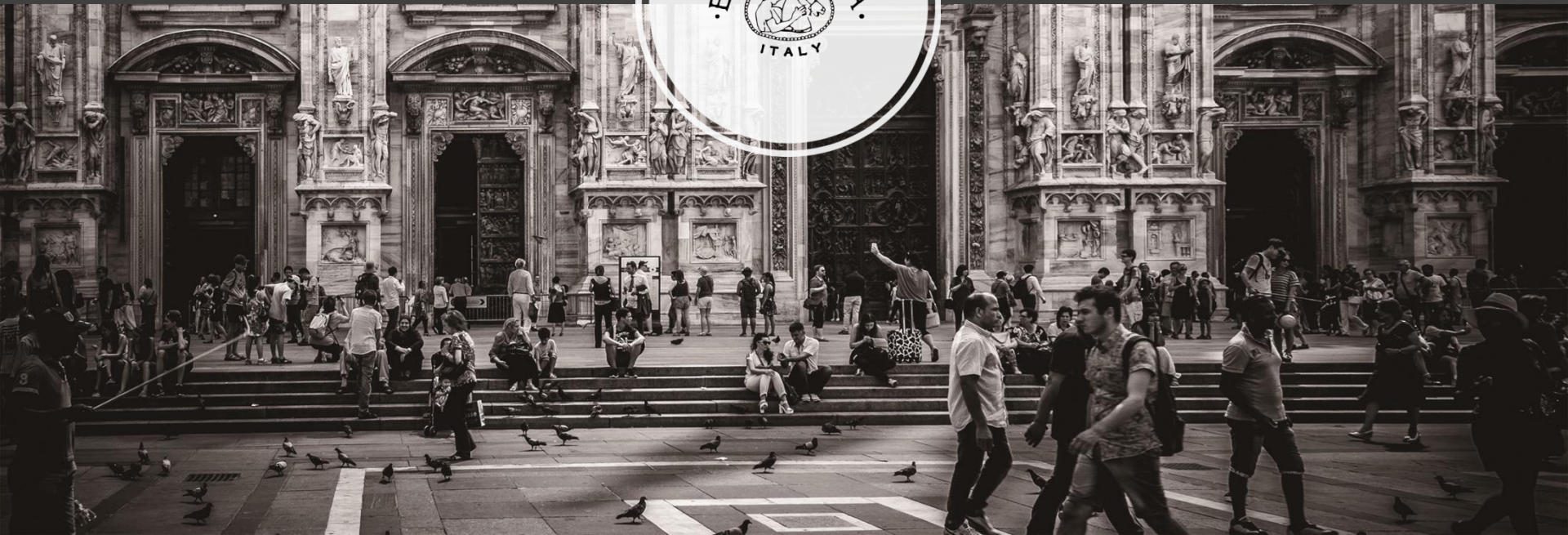


# “Experience Esperienza and Italy.”



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*Free's Free's*

MADE IN KOREA

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X

*Free's Free's*

# 1. Proposal Background

## 1) 2017 FASHION TREND - Leggings

2017 Korean wave  
HOT TREND - Young Asians  
love leggings fashion!

Beauty & Style Expert  
**allure**

BEAUTY **FASHION** LIFE & CULTURE SPECIAL Q



### 2017년 봄/여름 패션 트렌드 <3>

2017년 봄/여름 트렌드를 살펴보면, 디자이너들은 동시대 여자들이 원하는 '여성성'이 무엇인가 고민한 흔적이 역력하다. 장식은 덜 어졌지만 그동안 꾸준히 시도된 과감하고 도전적인 색과 무늬, 그리고 형태가 전통적인 여성성 위에 드리워졌다. 물론 실용의 범주 안에서.



### LEGGINGS ARE BACK

2000년대 초반을 휩쓸었던 레깅스. 크로치와 다리 라인을 과감하게, 때론 민망하게 드러냈던 그 레깅스가 1980년대 트렌드와 함께 돌아왔다. 1980년대의 각진 어깨를 더욱 강조하기 위한 장치였을까? 발렌시아가는 주황, 보라, 빨강, 심지어 꽃무늬 레깅스 행렬을 선보였고, 루이 비통 역시 각진 어깨선을 살린 재킷과 대비되는 타이트한 팬츠를 매치했다.

