



B A N D O O P T I C A L

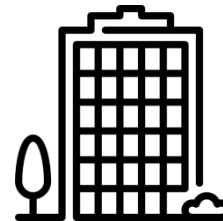


BANDO OPTICAL



C.E.O

LEE SANG TAK
LEE SEONG BAEK



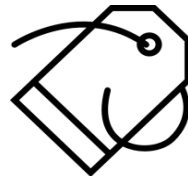
ESTABLISHED YEAR

1986. JULY



ITEM

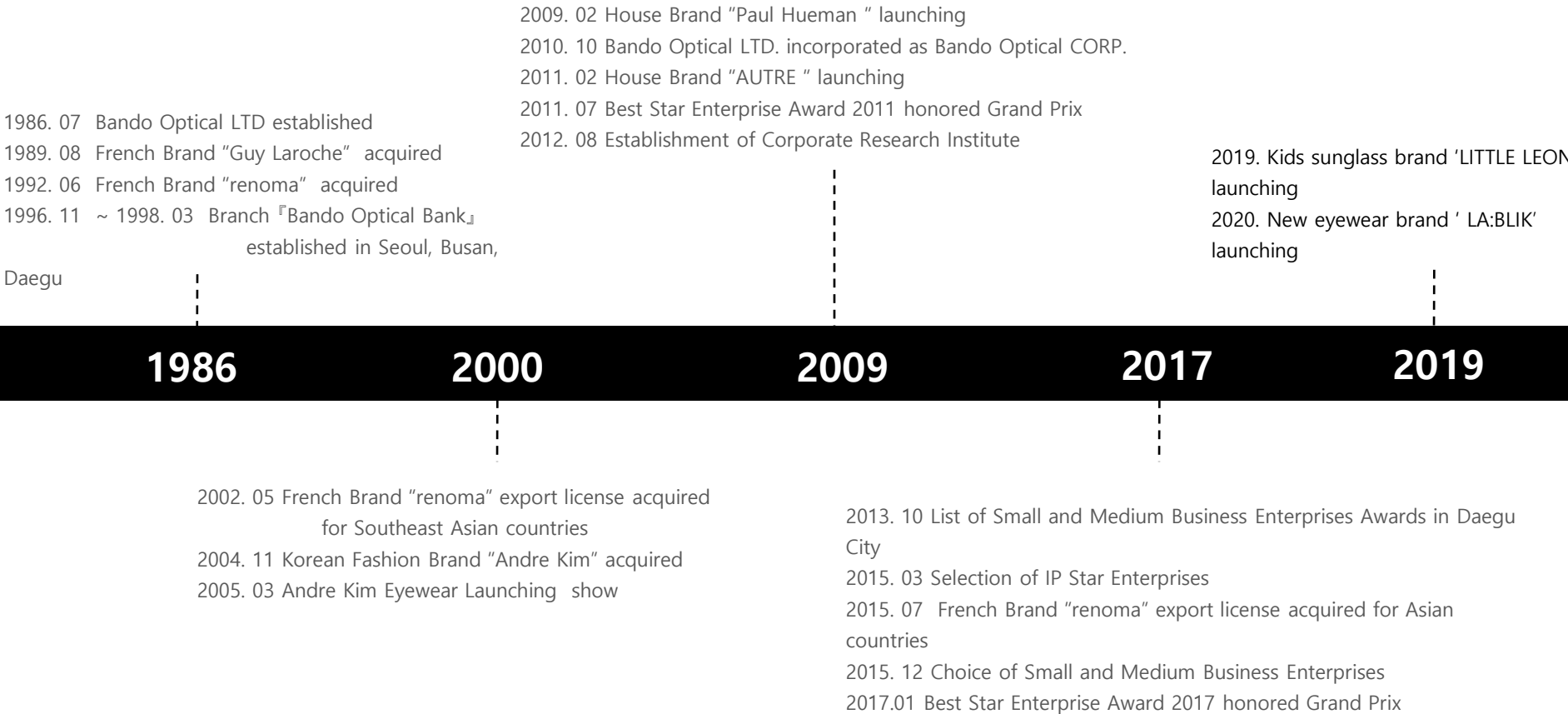
SUNGLASS / OPTICAL FRAME / KIDS SUNGLASS

