

Development Direction Research Of Korean Lifestyle Brands Through Analysis For Global Lifestyle Brands - Focused On The Trend Analysis

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ABSTRACT

As global lifestyle brands are recognized by consumers worldwide, their business are winning a great success. Now that in Korea too, a large-family culture in which members are accustomed to concession and self-sacrifice is changing to a lifestyle of single households, people care a lot about their own properties, privacy, and personalities. As a result, many original cultures reflect that individuals "lifestyles" are emerging. This study suggests development directions for Korean lifestyle brands to grow in line with such social trends and to compete with global lifestyle brands. Based on the survey of Koreans "major lifestyle trends, concepts and products that would represent Koreans" emotions and attract domestic consumers are examined and suggested in this study.

Keywords: Lifestyle Brands; Lifestyle Trend; Trend Analysis; Design Management

INTRODUCTION

In the second half of 2010, a variety of multi-shops and editing-shops started emerging in pursuit of lifestyle shops. Aiming at consumers of different lifestyles, stores named "lifestyle shops" have increased in number and enhanced the quality in general. Besides, global lifestyle brands have advanced into Korea recently, and their number is increasing rapidly. In response, domestic companies are creating their own brands of Korean lifestyle shops although they have yet to be systematized and established as global lifestyle brands have been.

This study defines the concept of lifestyle brands accurately and seeks the direction of Korean lifestyle brands for their successful development. In addition, the success factors of global lifestyle brands are analyzed to design brands that fit domestic consumers "lifestyles."

First, the theoretical background of lifestyle brands was examined. Currently, as the concept of "lifestyle" is uncertain, the term is defined based on the investigation of related businesses and historical background. The current conditions of lifestyle brands, home and abroad, have also been examined. Second, among the analyzed global lifestyle brands, major brands of high regional sales, expandability of businesses, and accurate concepts were selected and analyzed through marketing mix and SWOT. Third, lifestyle brand trends in Korea were analyzed: first of all, they were examined in macroscopic perspectives of Society, Economy, and Technology; second, they were examined in terms of Industry and Consumer; third, keywords were then extracted by analyzing the two trends. Fourth, based on the analysis results above, advantages of global lifestyle brands and domestic researches were comprehensively investigated to address the direction of future Korean lifestyle brands for their successful development.

LIFESTYLE BRAND

Definition

There is no clear definition of lifestyle brands yet. In the initial stage of this type of business in Korea, the term, lifestyle brands, started to be used, and existing living and fashion brands also tended to expand their boundaries to lifestyle brands. As a brand is launched or developed, its business concept and type may be different depending on the business category. In terms of lifestyle shop business, a lifestyle brand is a business entity that provides *total* commodities essential in life such as clothing, accessories, furniture, fabrics, household articles, and stationeries and suggests lifestyles that consumers desire. In terms of distribution, it may be called a “Lifestyle Retail Brand.” Lifestyle Retail Brand is a focused retail brand, targeted at a specific market segment defined by lifestyle. The basic retail proposition is augmented with a set of added values that have symbolic value and meaning for the lifestyles of a specific consumer group.

Lifestyle brands are suitable to inspire, guide and motivate people, contributing to the definition of their way of life. They bear an ideology, gathering around them a relatively high number of people, thus becoming a recognised social phenomenon. Hence, lifestyle brands show lifestyles and cultures of a group of people including clothing, food, and housing in one general concept. Commodities that express all these items are sold, and ideal lifestyles that consumers seek are suggested.

History and Background

Including “Marimekko,” which is a Finland brand released in 1951, and “MUJI,” a Japanese lifestyle brand released in 1980, global lifestyle brands started far earlier than Korean brands. In 1990s, domestic lifestyle shops started to carrying simple and miscellaneous goods in addition to clothing as multi-shops and editing-shops emerged in fashion industry. Large outlets selling household items were the origin of lifestyle brands. In fact, B&Q, a famous British brand, entered the Korean market although it failed within two years. As some foreign brands failed after advancing into domestic markets, there were no longer similar attempts. In 1999, Kosney, a domestic lifestyle brand, appeared and opened more than 30 shops, which became popular soon, but the number decreased down to 6 and ended up being sold to one fashion company. As MUJI, a Japanese brand, celebrated its 10th anniversary of business in Korea last year, the recognition of lifestyle brands in Korea started to turn rising. In addition, other global lifestyle brands advanced into Korean market and now are competing with domestic lifestyle brands.