## 1) 2017 FASHION TREND - Leggings

뉴스 관련도순 | 최신순

News release  
2017 Korean Wave  
HOT TREND "LEGGINGS."



### 2017년 봄/여름 패션 트렌드

2017년 봄/여름 트렌드를 생각할 때 어떤 아이템이 떠오르는지 고민하는 것만으로도 고민하는... LEGGINGS의 인기는 과감하게? 때론 민망하게 드러났...



### [트렌드 카피] 2017 봄 애슬레저룩 키워드 '요가', 데일리 운동복

시크뉴스 | 2017.01.23. | [🔗](#)

[시크뉴스 한숙민 기자] 애슬레저룩이 두(DO)와 비포앤애프터(Before & After)를 포괄하는 광의의 개념으로 확장되고 있지만 레깅스는 변함없이 키 아이템 자리를 지키고 있다. 같은 레깅스지만 시즌에 따라, 유행하는 운동...



### 반짝 등장했던 '메깅스'... 2017 트렌드로 다시 돌아올까

머니투데이 | 2017.01.17. | 네이버뉴스 | [🔗](#)

... 남성 스타일링 확장에 대한 기대 / 사진=머니투데이 DB '레깅스 패션'이라는 말은 더는 어색한 단어가... 지난해부터 유행한 젠더리스 룩의 트렌드와 맞물려 메깅스는 더욱 남성들의 일상 패션에 녹아들 전망이다....



### [영상] 씨스타 효린-다솜, 몸매 드러나는 치명적 레깅스 패션

브릿지경제 | 2017.01.20. | [🔗](#)

[영상] 씨스타 효린-다솜, 몸매 드러나는 치명적 레깅스 패션 브릿지경제 최민석 기자 = 20일 오후 글로벌... 젊은이들의 트렌드에 맞추어 2017 S/S 요가웨어를 중심으로 컴퓨터 슈즈, 요가 용품등을 감각있게...



### [영상] 김정민-최여진, 레깅스로 도드라지는 각선미 대결

브릿지경제 | 2017.01.20. | [🔗](#)

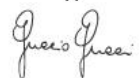
[영상] 김정민-최여진, 레깅스로 도드라지는 각선미 대결 브릿지경제 최민석 기자 = 20일 오후 글로벌... 젊은이들의 트렌드에 맞추어 2017 S/S 요가웨어를 중심으로 컴퓨터 슈즈, 요가 용품등을 감각있게 보여준다....



[뉴스 더보기 >](#)