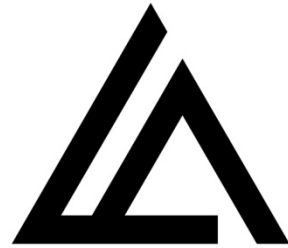


BRAND

PAUL HUEMAN / LA:BLIK / LITTLE LEON

ABOUT COMPANY





La:blik
eyewear

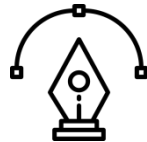
『La:blik』 means 'capture the masses' in French, which is a brand created by combining the two words 'ravir' from 'enrapture' and 'public' from 'the masses'.



TARGET

ALL

- Men & Women in their 30s and over



DESIGN
CONCEPT

Trend & Casual

- Simple but luxurious design that can fit anyone
- Use of various materials or composite materials

LAF-3016A Col.5



Col.4



Col.5-1



Col.9



LAF-3002D Col.1



LAF-3003D Col.14



Paul Hueman
P A R I S

Vintage sensitivity and classic brand with no change over time

ABOUT PAUL HUEMAN



TARGET

2040

- Men and women in 20s to 40s



DESIGN
CONCEPT

- Modern vintage design + Trendy look

Modern & Vintage



B2B / B2C

DISTRIBUTION

- Exports to more than 20 countries
- Cooperate with about 3,000+ optical shops
- Official on-line store
- Duty Free at the airport(Incheon, Busan)