Domestic and International Current State

Since lifestyle brands started abroad, the current condition of global lifestyle brands had to precede the research on existing brands in general. Items were categorized by regions such as USA, EUROPE, and AISA. The concepts, items, prices, and shop distribution of each brand were examined. Additionally, Korean brands were investigated for domestic researches.

USA

As described in Table 1, the U.S., URBAN OUTFITTERS reflects the typical lifestyle so well that it is viewed as representing general American lifestyle. ANTHROPOLOGIE is well known for the theme display with North-European emotions. These two brands and their identities are recognized worldwide. Recently, CRATE & BARREL also is attracting interests among consumers.

Table 1. Information of Lifestyle Brands in USA

BRAND	COMPANY	CONCEPT	ITEM	PRICE	STORE
URBAN OUTFITTERS	Philadelphia, PA	Commercialization of American free style that features vintage and unique youth and resistance	clothing, shoes, accessories, beauty, home & gifts, vintage item (LP player, album, camera)	Fashion: \$16.00 ~ \$304.00 Beauty: \$1.99 ~ \$300.00 Living: \$19.00 ~ \$749.00	More than 140 shops in the U.S., Canada, Europe, etc.
ANTHRO-POLOGIE	Philadelphia, PA	America’s natural brand with North European emotions	clothing, shoes, accessories, living & furniture	Fashion: 18.00 ~ \$500.00 Beauty: 16.00 ~ \$898.00 Daily Supplies: \$40.00 ~ \$538.00 Living & Furniture: \$198.00 ~ \$5698.00	operates over 175 retail stores worldwide
CRATE & BARREL	Northbrook, IL	Simple, modern, unique, and primary colored design for stylish image	furniture, outdoor living, dining & entertaining, kitchen & food, decorating & accessories, bed & bath	Living: \$23.97 ~ \$599.00 Home & Furniture: \$19.00 ~ \$2.699.000 Food: \$0.97 ~ \$39.95	More than 170 shops in North America

Europe

Recently, European lifestyles are attracting a number of consumers around the world. Korea is not an exception as Kinfolk Life, one of the recent trends, is the mainstream and consumers prefer practical, simple, but unique items. (Table 2.) Europe owns a number of brands such as COLETTE whose concept is clear and unique. GANT, an American style brand, owns a lot more shops in the U.S., but it actually began in Sweden, and the head office was relocated from the U.S. back to Sweden. Thus, this was classified as a European brand.

Table 2. Information of Lifestyle Brands in EUROPE

BRAND	COMPANY	CONCEPT	ITEM	PRICE	STORE
MARKS & SPENCER	UK	Quality, value, service, innovation, and reliability	style & living, beauty, kids, home & garden, food & wine, flowers & gifts	Fashion: £1.99 ~ £159.00 Beauty: 4.00 ~ £75.00 Household goods: £1.00 ~ £2,199.00	10 in Korea, more than 300 in the U.K., more than 600 shops in 34 countries around the world
CATH-KIDSTON	UK	Pleasant and modern vintage concept of lifestyle brand	clothing, bag, accessories, kids, home	Fashion: £4.00 ~ £75.00 Accessories: £3.00 ~ £50.00 Fabric: £14.00 ~ £20.00 Living: £1.50 ~ £145.00 Bag: £4.00 ~ £125.00	130 stores Worldwide
PRIMARK	Ireland	With the motto: “Good Look Pay Less”	clothing, shoes, accessories, cosmetic, home	Men: fashion £3.00 ~ £35.00 Women: fashion £3.00 ~ £35.00 Kids: £2.00 ~ £15.00 Home: £2.00 ~ £20.00	125 in the U.K., 34 in Ireland, 8 in Spain; 161 fashion stores in total

(Table 2 continued)