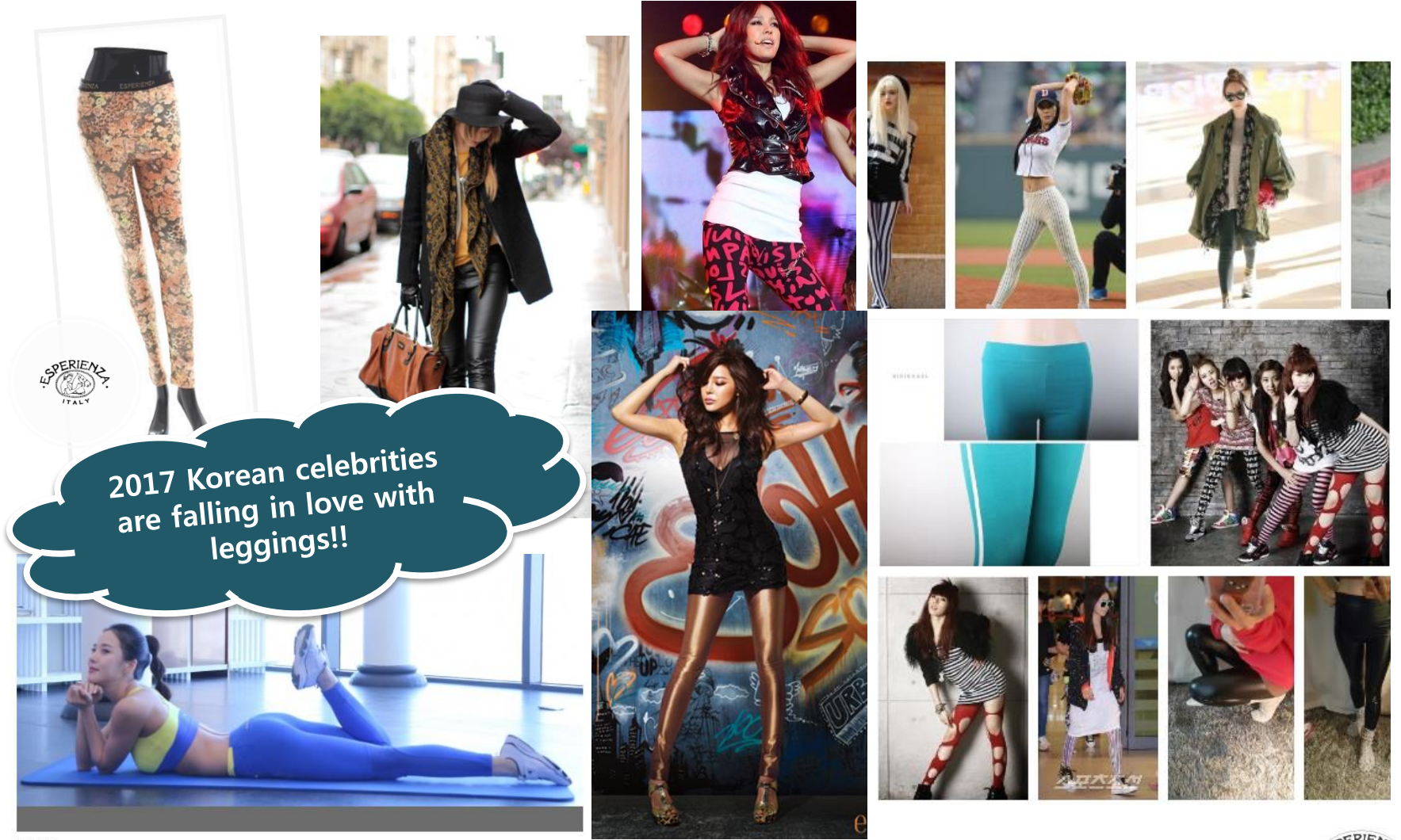


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# 1. Proposal Background

## 2) K - Star Leggings Fashion



2017 Korean celebrities are falling in love with leggings!!

레이양



## 3) ABOUT ESPERIENZA

Esperienza means 'experience' in Italian.  
It is an Italian fashion brand established in 1997 by Guccio Gucci who is the eldest son of Gucci family.

DAINFIRST is a collaboration of Italy's authentic brand and Korea's technology.

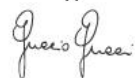
It strives to offer high-standard and stylish leggings and stockings with unique design and touch.



**Branded by ESPERIENZA**  
**MADE IN KOREA**



X



## 2. Product information

### 1) ESPERIENZA - LEGGINGS



#### J-16, J-17

- Color : Black
- Size : S W : 60 H : 75 L : 102  
M W : 65 H : 80 L : 104
- Material : Nylon 93%, Polyurethane 7%
- Sexy leggings made with Korean four-way-stretch fabric with luxurious leather texture.

#### J-4, J-13

- Color : red gold, orange flower
- Size : S W : 60 H : 75 L : 97  
M W : 65 H : 80 L : 98
- Material : Nylon 95%, Polyurethane 5%
- Unique leggings made with foil spangled fabric that was matured for three days at high temperature.

#### J-7, J-7-1


- Color : denim blue, flower blue
- Size : S W : 60 H : 75 L : 97  
M W : 65 H : 80 L : 98
- Material : Nylon 95%, Polyurethane 5%
- Leggings with denim look that keeps you cool and dry.