PHS-1133A Col.5



Col.4



Col.5-1



Col.11



PHS-2009A Col.2



Col.5



Col.14



PHF-349D Col.5



Col.4



Col.6



Col.11



Col.5



Col.6



Col.8

PHF-329D Col.11



LOOKBOOK PAUL HUEMAN



PHF-336D Col.1



PHS-2009A Col.2

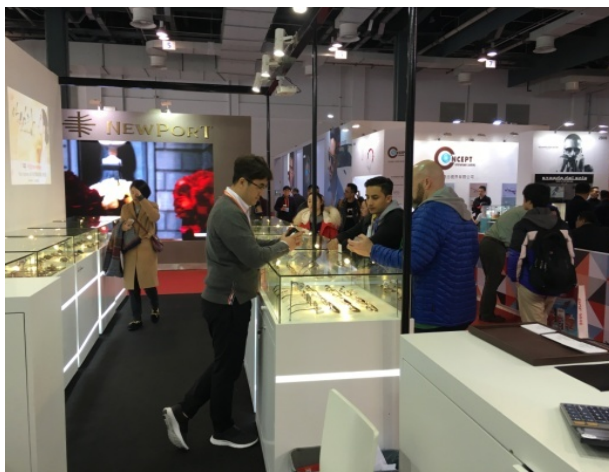
EXHIBITION



SILMO Exhibition in Paris, France



HK International Optical Exhibition

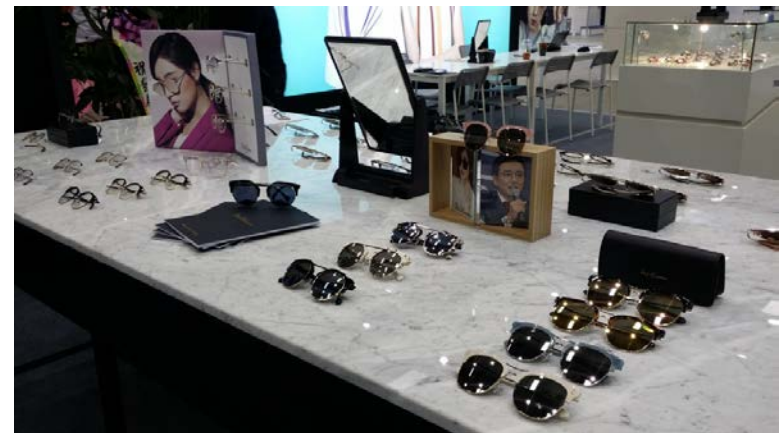


SIOF Exhibition in Shanghai, China

EXHIBITION



MIDO Exhibition in Milan, Italy



DIOPS Exhibition in Daegu, Korea

MARKETING POP-UP STORE

Shinsegae Dep. Pop-up store(Gangnam Branch) MUSE KIM JI-WON Photo Event

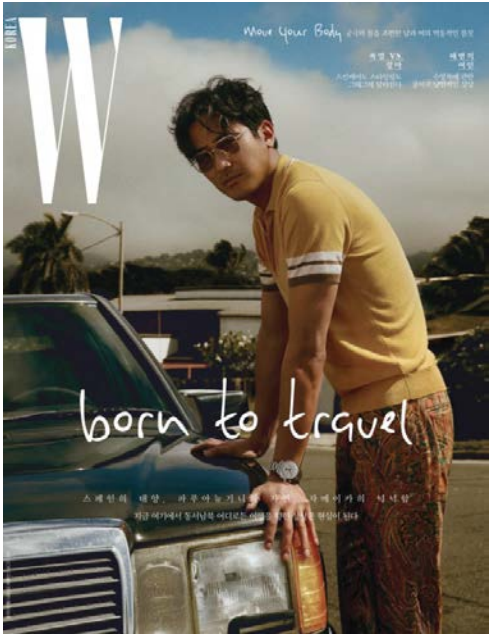


MARKETING POP-UP STORE

Hyundai City Mall Garden Five Shop Fan Signing Event



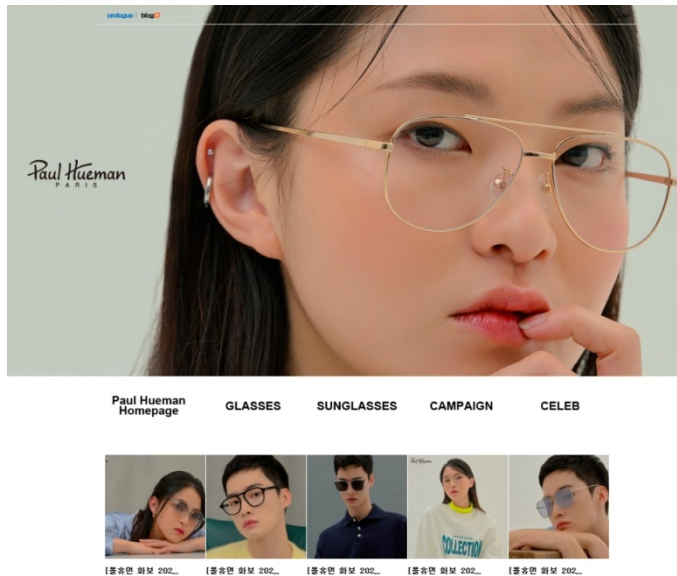
MARKETING MEDIA



MARKETING MEDIA

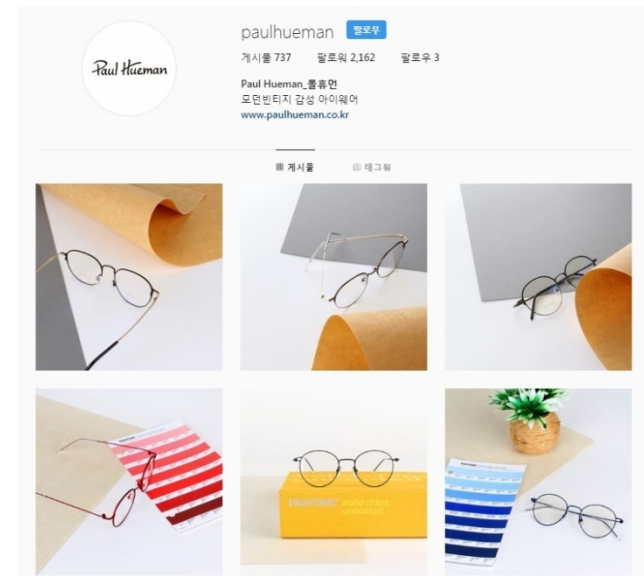


MARKETING ON SNS



NAVER BLOG,POST

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



INSTAGRAM

<https://www.instagram.com/paulhueman/>

ABOUT LITTLE LEON



LITTLE LEON

PREMIUM KIDS EYEWEAR

ABOUT LITTLE LEON

LITTLE + CHAMELEON = LITTLE LEON

STORY

A chameleon is an animal that changes color of its body with changes in light, temperature, and emotion. Little Leon allows children of different personalities to express themselves freely and have special experiences.



VISION

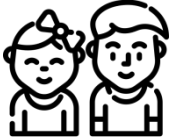
Most of the kids' products are low-cost, focused on something that doesn't break. Little Leon wants to create a trendy design product using shape-memory-focused good materials and high-end lenses for our precious children, and a premium brand for children who will be the main players of the future



SYMBOL

Chameleons have a strong tail that can hang from branches. The symbol of Little Leon, which features a planet with its tail, has a strong will to cross the border into the world

ABOUT LITTLE LEON



TARGET

- Kids(Boy & Girl) ages 4 to 10



DESIGN CONCEPT

- Unique design that enables children to develop their individuality and taste
- Shape memory alloy + Advanced sunglasses lens (partly German Carl Zeiss)



B2C

- Little Leon Official Online Store
- Open Market(G-Market, 11st, Carri Market)
- Consumer prices range from \$85 ~ \$110