BRAND	COMPANY	CONCEPT	ITEM	PRICE	STORE
10 CORSO COMO	Italy	unexpected surprises and small treasures may be found through slow shopping	fashion, life style, design book, music	Fashion: €45,00 ~ €940,00 Design: €20,00 ~ €1,980.00 Living: €3.00 ~ €185.00 Accessories: €60.00 ~ €1,400,00	Milano_ Head shop, Seoul_ Lotte Avenue/ Cheong-dam, Shanghai, Tokyo
COLETTE	France	'It must be always new, refreshing, and surprising. It must always keep ahead of others.'	clothing, shoes, accessories, lingerie, kids, home, music, design & culture	Clothing: €6.00 ~ €3,600.00 Accessories: €10.00 ~ €4,300.00 Kids: €4.00 ~ €585.00 Design & culture: €5.00 ~ €2,500	Head shop _ 213 rue Saint-Honoré 75001 Paris
IKEA	Sweden	To be more pleasant everyday; to be available for as many people as possible	furniture, kids, textiles & rugs, interior, kitchen & appliance	Bedroom: \$5 ~ \$700 Kids room: \$5 ~ \$370 Living room: \$5 ~ \$800 Kitchen & appliance: \$3 ~ \$1500 Textiles & rugs: \$5 ~ \$300	More than 280 shops in 38 countries around the world
GANT	Sweden	American style casual (founded in 1949 in the U.S.)	clothing, shoes, accessories, beauty, home	Men: clothing \$18.00~\$500.00 Accessories: \$10.00~\$550.00 Women: clothing \$45.00~\$495.00 Accessories: \$48.00~\$575.00 Kids: \$18.00~\$225.00	Over 60 countries with over 700 stores and 4.000 selected retailers

Asia

Japan owns an outstandingly large number of lifestyle shops in Asia compared to other countries. Among the various types of lifestyle brands, those whose business are large and shops are sufficient enough to advance into the world market are examined here. (Table 3.) In addition, MUJI and FRANC FRANC are brands that are popular in Korea as well; these brands have successfully managed their businesses for a long period of time with the differentiated and accurate concepts. Both Japan and China make each one's cultural characteristics well stand out.

Table 3. Information of Lifestyle Brands in ASIA

BRAND	COMPANY	CONCEPT	ITEM	PRICE	STORE
MUJI	JAPAN	Basic daily necessities designed in the desired forms	clothing, shoes, accessories, furniture, fabric, kitchen, cosmetic	Fashion: ¥2000 ~ ¥5000 Beauty: ¥1000 ~ ¥4000 Household goods: ¥300 ~ ¥15,000 Living: ¥400 ~ ¥6000 Furniture: ¥900 ~ ¥10,000	372 shops in Japan; Overseas market: 59 in Europe; 200 in total
FRANC FRANC	JAPAN	Stylish Casual	clothing, shoes, accessories, furniture, kitchen, beauty, interior	Fashion: ¥700 ~ ¥2500 Beauty: ¥500 ~ ¥5000 Kitchen: ¥400 ~ ¥3000 Furniture: ¥4000 ~ ¥30,000 Interior: ¥2000 ~ ¥15,000	Japan_116 Overseas_ 13 shops
SHANGHA I- TANG	HONG KONG	Traditional patterns and dress of China are combined with modern daily necessities with the unique and restorative styles	clothing, fashion accessories, home	Fashion: \$101.00 ~ \$1.003.00 Living: \$112.00 ~ \$573.00	40 local shops around the world

Korea, Republic of

In fact, they were not lifestyle brands right from the beginning in Korea; all brands were total lifestyle commodities in expansion of such items as furniture, design, and household goods. (Table 4.) The table below shows the products that are the origin of each brand. According to the survey results, the items include Household Goods, Stationary Design, and Furniture.

Table 4. Information of Lifestyle Brands in KOREA, REPUBLIC OF

BRAND	CATEGORY	CONCEPT	ITEM	PRICE	STORE
MODERN HOUSE	Household Goods	European lifestyle	furniture, bedding, kitchen, window & carpet, decor, tableware, storage	Furniture: ₩20,000 ~ ₩800,000 Bedding: ₩30,000 ~ ₩200,000, Window & carpet: ₩3,900 ~ ₩159,000 Kitchen: ₩1,900 ~ ₩139,000 Décor: ₩3,900 ~ ₩59,000	36 shops around the country; Seoul (10), Gyeonggido (13), Gyeongsangdo (910), Jeonrado (3)
JAJU		“Nature-based” natural urban life	fashion, beauty & health, bath, kitchen interior, home style	Fashion: ₩5,000 ~ ₩35,000 Kitchen: ₩1,500 ~ ₩49,000 Bathroom: ₩1,000 ~ ₩33,900 Interior: ₩1,900 ~ ₩99,000 Beauty: ₩3,000 ~ ₩23,900	Flagship store of JAJU in Garosu-gil Road, Shinsadong