- Minimum order quantity : 800 pieces per design (size can be edited when ordering design)
- Units per box : 72 pieces (transparent case), 100 pieces (OPP) / 1 box
- How to wash : Hand wash or choose lingerie cycle when using machine wash.
- Manufacturer : DAINFIRST      ○ The country of origin : Republic of Korea

## 2. Product information

### 1) ESPERIENZA – LEGGINGS Characteristics



 Soft textured wool with great flexibility.  
Prevented the waist area from slipping down.  
Metal jacquard Esperienza logo

 Summer type - deodorant treated  
Winter type - mobile tape

Used special fabrics like foil that went through three step maturing process at high temperature, leather fabric, foam printing or water printing processed fabrics

It has a comfortable fit and creates slim body line.  
It is practical since it can be worn outside or at home





### 2) ESPERIENZA – RASHGUARD



**ER-1703**

● Color : Black yellow logo



**ER-1704**

● Color : black yellow line



**ER-1705**

● Color : sky blue



**ER-1706**

● Color : black pink line



**ER-1707**

● Color : pink

**Materials : Polyester 83%, Polyurethane 17%**

- Comfortable fit thanks to multidimensional patterns.
- Maintains body temperature thanks to excellent moisture absorbing and quick drying abilities.
- Functional fabric prevents muscle soreness
- Customized design available using print design

- Minimum order quantity : 800 pieces per design (size can be edited when ordering design)
- Units per box : 72 pieces (transparent case), 100 pieces (OPP) / 1 box
- How to wash : Hand wash or choose lingerie cycle when using machine wash.
- Manufacturer : DAINFIRST
- The country of origin : Republic of Korea

### 3) Functional wearing pressure stocking

#### Functional pressure stockings



#### 30 DENIER

- Color : black, coffee, apricot
- Standard : M - L
- Hip size : 85 – 120cm
- Height : 150 – 175cm
- Fabric : Nylon 87%, Polyurethane 13%
- Box units : 240EA / 1BOX

#### 200 DENIER

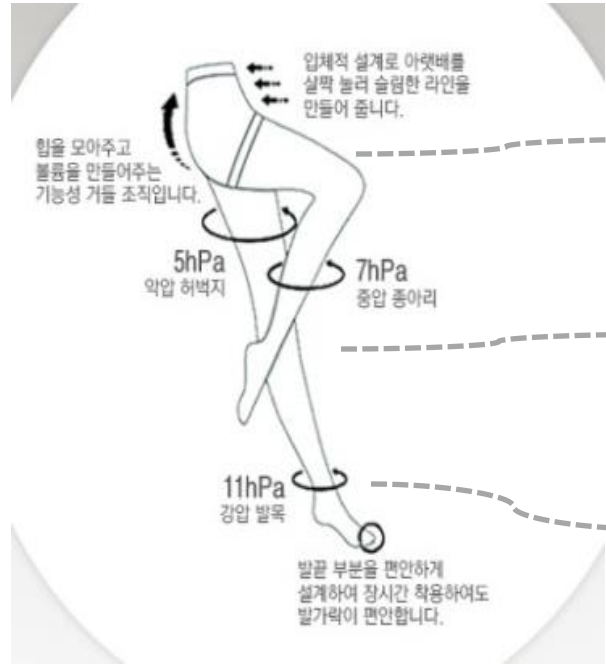
- Color : black
- Standard : M - L
- Hip size : 85 – 120cm
- Height : 150 – 175cm
- Fabric : Nylon 82%, Polyurethane 18%
- Box units : 120EA / 1BOX

- How to wash : Hand wash or choose lingerie cycle when using machine wash.
- Manufacturer : DAINFIRST
- The country of origin : Republic of Korea



### 3) Functional pressure stocking Characteristics

## Functional pressure stockings



It creates slim body line by pushing up hips and pressing down the abdomen. It pressures thighs comfortably with 5hPa pressure.

It pressures calves with moderate range pressure of 7hPa. It is especially great for those who stand all day at work.