PRODUCT & PACKAGE

LITTLE LEON



COY Col.5



Col.1



Col.8



Col.14

COY _ \$ 110



JUJU Col.1



Col.5



Col.11



Col.14

JUJU _ \$ 95

PRODUCT & PACKAGE

LITTLE LEON



MOFF Col.8



Col.3



Col.11



Col.12

MOFF _ \$ 110



TESS Col.10



Col.5



Col.8



Col.12

TESS _ \$ 82

PRODUCT & PACKAGE

LITTLE LEON



Col.1



Col.5



Col.11

ROW _ \$ 95



Col.5



Col.11



Col.14

BONY _ \$ 110

PRODUCT & PACKAGE

LITTLE LEON



Col.5



Col.12



Col.15

LUNA _ \$ 110



White & Mint Package

Case, Outer Box, Warranty Card, Cleaning Cloths

LOOKBOOK LITTLE LEON



LUNA Col.12



DINO Col.15



TESS Col.10

LOOKBOOK LITTLE LEON

ARIA Col.16
Col.12



COY Col.1



JUJU Col.1



EXHIBITION



Seoul Kids Fair

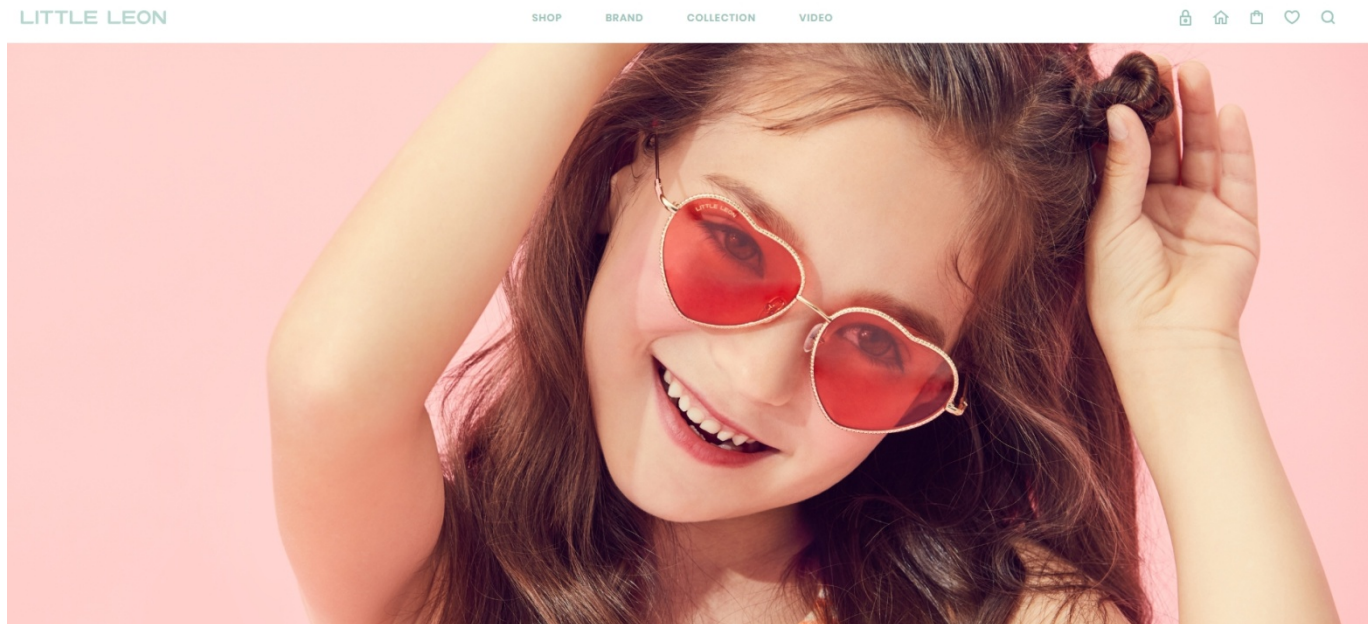


CMBE China
CIOF Exhibition



SILMO Exhibition
HKOF Exhibition

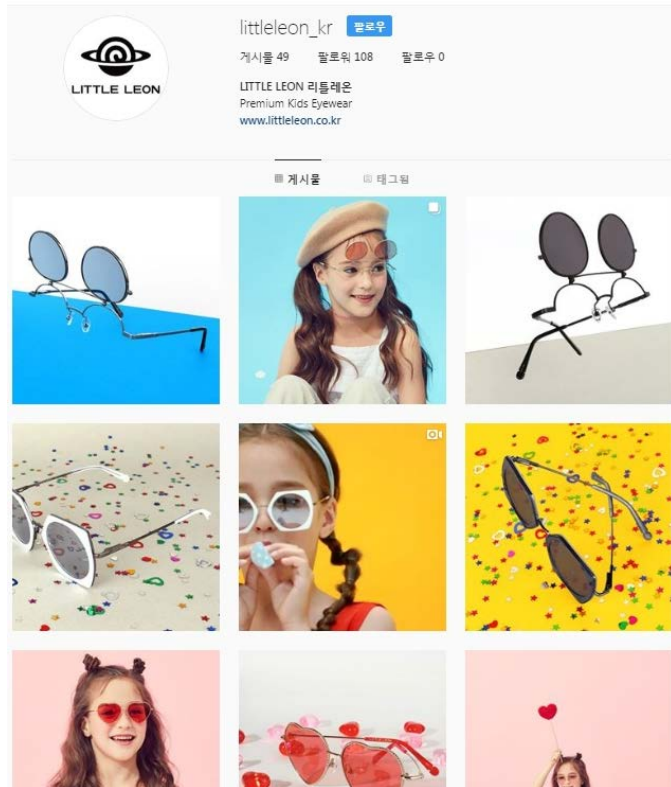
MARKETING ONLINE STORE



Web-site

<http://littleleon.co.kr>

MARKETING ONLINE VIRAL



Littleleon Instagram

https://www.instagram.com/littleleon_kr