(Table 4 continued)

BRAND	CATEGORY	CONCEPT	ITEM	PRICE	STORE
POOM, ART BOX Inc.	Stationery Design	All designs in the world in one brand	stationery design, accessories, furniture, fabric, home & decor, kitchen & bath	Stationery design: ₩700 ~ ₩800,000 Home & decor: ₩900 ~ ₩550,000 Fabric: ₩5,900 ~ ₩586,000 Kitchen: ₩800 ~ ₩200,000	Simultaneous running of online and offline shops
10 X 10		Making customers' life special	stationery design, travel, toy, interior, kitchen, fashion & beauty	Stationery design: ₩400 ~ ₩100,000, Furniture: ₩7,500 ~ ₩1,880,000 Home interior: ₩900 ~ ₩850,000 Kitchen & food: ₩800 ~ ₩200,000	4 offline shops
CASA-MIA	Furniture	The most beautiful house in the world; pleasant home, a house that is made together with customers	bed room, living room, dining & décor, home office, single room, kids room, home & decor	Bedroom: ₩15,920 ~ ₩3,000,000 Living room: ₩39,000 ~ ₩2,500,000 Dining & Décor: ₩15,000 ~ ₩1,500,000 Home & Decor: ₩1,800 ~ ₩920,000	21 directly managed shops around the country; 4 shops in department store more than 60 agencies
HAN- SSEM		Contribution to mankind's advancement through better housing conditions	bedroom, living room, dining room, home office, study room, kids room, household goods	Bedroom: ₩3900 ~ ₩2,500,000 Cabinets: ₩9,900 ~ ₩1,600,000 Living room: ₩41,000 ~ ₩2,690,000 Dining room: ₩100,000 ~ ₩1,200,000 Kids: ₩25,000 ~ ₩866,000 House hold goods: ₩5,000 ~ ₩125,000	25 shops around the country (Hanssem Flagships)
LIVART		Livart is your "life." We live in Your Life, Livart	bedroom, living room, kitchen, study room, home style, office	Bed room: ₩61,000 ~ ₩2,500,000 Living room: ₩116,000 ~ ₩3,400,000 Kitchen: ₩87,000 ~ ₩2,300,000 Office: ₩150,000 ~ ₩740,000 Home style: ₩6,900 ~ ₩210,000	14 shops around the country, Seoul (4), Gyeonggi (5), Gyeongsang (4), Jeonra (1), (Livart Style shops)