It pressures and firmly fixes ankles strongly with 11hPa. Toes and ankles are comfortable even if you wear it for a long time.

- How to wash : Hand wash or choose lingerie cycle when using machine wash.
- Manufacturer : DAINFIRST      ○ The country of origin : Republic of Korea



### 3) ESPERIENZA – STOCKING

#### Multi, Pattern stocking



- Multi-stocking : **20D, 80D, 150D**
- 20D Color : black, coffee, apricot
- 80, 150D Color : black, brown, grey, navy
- Standard : M - L
- Hip size : 85 – 120cm
- Height : 150 – 175cm
- Fabric : Nylon 87%, Polyurethane 13%
- Box units : 20D – 240EA, 80D – 180EA, 150D – 144EA

#### ● Pattern stocking : **30D, 150D**

- Color : Pattern stocking
- Standard : M - L
- Hip size : 85 – 120cm
- Height : 150 – 175cm
- Fabric : Nylon 87%, Polyurethane 13%
- Box units : 30D – 240EA, 150D – 144EA



- How to wash : Hand wash or choose lingerie cycle when using machine wash.
- Manufacturer : DAINFIRST
- The country of origin : Republic of Korea

## 1) Marketability

### ESPERIENZA

Italian luxury brand with Korean design and technology meet and create a new brand.



Esperienza leggings are made with differentiated fabric including foil that was treated with three step maturing process at high temperature and water printed material.

Deodorant was treated to strengthen its deodorant function.

- Healthy natural dye leggings will be launched very soon.
  - Natural dye which is harmless for people and nature (unbleached, non-fluorescent)
  - Natural dye which protects our body from harmful substances can have antibacterial, detoxifying, sterilizing, deodorizing and moisture adjusting function depending on the ingredients.



#### Premium natural dye :

Natural ingredients like persicaria tinctoria, persimmon leaves, and charcoal have excellent anti-bacterial and deodorizing abilities. It helps you stay clean for a long time.

Branded by **ESPERIENZA**  
**MADE IN KOREA**

### 3. Product Positioning

## 2) Object Target – Users in their 20s



**Be bold!**  
Wear them without worrying  
about other's eyes!



Wear a unique leggings under a short white dress that just covers hip to create a lovely and feminine look!

Pregnant women can wear it comfortably since it covers abdomen.

Wear it when you exercise, go on travel, stay home, go out, go shopping, or wear it with a traditional costume.

### 3. Product Positioning

## 2) Object Target – Users in their 30s

You are a fashionista  
with a great sense



When going for grocery shopping, wear it with boxy t-shirts or knitted sweater.

When going to a wedding, wear it with a top and a jacket with a slim silhouette.

You can boast your fashion sense at work or at Parents' meeting or when going out with your children.

