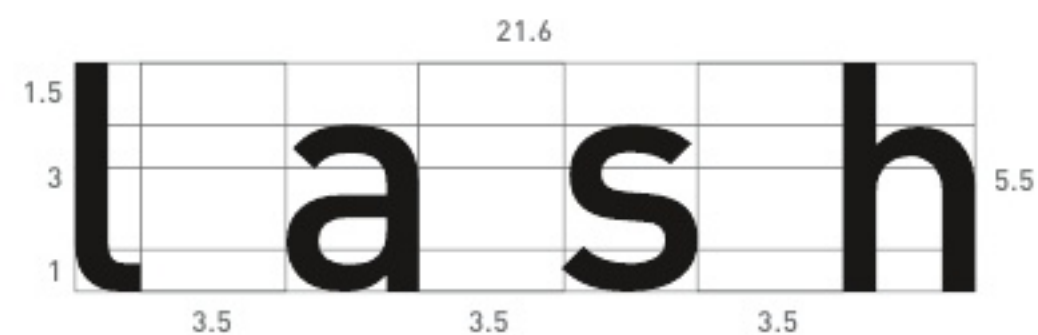


l a s h

VEILED, UNVEILED

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VEILED, UNVEILED

In hidden areas, the process conducted by people with technical skills and expertise from each field, VEILED.

; the whole processes in lash (design process, artwork, formation, crafter)

Through that process, the recreated result focused on the essence with mature details, UNVEILED.

;The results done by lash

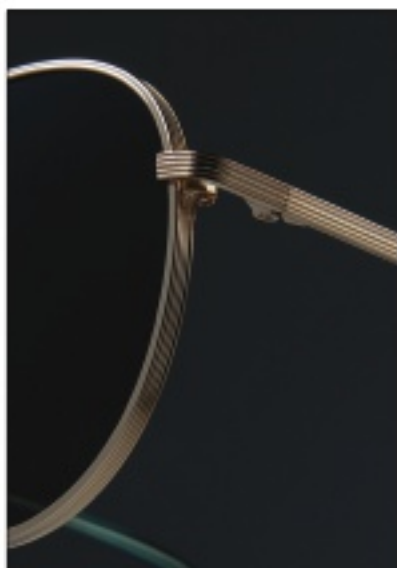


History

2014.06	Launched lash eyewear
2015.01	Established the Design Lab
2015.04	Participated in DIOPS (Daegu International Optical Show), South Korea Participated in Capsule Show Las Vegas, The United States
2015.10	Participated in Vision Optical Show New York, The United States
2016.02	Obtained the certificate of Korea Start-up Company Released Lash x Nudebones Collaboration
2016.05	Contracted Asia Taiwan Sole Distributorship
2016.12	Established in business with Lotte Duty-Free in Je-Ju island Established in business with Sinsegae Duty Free in Pusan Centum Established in business with Silla Duty Free
2017.03	Participated in Capsule Show California, The United States Established in business with Sinsegae Department Stores (Gangnam, Gyeonggi, Incheon locations) Established in business with Hyundai Department Stores (Trading Center, Cheonho, Sinchon, Mokdong locations)
2017.04	Participated in DIOPS (Daegu International Optical Show), South Korea
2017.09	Established in business with Silla Duty Free in Incheon Airport Established in business with Silla Duty Free at Silla Hotel Established in business with Sinsegae Duty Free at Myeong-Dong
2018.01	Established in business with Silla Duty Free in Incheon Airport Terminal 2
2018.01	Released Lash x Dewi Collaboration
2018.10	Participated in Silmo Paris, France
2019.01	Participated in Opti Munich, Germany
2019.04	Participated in DIOPS (Daegu International Optical Show), South Korea
2020.03	Released Lash x Mamacoma Collaboration
2020.05	Established in business with Lotte Department Store (Flagship, Jam-Sil, Pusan, Gwangju, Ulsan Locations)

Introduction

Strength



4-line Home Line

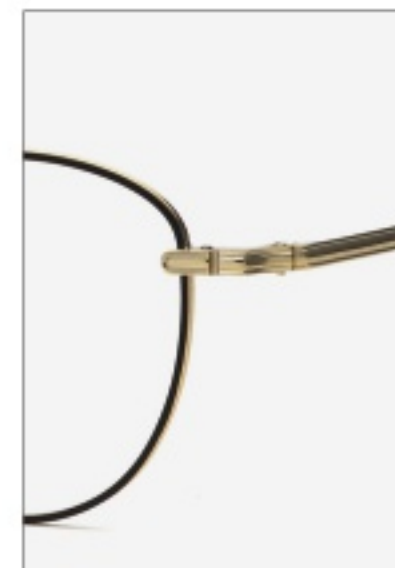
In Lash's metal product lineup, the four lines of Japanese engraving technique featuring the moderate detail and delicate design in the height difference is applied as Lash's signature design details. You can find this detail in the best models like HOPE, CURE, and PROPOSAL.