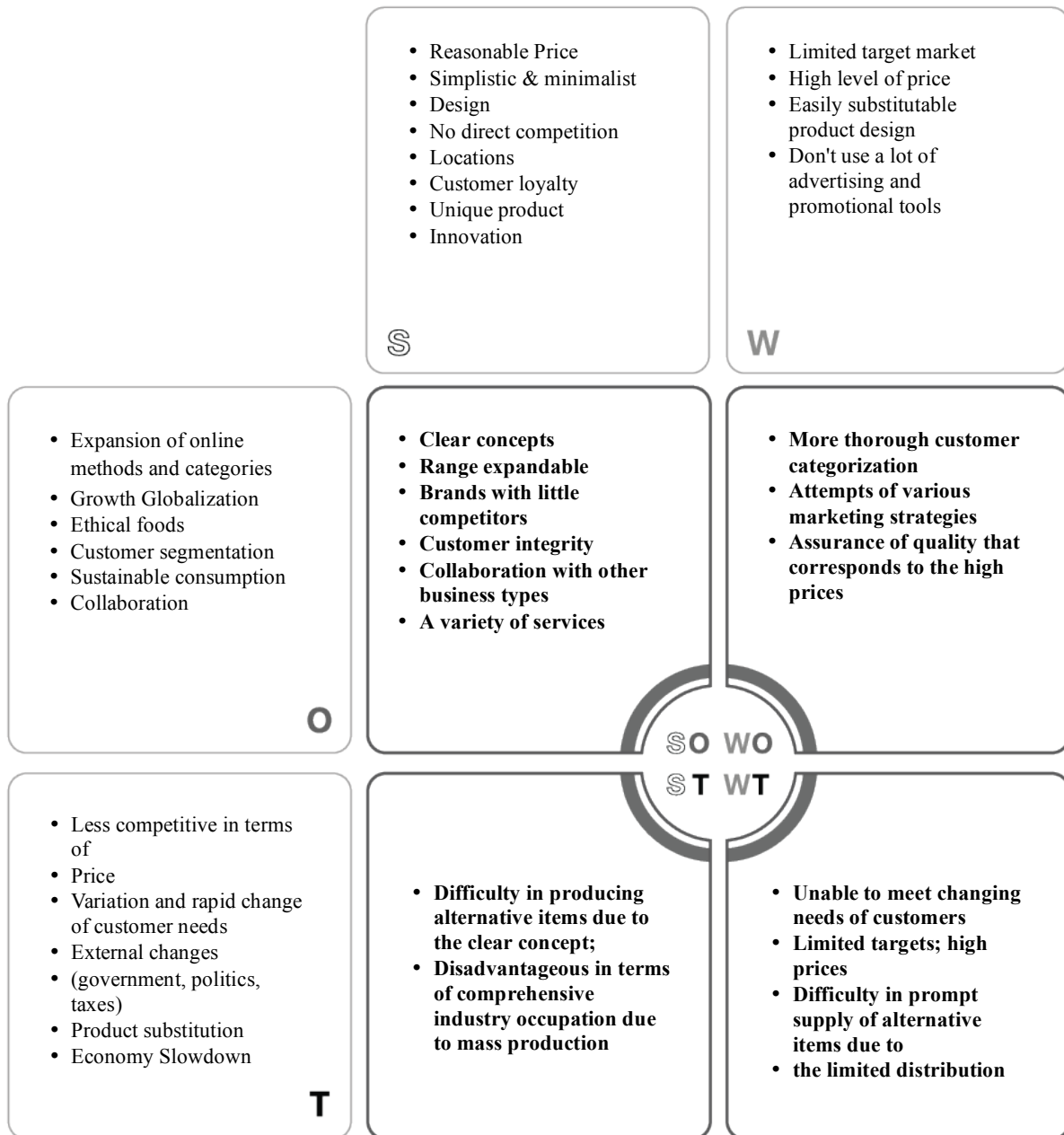
GLOBAL LIFESTYLE BRAND

In this study, among lifestyle brands that own shops around the world, whose brand awareness is high, and whose concept is accurate, those representing USA, EUROPE, and AISA, one from each country, were selected (Table 5). Particular attention was paid to Marketing Mix on such factors as Product, Price, Place, and Promotion. After the analysis of their current business strategies and SWOT, SWOT of global lifestyle brands were comprehensively examined (Figure 1).

Table 5. 4P Marketing Mix of Global Lifestyle Brands

BRAND	PRODUCT	PRICE	PLACE	PROMOTION
ANTHRO- POLOGIE	<ul style="list-style-type: none"> • Emphasis on quality that corresponds to the high prices • Collaboration with designers for variety of items • For competition with other companies, the business was recently expanded to male and child items 	<ul style="list-style-type: none"> • In the 4th quarter of 2014, competitive items and shop shopping experiences are provided for sales increase 	<ul style="list-style-type: none"> • Unique displays in each of the 82 shops over the U.S. (regional features, climates, and customer preferences considered) • 2 stationed visual merchandisers • Set designers create new sets of designs for each store in every season 	<ul style="list-style-type: none"> • Instead of advertisement through mass media, the expenses are invested into creative space presentation • Online(SNS) marketing to establish a network • anthro loyalty program for a variety of services
MARKS & SPENCER	<ul style="list-style-type: none"> • Products are known for their first-class quality, reliability, style, and variety. • among the top quality garments manufacturers in the world 	<ul style="list-style-type: none"> • reasonable price to very expensive price • most of its products have premium prices which only target a specific upper class of consumers 	<ul style="list-style-type: none"> • Easily available in the cities and towns of UK as well as other developed countries. • Sells its garment products on internet through online shopping portals, like Amazon.com and its own website. 	<ul style="list-style-type: none"> • Done through all the marketing mediums; like advertisements on television, internet and social media, major newspapers, fashion magazines, Marks and Spencer's brochures, etc.
MUJI	<ul style="list-style-type: none"> • Focus on sustainable item production • Careful selection of high quality, and sustainable materials; use of completely disposable materials • No-brand strategy and “simple design” to focus on the essential and intrinsic value of products 	<ul style="list-style-type: none"> • Simple design with no superfluous elements; cost-saving by reducing unnecessary production lines • Despite the slogan of MUJI, advancement into overseas markets inevitably involves increase of transportation costs and tariffs, which limits the price competitiveness 	<ul style="list-style-type: none"> • Since 1991 when the first overseas shop was opened in London, 59 are run in Europe; more than 200 overseas shops in total • Advancement into Middle East Asia and Islamic regions as well as Europe being accelerated 	<ul style="list-style-type: none"> • More opportunities for the shop manager to listen directly to customers and to reflect their opinions • Money-making system planning rather than removing useless elements (commonness, grouping, automation) • Inventory sell-off, removal of low-sales shops to reduce loss.