### 3. Product Positioning

### 3) Source Target - VIP Marketing

#### Beverly Hills premium stores



#### Duty Free Shop




THE SHILLA  
duty free

DONGWHA  
DUTY FREE

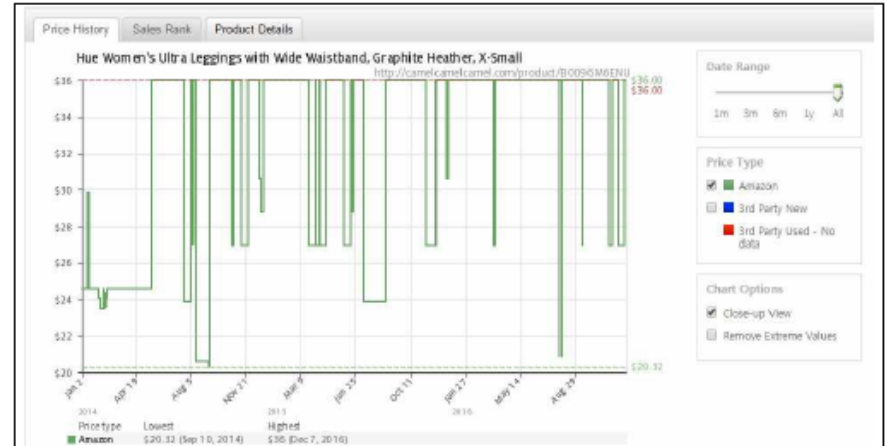




## 3) Source Target – Store feedback

구분	내용	비고
업체명 (제품명, 제품군)	(주)다인퍼스트 (이태리 에스페리엔자 패션레깅스 (7종류) 외 2종)	
좋았던 점	<p>★ 매장내 인기 상품이였음</p> <p>레깅스 제품에 팩킹 등 디자인을 입혔기에 판매 3요소 충족(소형크기, 적정가격, 소모품, Good-Design)</p>	
개선 희망사항	<p>레깅스 제품의 경우 미국서부에서는 무늬가 없는 문안한 디자인을 선호하는 고객이 많아 다음번 판매에는 무늬가 없는 제품구성으로 진행희망</p> <p>그럼에도 불구하고, 이번 판매전에 인기가 있었다는 것은 고무적임</p>	
매장 디퍼사진		

### - 미국내 유사제품 가격 및 K.SOHO 매장내 매출



유사제품 미국내 가격 : \$36, 아마존 온라인 가격

KBIZ 제안 적정 가격 : \$43(레깅스), \$17(스타킹), \$4.3(순면덧신) 오프라인 매장에서 적정가격이며, 온라인 판매시는 조정 필요

K.SOHO 매장내 매출액 : \$346.78, 샘플구매량 전체 판매 완료 (기간 : 10.1~12.31)

**ESPERIENZA**  
 It was sold out (during October and December 2016)



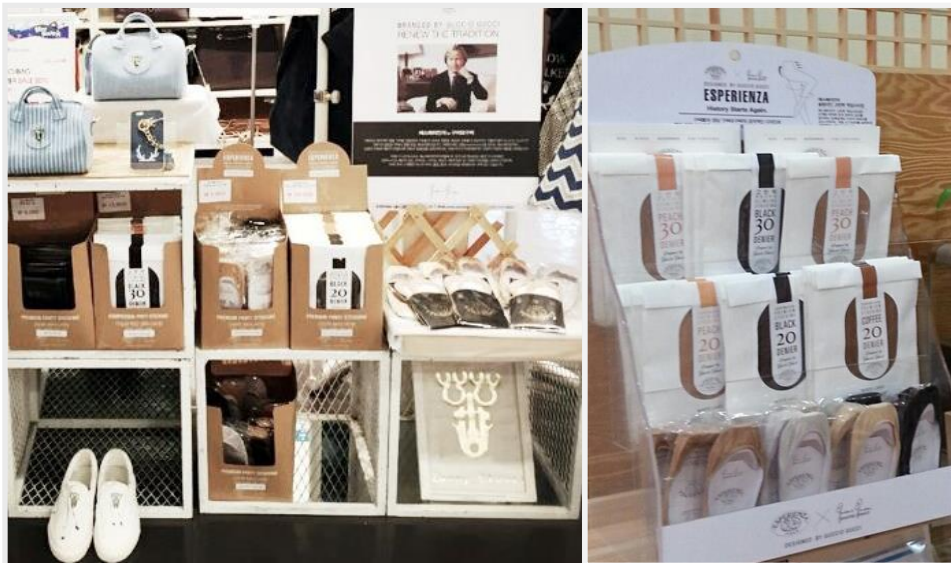
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### 3. Product Positioning

## 3) Source Target – Brand in Shops

#### Lotte shopping mall, Dongdaemun and Eunpyeong branches



Esperienza stockings are stocked in a neat small box (RRP) or displayed on shelves.

Stockings appropriate for the seasons are organized and displayed by types.

#### Cheongdam-dong Beauty Shop



If there is a space, install pants hanger and hang leggings samples.

Other items are packed in transparent containers and displayed.