Signature



Metal Rivet

From 2020-2021 new collection, the signature rivet is applied both in the acetate and metal product lineup. It is the design with the detail of height difference in the front and temples. By using the real rivet technique, the quality is enhanced in finishing.



Endpiece+Temple

The signature product lineup showing Lash's delicate detail techniques. With the starting of titanium edition in 2020, it is the signature detail in the endpiece and temples.

Introduction

Strength



EvoFlex Material

From the 2020fw collection, Lash uses a new material called Evo-Flex. It is a titanium and steel alloy from MOD, Germany. Compared with stainless steel that is generally used as the material of eyewear, Evo-Flex can be refined to the maximal thin thickness with high flexibility. By using a minimum number of screws. It is lightweight like full titanium eyewear.

Technique



Pure Titanium Collection

Lash's Pure Titanium Collection is made of titanium and beta-titanium in every part. Titanium is a material featuring superior solidity, anti-corrosion, and lightweight. Titanium as a near-perfect material with modern mechanical engineering techniques fulfills a high level of completion. Generally, titanium eyewear uses titanium material only in temples and bridge part with leaving other parts in stainless steel. Lash's pure titanium has better durability, fitting and lightweight with using titanium in all parts.

Introduction

Brand Identity

Application

Navy as Lash's signature brand color, White & Silver as sub-brand color, Coral orange as point color. Lash's witty applications will be presented and added to the annual collection.