Figure 1. SWOT Analysis of 3 Global Lifestyle Brands



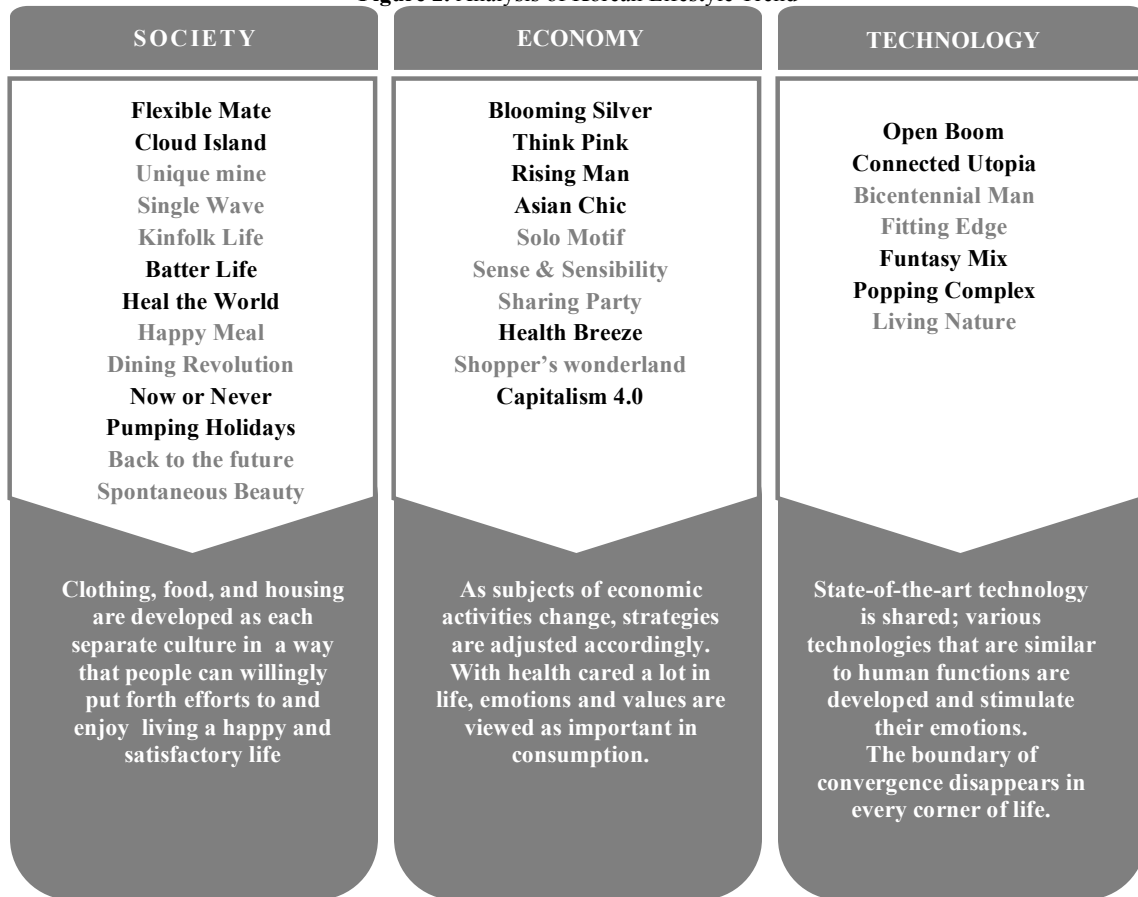
The analysis results indicate that global lifestyle brands attract consumers with clear concepts or themes and readily expand the range of products. On the other hand, the concepts are so clear that it is difficult to develop alternative items and meet the rapidly changing needs of consumers. Since they are lifestyle brands, however, there are limitless potentials to extend various promotion strategies in collaboration with various other life-related business areas. In addition, since such brands are based on distribution businesses, it may be sometimes difficult to keep the supply prompt and provide necessary support swiftly. Hence, developing product groups that represent a brand also can be a strategy.

