

VIVIEN

COMPANY PROFILE

Company introduction



VIVIEN, Always by Your Side in Everyday Life

Founded in 1957 as Namyoung Textile Co., Ltd., VIVIEN has always been a company that stays closest to women. By introducing modern underwear to women who traditionally wore traditional undergarments and launching Korea's first nylon stockings, we have grown into a leading lingerie brand that truly understands women's needs.

Through continuous innovation and investment, we have developed high-quality lingerie tailored specifically to the body shapes of Korean women, based on our own domestic technology. By staying attuned to market changes and listening to our customers, we have remained a beloved leader in the Korean lingerie industry.

VIVIEN is preparing for the next step toward becoming a century-old company. To keep pace with the rapidly evolving market and meet diverse consumer needs, we are striving to secure new competitive advantages and continue our legacy of excellence.

Moving forward, VIVIEN will continue to strive tirelessly toward greater and higher goals.

We aim to create an era where we seamlessly blend into our customers' lifestyles, always staying by their side.

Son Young-seop
CEO of VIVIEN

01 Company Profile

VIVIEN is Korea's leading lingerie specialist company.

Company Overview

Company Name: VIVIEN Co., Ltd.

CEO: Son Young-seop

Founded: June 14, 1957

Capital: 14.9 billion KRW (as of 2023)

Employees: 193 (as of 2023)

Head Office: 52, Seobinggo-ro 51-gil,
Yongsan-gu, Seoul, South Korea

Website : www.vivien.co.kr

CEO Introduction



CEO Son Young-seop

- Joined VIVIEN in 1993
- Head of Barbara Product Planning/Design
- Head of VIVIEN Brand
- Current CEO of VIVIEN Co., Ltd.

02 Company History

1950's – 1960's

- 1957. Established Namyong Textile Co., Ltd.
- 1958. Produced Korea's first stockings, 'Mugunghwa.'
- 1963. Produced Korea's first pantyhose.
- 1964. Renamed to Namyong Nylon Co., Ltd.
- 1965. Began domestic production of brassieres.

1970's – 1980's

- 1973. Began using the 'VIVIEN' brand name.
- 1995. Renamed to Namyong VIVIEN Co., Ltd.
- 1976. Went public and listed on the stock exchange.
- 1980. Awarded the Bronze Tower Order of Industrial Service Merit on Commerce and Industry Day.
- 1983. Produced Korea's first high-elasticity stockings.
- 1985. Awarded the Silver Tower Order of Industrial Service Merit on Commerce and Industry Day.

1990's

- 1992. Awarded the Gold Tower Order of Industrial Service Merit on Commerce and Industry Day.
- 1995. Renamed to Namyong VIVIEN Co., Ltd.
- 1995. Launched the 'VIVIEN Volume-Up Bra', achieving sales of 1 million units.
- 1997. Introduced 'BBM (Best Body Make Collection)', a specialized shapewear brand.
- 1998. Launched 'Maternity', a specialized maternity underwear brand.

2003

- Renamed to Namyong L&F Co., Ltd.
- Established the industry's first nationwide repair service network.

2015

- Selected as a "Super Brand" by the Ministry of Knowledge Economy.
- Ranked No.1 in the women's underwear category (total of 9 times).

2017

- Awarded 'Best Company Chosen by Female Consumers' in the innerwear category for 11 consecutive years.

2019

- Changed majority shareholder / Became an affiliate company.

2020

- Son Young-seop appointed as CEO.
- Renamed to VIVIEN Co., Ltd.

2021

- Launched the athletic casual brand 'Ground V.'
- Introduced the 'Surgery Forming Bra,' specialized for breast surgery support.

2023 ~ NOW

- Launched the personal loungewear brand 'P@USE'.
- Received the 'Consumer ESG Innovation Award'
- Received the 'Win-Win Cooperation Award'.

