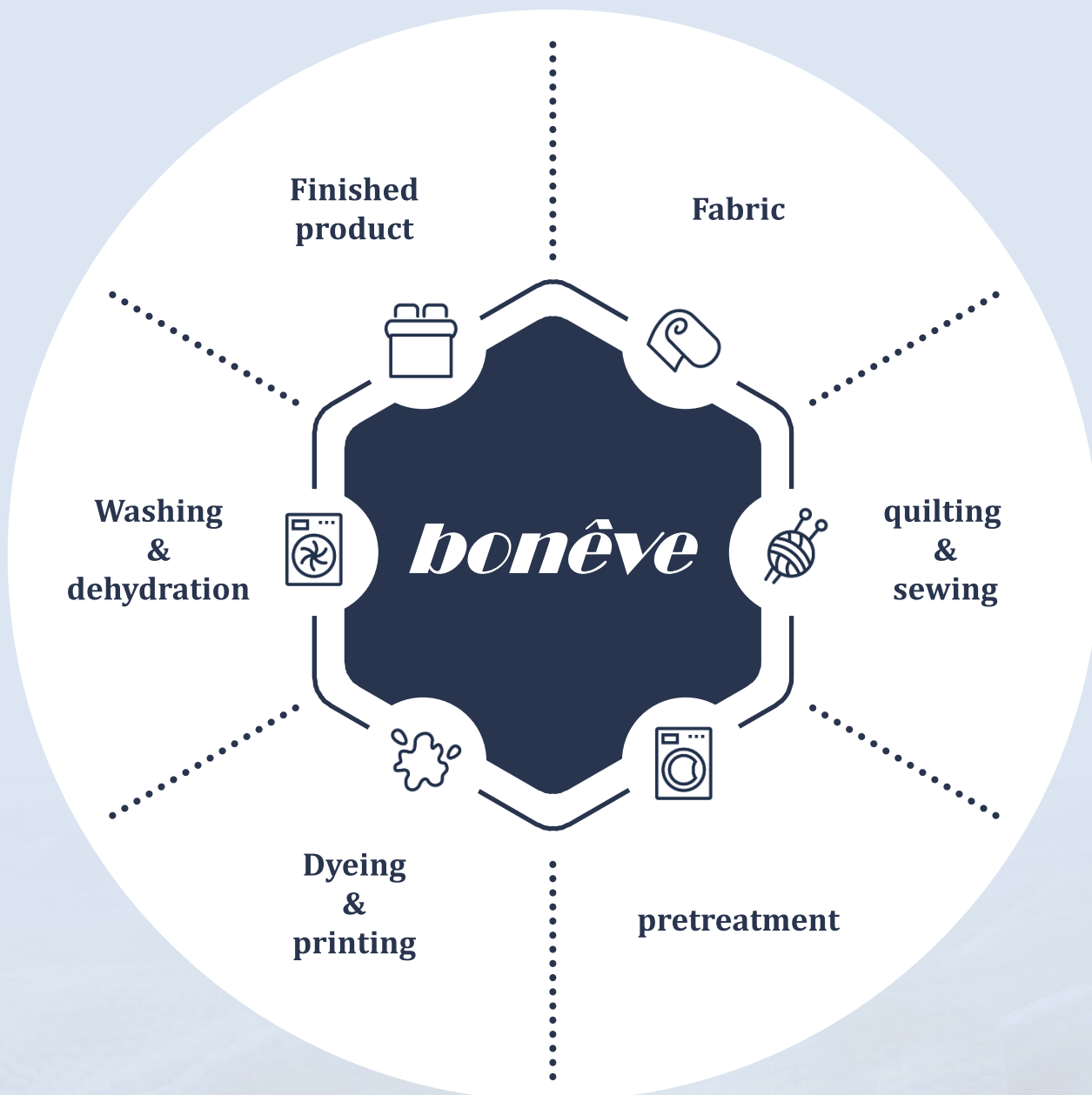


02 TV home shopping

Launched through many channels such as Lotte Home Shopping, Shinsegae Home Shopping, Hyundai Home Shopping, Shopping NT, SK Store, W Shopping, etc.