TREND ANALYSIS FOR KOREAN LIFESTYLE BRAND

Korean Lifestyle Trend

In order to predict the development direction of Korean lifestyle brands, it is necessary to investigate lifestyle trends among Koreans. In that sense, related trends were classified macroscopically into SOCIETY, ECONOMY, and TECHNOLOGY, and the major keywords extracted regarding Koreans’ current interests were analyzed.

Figure 2. Analysis of Korean Lifestyle Trend



Society Trend

As individuals’ life is viewed as important, people are freer and care about now more than the future. They endeavor to live a meaningful life and find joys even from trivial and humble things. To enjoy such happy moments, people willingly pursue a younger and more energetic life even if it requires more investment.

Economy Trend

As to economic activities in Korea, the female-centered consumption is changing with increasing attention to men and isolated classes such as the elderly and sexual minorities. Rather than the distinction of sex, personal and individual preferences in consumption will be regarded as more important, and items for them will be developed accordingly. As the number of those living alone is increasing, how to guar one’s own health is drawing keen attention. People want their consumption to be practical and valuable for themselves. The Korean waves and Eastern cultures make Asian cultures globally known.

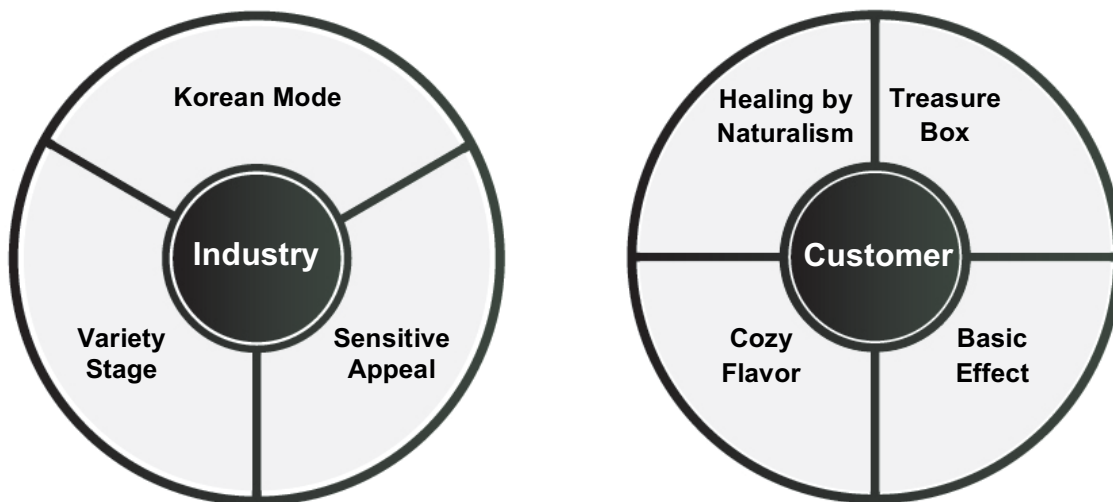
Technology Trend

Today, new technologies and even patents are shared. Cloud functions make it possible to link everything, and technologies are customized to individuals’ styles and personalities. Robots started representing human features to the point that they understand and reproduce human emotions. People long for nature. The boundary of convergence in culture and life is broken down and its potential is limitless.

KOREAN LIFESTYLE BRAND TREND

This section prospects the future trends of Korean lifestyle brands. First of all, to examine the business directions, prospects, and current investment areas of companies, industry trends are analyzed; customer trends are also investigated to fathom recognition of lifestyle brands among domestic consumers and their evaluations of brands.

Figure 3. Analysis of Korean Lifestyle Brand Trend



Industry Trend

Korean Mode – Lifestyle brands in Korea extend business strategies to focus on the lives of domestic consumers to design lifestyle shops aiming at the domestic market. They create Korean items differentiated from those of global lifestyle brands and investigate concepts and products that Koreans would desire.

Variety Stage – As complex shopping spaces are becoming common in Korea, product categories cooperative customer services are expanding accordingly. In particular, since lifestyle brands should value presentation of concepts ideal, not only to specific items, but to the whole life of the consumers, various and unique customer services are attempted.