### 3. Product Positioning

#### 4) Esperienza leggings differentiation points

Classification	ESPERIENZA	Sp-** 매 ◦ 레깅스	렛* ◦ ◦ ◦ ◦
Design	diversity	simple black	simple black
Season	4 Season	usually FW season	usually FW season
Places	<b>gym, parties, leisure activities, travel, shopping, work, at home</b>	wear outside	inner wear



# 4. Promotions

## 1) ESPERIENZA - Press promotions

뉴스 | 관련도순 | 최신순



### [이태리 패션브랜드 '에스페리엔자', 기모 스타킹 증정 이벤트 진행](#)

세계일보 | 2016.12.16. | 네이버뉴스 | [🔗](#)

명품브랜드 '에스페리엔자'의 공식 라이선스권자로, 차별화된 감각의 레깅스 라인업에 앞장 서고 있다. 에스페리엔자(esperienza)는 1904년 세계적인 명품 '구찌'를 만들었던 구찌家の 장손이자 작물의 명인 Guccio...



### [\[포토\] 이탈리아 명품의 품격, '에스페리엔자', '코리아뷰티프리에서 만나...'](#)

한국경제 | 2015.09.01. | 네이버뉴스 | [🔗](#)

모델 봉두리가 에스페리엔자 제품을 들고 포즈를 취하고 있다. 국보1호 송례문 등 해외 관광객들이 자주... 에스페리엔자는 이탈리아의 명품 구찌를 만들었던 구찌가의 장손이자 직물 명인 구찌오 구찌가 설립한...

↳ [bnt포토] '에스페리엔자' 코리아뷰티... bnt뉴스 | 2015.09.01.

### [\[인터뷰\] 구찌오 구찌 에스페리엔자 대표](#) 매일경제 | 2000.11.27. | 네이버뉴스 | [🔗](#)

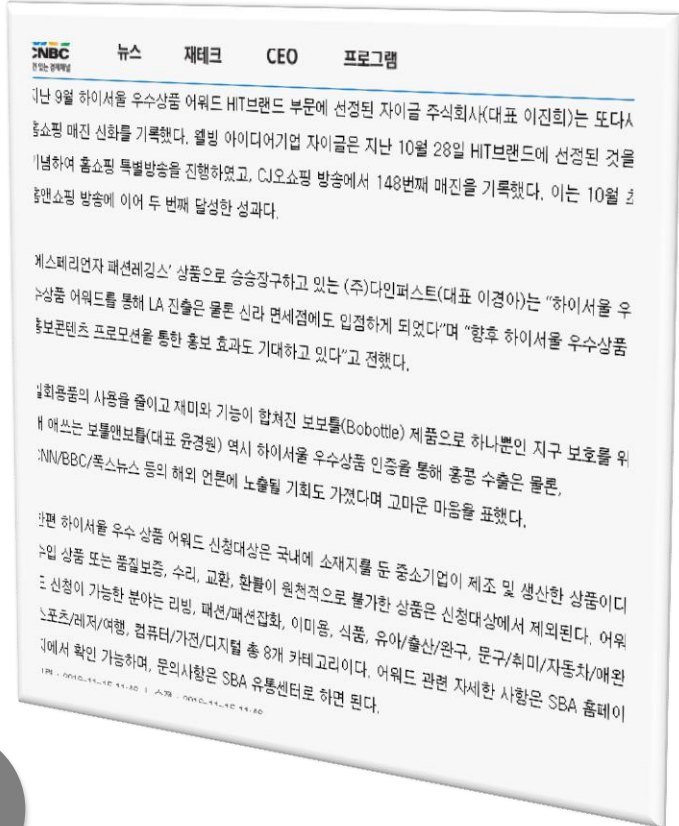
97년 자신이 설립한 토틀 패션브랜드 '에스페리엔자'(Esperienza)의 한국 소개를 위한 시장조사차 방한한 그는... 남성복 여성복 아동복 액세서리 홈패션 제품을 취급하는 에스페리엔자는 출시후 유명 브랜드 납품을 주로...