Royal navy
Main Color

PANTONE	2766C
CMYK	99 92 41 47
RGB	4 28 89
HTML	041C45

White & Silver
Sub Color

PANTONE	0000
CMYK	255 255 255
HTML	FFFFFF

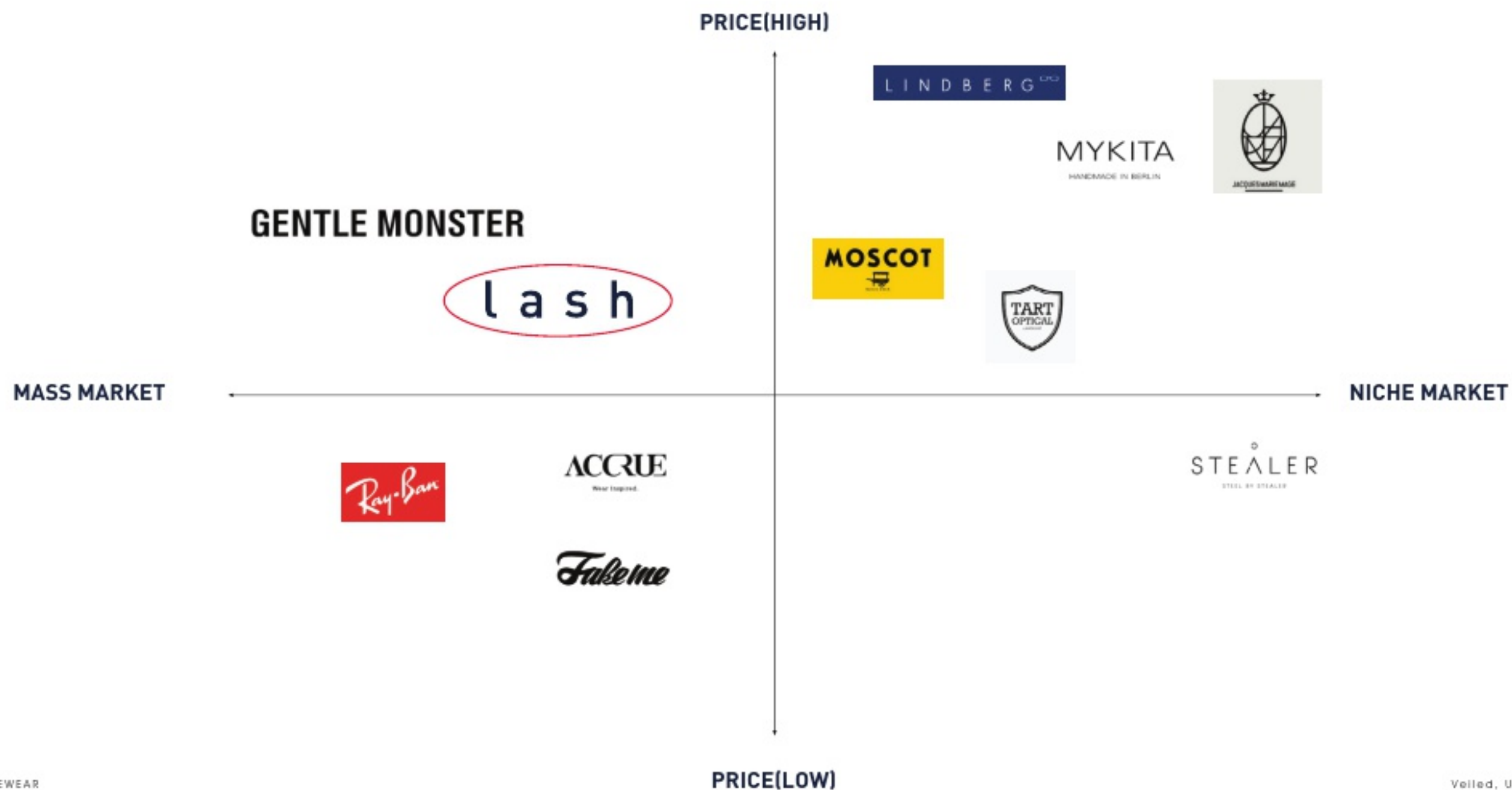
Coral Orange
Point Color

PANTONE	2026C
CMYK	0 82 80 0
RGB	233 79 49
HTML	E94F31



Introduction

Market Positioning



Introduction

Market Positioning



Wholesale	Department store & Duty Free	Select Shop
60%	20%	20%
Optical Store (240)	LOTTE DEPARTMENT STORE SHINSEGAE DEPARTMENT STORE THE SHILLA duty free DUTY FREE HYUNDAI DEPARTMENT STORE	ROUNZ HOTSUNGLASS TOTAL SUNGLASS W.CONCEPT. MUSINSA