Sensitive Appeal – As contact points with customers are more specified and needs of consumers who care a lot about uniqueness are more and more increasing, brands are trying to stimulate consumers’ emotions by inducing them with shops with stories and concepts and attracting promotion methods as well as enhancing product competitiveness through value differentiation.

Customer Trend

Cozy Flavor – Consumers who care much about uniqueness desire simple designs that reflect one’s own preferences and tastes. Brands should secure comfort and stability and the products should not be different from one’s lifestyle even if they are not splendid but simple.

Treasure Box – Interesting display elements, space for special experiences, and unique flavors in the lifestyle shops make customers feel that pleasant imagination comes true with the “treasure box.”

Basic Effect – Since customers hate trite, stereotypical brands. “Logoless” items, those whose logo is not too much outstanding, are drawing attention. People are looking at general styles, rather than brands themselves. They desire practical items in harmony with their own lives and little affected by vogue. Consumers desire designs that are good-looking, easy to wear, and quality.

Healing by Naturalism – As consumers who pursue a healing life prefer items made of natural materials, not harmful to nature, and long-lasting, eco-friendly products are drawing attention.

DEVELOPMENT DIRECTION OF KOREAN LIFESTYLE BRAND

Based on the thorough analysis of the trends in Korea and lifestyle brands, home and abroad, this study suggests the future development directions of Korean lifestyle brands as follows:

First, brands should embrace and reflect Korean emotions of domestic consumers and global lifestyles at the same time. Since the Internet technology of Korea is highly advanced, people readily access updated information and thus have keen senses about global fashions. To introduce lifestyle brands with Korean emotions to such domestic consumers, understanding of Korean traditions and cultures, rather than mere Korean motifs, is essential in creating concepts. For instance, the philosophies of Hara Kenya and MUJI brands resemble typical Japanese; they are modern but reflect Japanese cultures and national characters. While Korea has Eastern cultures similar to those of Japan, it has its own classical features and vintage that have developed against the historical background.

Second, themes and concepts should be unique in terms of space and image. Current lifestyle trends pursue unique elements that can make my personalities stand out rather than splendid features. Hence, global lifestyle brands as well suggest unique lifestyle concepts with related items in harmony with one another. Korean lifestyle brands are advantageous in that they understand what domestic consumers desire, and thus they should suggest concepts that consumers would seek realistically.

Third, the number of single households is increasing in Korea, and they are in different age groups. Thus, suggesting lifestyle concepts of small items for single or small family users also can be a strategy of differentiation. Not only small sizes but also practical functions and usages for the elderly and single households should be taken into consideration.

Fourth, recent lifestyle brand trends among companies and consumers indicate that the boundary between different business types are broken down and original cooperation is realized. Consumers pursue humble and comfort feelings and prefer natural materials and products. However, there is no Korean lifestyle brand that presents a memorable, outstanding concept in this regard. The brand name, “JAJU,” which is a shorter term of “naturalism” in Korean, does not seem quite appealing. Cooperation with regional industry sectors that are prosperous is necessary, therefore, to represent themes with each brand’s color well reflected and each lifestyle standing out. As a result, the images of brands will be enhanced, and special products of regions that are reliable and more sophisticated will be available in lifestyle shops.

CONCLUSION

As global lifestyle brands that have advanced into Korean markets are catching a lot of popularity, domestic lifestyle-related businesses are expanding the product categories and renewing themselves as Korean lifestyle brands. Related domestic brands, however, are experts of certain items and have limitations in representing general lifestyles. In contrast, worldly renowned global lifestyle brands are attracting consumers with precise concepts.

Accordingly, this study analyzes Korean lifestyles accurately and suggests the development directions of Korean lifestyle brands. Domestic companies have attempted to appeal consumers with Korean elements, active cooperation, and emotions while consumers sought practical, comfortable, and natural items that secure the

fundamental values. Thus, Korean lifestyle brands need to present lifestyle concepts that embrace different generations and are readily approachable and emotional.

It is hoped that in the future, the study on Korean lifestyle brands touch on design-centered emotional concepts and expanded product development in line with regional situations in Korea. In addition, since many of the domestic brands were originated from certain items in certain business sectors, design strategies need to take into consideration general lifestyles. To become global lifestyle brands, it is also essential to come up with concepts that clearly represent Korean emotions.

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