02 VIVIEN Awards & Achievements

Corporate Awards

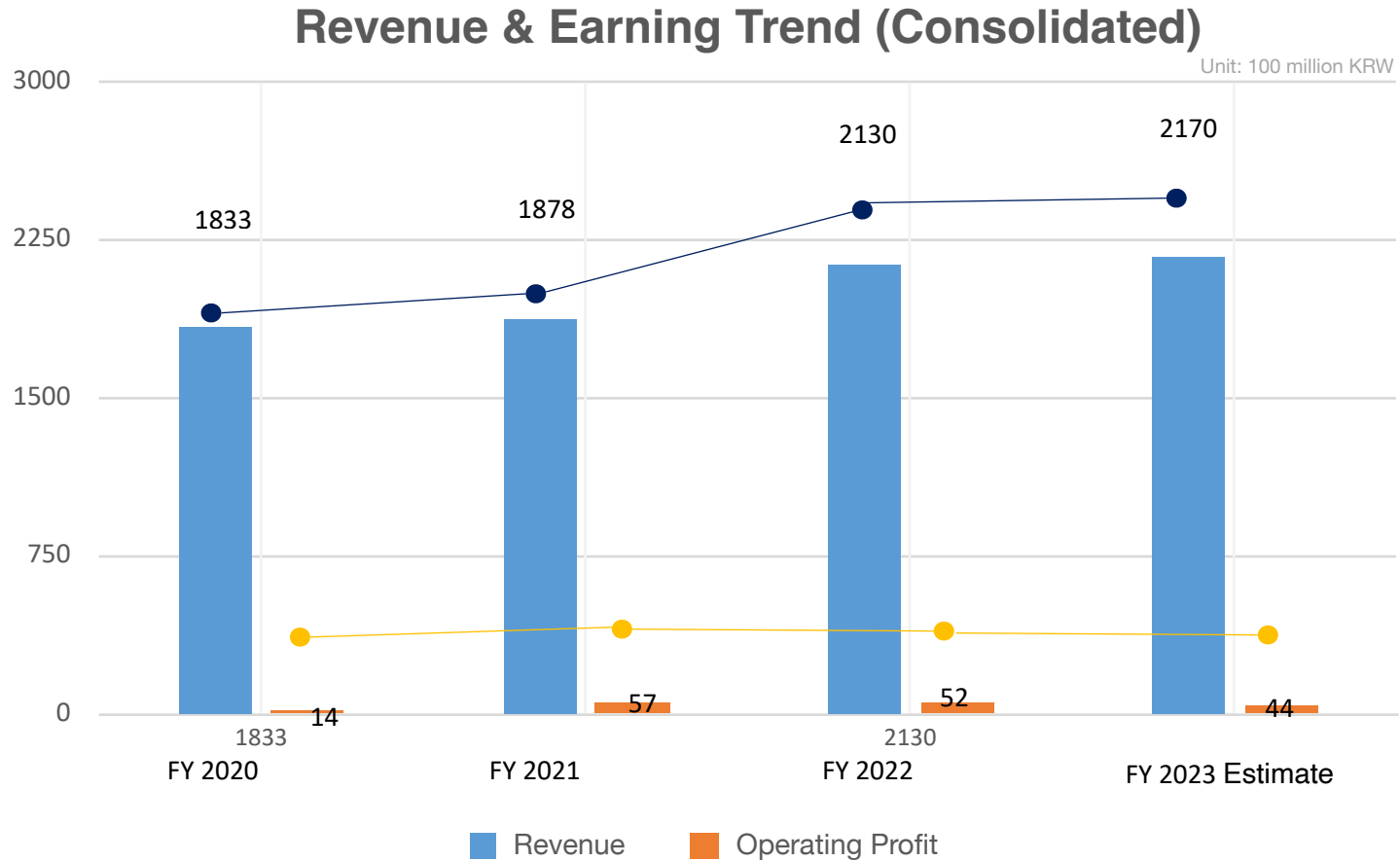
- Awarded the Gold Tower Order of Industrial Service Merit on Commerce and Industry Day (1992)
- Awarded the Silver Tower Order of Industrial Service Merit on Commerce and Industry Day (1985)
- Awarded the Bronze Tower Order of Industrial Service Merit on Commerce and Industry Day (1980, 2009)
- Iron Tower Order of Industrial Service Merit on Taxpayer's Day (1992)
- Minister of Finance Commendation on Taxpayer's Day (1984)
- Presidential Commendation on Consumer Day (2014)
- Presidential Commendation at the Korea Fashion Awards (2012)
- Gold Award in the Specialty Store Category at the Korea Chamber of Commerce & Industry's Korea Distribution Awards (2002)
- Economic Justice Corporate Award by the Citizens' Coalition for Economic Justice (2002)
- Presidential Commendation at the 19th Consumer Day (2014)
- Consumer ESG Innovation Award – Win-Win Cooperation Award (2023)
- Grand Honorary Medal from the Korean Red Cross on its 118th anniversary (2023)