Facilities





Tiara



Gureumi



Ieum



Morning

Material: Cotton 100%
Item: comforter, mat, pillowcase
Color : grey, ivory





Sodam



Cotton candy



Hunting summer



Cycle

Material: Snow searsucker
Item: bed spread
Color : white, blue, grey





Basic



Chopin

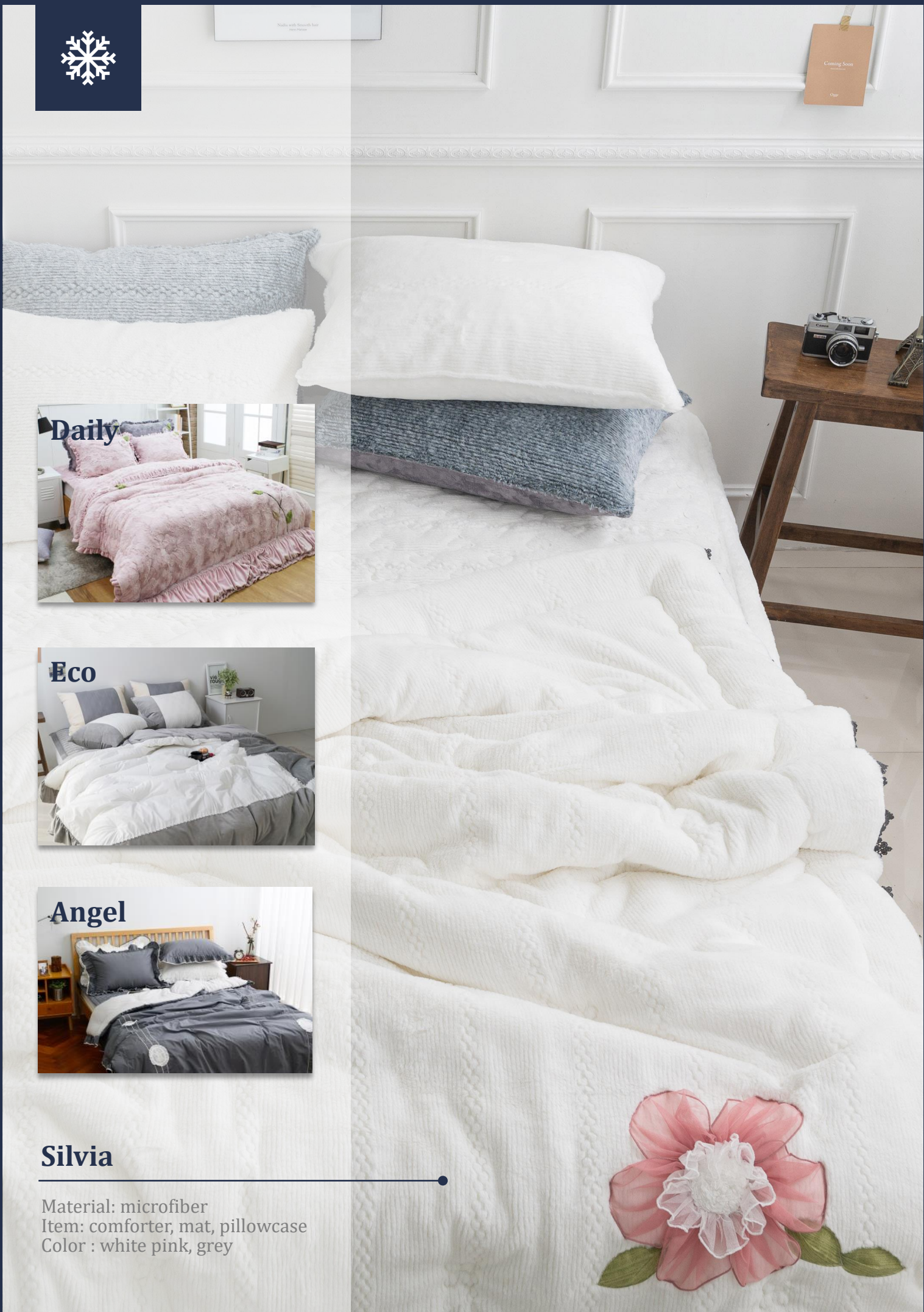


Casa



Blanc

Material: Organic Cotton 100%
Item: comforter, mat, pillowcase
Color : purple, blue



Silvia

Material: microfiber
Item: comforter, mat, pillowcase
Color : white pink, grey





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