INTERNATIONAL



Taiwan	United States	Australia
70%	25%	5%

Introduction

Brand Identity

Online Platform

Instagram

@lasheyewear_official

@lasheyewear_People

@lasheyewear_Taiwan

Facebook

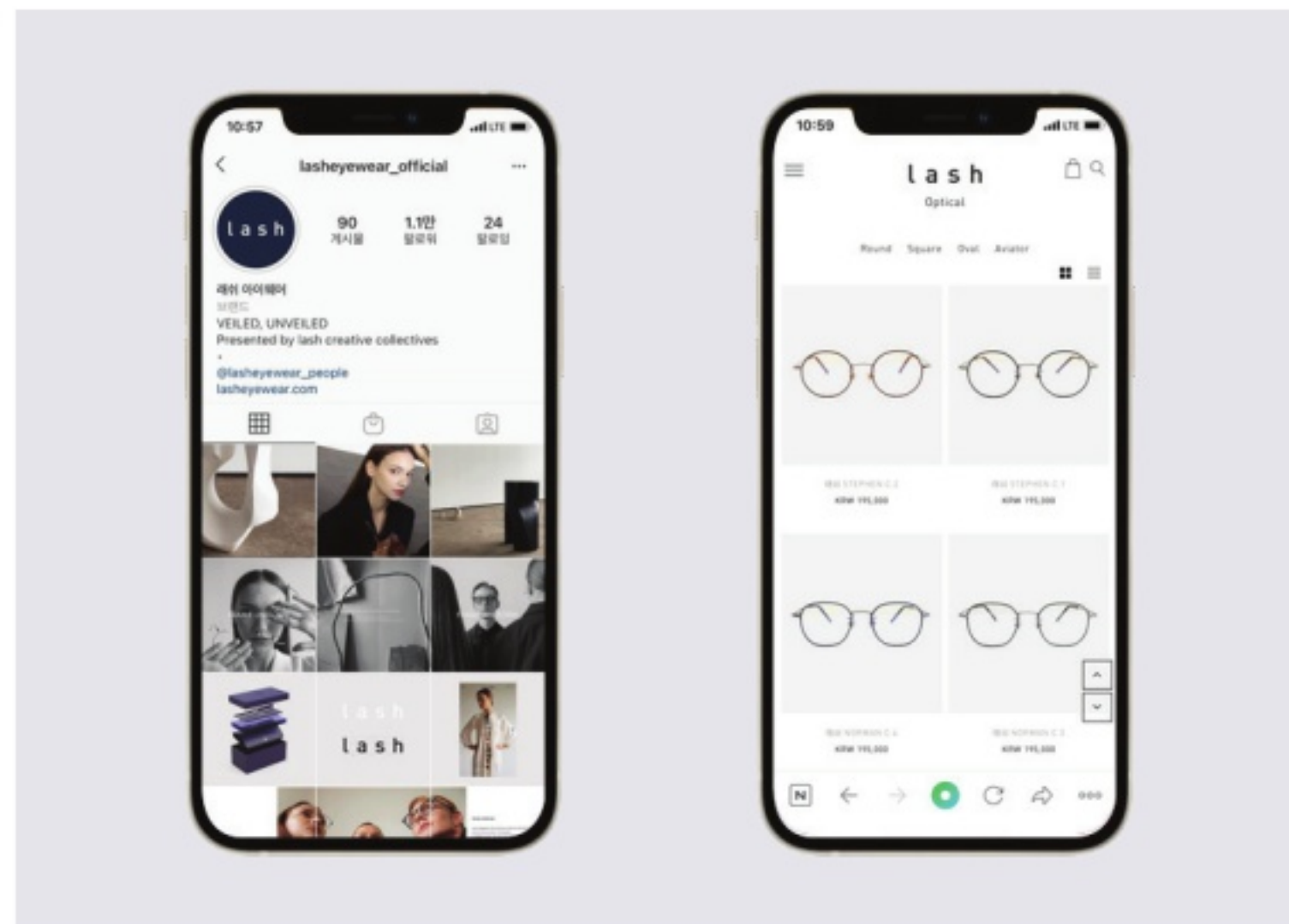
@lasheyewearofficial

Naver Blog

<http://blog.naver.com/lasheyewearofficial>

Website

<http://www.lasheyewear.com>



Introduction

Marketing

Magazine/ Celebrity Marketing



FRAME UNIFORM

SEASON CONCEPT

'FRAME UNIFORM'

The eyewear creates the uniform. The eyewear for various people living in different backgrounds without being limited anywhere. As Act 2, the re-branded lash presents the beauty of stillness and moderation in design details and sensuously painted brand color. lash suggests the practical uniform with the most distinct and modern silhouette.









2020 A/W Optical Collection - 'FRAME UNIFORM'



VICTOR



KNOT



NICTO



DAN



MOSS



GRAVER



SIMON



BAKER

2021 S/S Sunglasses Collection - 'FRAME UNIFORM'



CHIEF



MASNDY



PROMISE



STUFF



CLOSER



HYDE



GLOW



DANNY[S]

LASH Collection Best Optical Line



Collection Best Optical



JEFF



PEACH



DANNY



JOHN



A-TYPE24.5



DAVID



TIMELESS



REST



ZERO

LASH Collection Best Sunglasses Line



Collection Best Sunglasses



MARY



HOPE



PASSION



TRAP



PROPOSAL



TIME



CURE

LASH 2020 Project. Pure Titanium Collection

22 TI

Titanium is the material featuring superior solidity, anti-corrosion, and lightweight. Titanium as a near-perfect material with modern mechanical engineering techniques fulfills the high level of completion. LASH's titanium edition 'L-22 TI' edition is explained with the color sense of metal itself, structural balance, and details in the simplicity of design.

LASH EYEWEAR

Product Making Film

LASH



Graphic

22 TI
Pure Titanium Edition

22 TI
Pure Titanium Edition

22 TI
Pure Titanium Edition

CARL



HANNA



ERIC



2020 Capsule Project

LASH 2021 Project. American Vintage Edition



2021.01 Coming Soon

l a s h | RETROSPECT

VEILED, UNVEILED

We're here to help and answer any question about LASH eyewear you might have or sales of our products. We look forward to hearing from you.

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