Brand Awards

- Ranked No.1 in the Women's Underwear Category in the Brand Value Evaluation by the Ministry of Commerce, Industry, and Energy (4 times: 2003, 2004, 2007, 2009)
- Selected as a 'Super Brand' in the Women's Underwear Category by the Industrial Policy Research Institute (3 times: 2010, 2011, 2015)
- Ranked No.1 for Three Consecutive Years in 'Brand Recommendation in Korean Industries' by the Korea Management Association Consulting (2016-2018)
- Awarded 'Best Company Chosen by Female Consumers' in the Innerwear Category by Women's News for 11 consecutive years (2007-2017)
- Awarded Excellence Prize in the Fashion Category of the Lifestyle Brand Division at 'Web Award Korea 2010 (2010)'
- First in the Stocking Industry to Win the Work Award at the Korea Broadcasting Advertising Awards (1988)



03 Sales & Operating Profit



Sales increased in 2023 due to improved product quality and the continuous expansion of new product lineups.

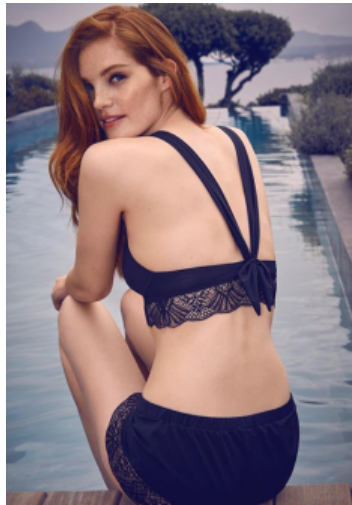
03 Major Brand Overview

Establishing differentiated products and brand images for each brand.



VIVIEN

LAUNCHING 1973
TARGET Mid-20s to Late-30s
SLOGAN Bold Confidence
DISTRIBUTION Department Stores, Specialty Stores



barbara
 PARIS

LAUNCHING 1998
TARGET Late 20s to Early 30s
SLOGAN Clean & Purity, Romantic & Rich
DISTRIBUTION Department Stores



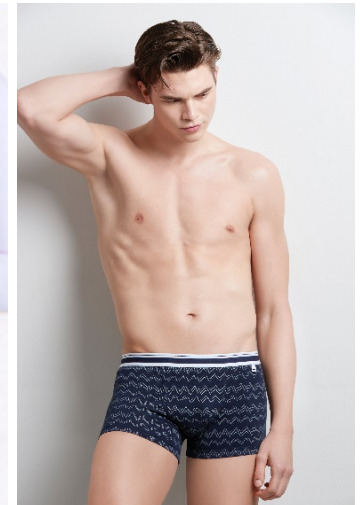
BBM
 BEST BODY MAKE
 COLLECTION

LAUNCHING 1997
TARGET 20s and above
SLOGAN Best Body Make Collection
DISTRIBUTION Department Stores, Specialty Stores



Maternity
 BRAND

LAUNCHING 1998
TARGET Pregnant Women
SLOGAN A Specialized Underwear Brand for Pregnant Women
DISTRIBUTION Department Stores, Specialty Stores



GENTOFF

LAUNCHING 2003
TARGET Men in 20s to 40s
SLOGAN A Brand for Urban Men
DISTRIBUTION Department Stores, Specialty Stores

03 Major Brand Overview

Operating specialized brands tailored to each distribution channel.



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LAUNCHING 2008
TARGET Mid-20s to Early- 40s
SLOGAN Elegant, Romantic, Modern
DISTRIBUTION Large Retail Stores



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DE L'OR

LAUNCHING 1993
TARGET 20s to 40s
SLOGAN High Quality, Best Price
DISTRIBUTION New Retail Channels (Hypermarkets, Discount Stores, etc.)



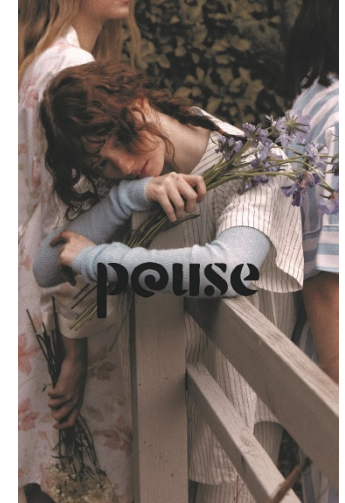
Rosebud

LAUNCHING 1999
TARGET 20s to 50s
SLOGAN Expressing an Elegant yet Unique Style, Pursing Convenient Consumption
DISTRIBUTION Home Shopping



PANCORA

LAUNCHING 1973
TARGET Late Teens to 50s
SLOGAN An Affordable Brand with Designs Suitable for Various Age Groups
DISTRIBUTION Wholesale



pouse

LAUNCHING 2024
TARGET Teens to 20s (MZ Generation)
SLOGAN "If You Cherish Yourself, You Will Connect with Good Things"
Personal Loungewear Brand
DISTRIBUTION eapartment Stores, Online Malls

04 VIVIEN Product Strategy

Securing Major Offline Distribution Channels and Expanding Online Commerce

Store status



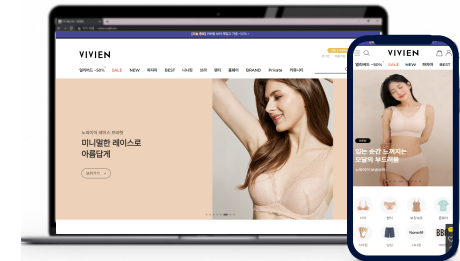
- Entered multiple department stores, including Hyundai, Lotte, and Shinsegae
- Opened stores in various outlet malls, including Yeosu Premium Outlet
- Presence in locations such as Starfield Suwon and Hyundai Premium

Diversification of distribution channels



- Driving continuous sales growth by proposing optimal brands and products for major home shopping channels such as CJ OnStyle and Lotte Home Shopping
- Expanding target audiences through exclusive brands for large supermarkets and PB (Private Brand) planning
- Developing exclusive products for convenience stores (e.g., sanitary pads, lightweight vests, inner shorts)
- Launched the MZ-generation-focused personal loungewear brand 'P@USE'

Online Mall Operation



- Boosting online sales through the renewal of the D2C (Direct-to-Consumer) shopping mall
- Expanding the consumer base through the operation of online-exclusive product lines and promotions
- www.vivien-mall.com

05 VIVIEN Product Strategy

Expanding the lineup to transform into a lifestyle company

Lingerie & Stockings



A leading company in the lingerie market, including bras, loungewear, stockings, etc.

Global Underwear Import and Distribution



Currently importing and distributing global underwear and legwear brands such as Chantelle, Pierre Monti, and Fogal.

Expansion of Target Audience



Launch of the new brand P@USE, leading young trends. Hosting collaboration events tailored to the latest fashion trends.

06 VIVIEN Social Contribution

Donations to promote the realization of ESG management and the expansion of a culture of sharing

VIVIEN has been carrying out specialized charitable activities for breast cancer patients, elderly living alone, and others in need to support women's empowerment. In addition, Vivien generously supports efforts to help neighbors, including those affected by wildfires and floods, as well as contributions to prevent the spread of COVID-19.



07 VIVIEN's Past Advertisements

Carrying out communication that changes the landscape of the underwear market
BIG star models, production of the industry's first SNS drama, etc.



08 Affiliate Synergy - Mask Business

Starting full-scale entry into the mask market along with affiliates such as Ssangbangwool.

Mask product lineup

- Starting the mask business to protect the public's health from environmental changes such as worsening fine dust and yellow dust.



Establishing production facilities in collaboration with Ssangbangwool.

- In 2020, we made a full-scale entry into the mask business through a joint venture with affiliates such as Ssangbangwool, Nanos, and Mirae Industry.
- We own a total of 6 3D manufacturing facilities at Plant 1 and 12 3D manufacturing facilities at Plant 2



VIVIEN

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<http://www.vivien.co.kr>