### [SBA, '하이서울 우수상품' 모집 11월 18일까지 연장](#) SBS CNBC | 2016.11.15. | 네이버뉴스 | [🔗](#)

'에스페리엔자 패션레깅스' 상품으로 승승장구하고 있는 (주)다인퍼스트(대표 이경아)는 "하이서울 우수상품 어워드를 통해 LA 진출은 물론 신라 면세점에도 입점하게 되었다"며 "향후 하이서울 우수상품..."

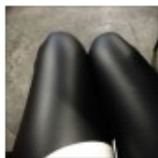


**ESPERIENZA**  
news press

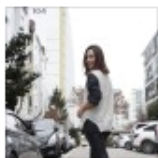


## 2) ESPERIENZA – SNS Promotions

블로그



[늘씬한 다리라인을 위한 에스페리엔자 패션가죽레깅스](#) 2016.12.06. |   
 해외에 수출까지 되고 있다는 에스페리엔자 패션레깅스를 체험해 보게 되었답니다. 이렇게 저금통에 들어 있어요. 제가 구매한 에스페리엔자 패션레깅스 S사이즈...   
 맛슈잇는 삶(플체... [yunsuk0402.blog.me/220879560372](http://yunsuk0402.blog.me/220879560372) **SmartEditor** (3.0)



[에스페리엔자 패션레깅스 착용후기~](#) 2016.12.08. |   
 좋아하는 에스페리엔자에서 나오는 패션레깅스를 선택해보았다 포장 용기가... 있고 에스페리엔자 미니설이 땡~ 블랙엔 골드필이 은은하게 들어 있어서 오픈했을때도...   
 볼수록빠져들다 [blog.naver.com/anj1635?Redirect=Log&...](http://blog.naver.com/anj1635?Redirect=Log&...) **SmartEditor** (3.0)



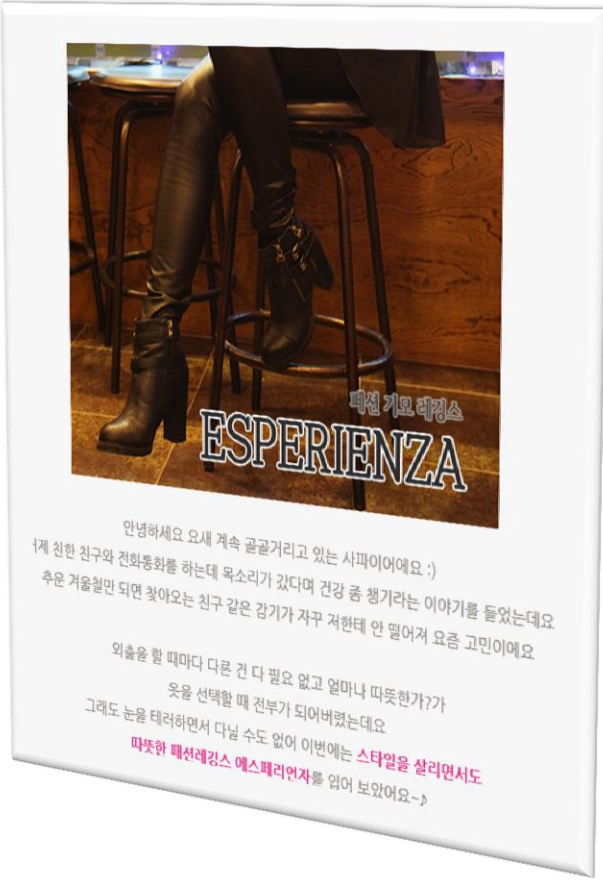
[에스페리엔자 패션가죽레깅스로 임팩트있게 겨울나기](#) 2016.12.09. |   
 저도 에스페리엔자 패션가죽레깅스를 체험해보게 되었답니다! 가죽? 레깅스가... 에스페리엔자 패션가죽레깅스는 이렇게 동그란 통에 들어있는데 레깅스를 꺼낸후에 이...   
 미기리스맘의 당당하... [magicjhj2000.blog.me/220881506888](http://magicjhj2000.blog.me/220881506888) | 블로그 내 검색



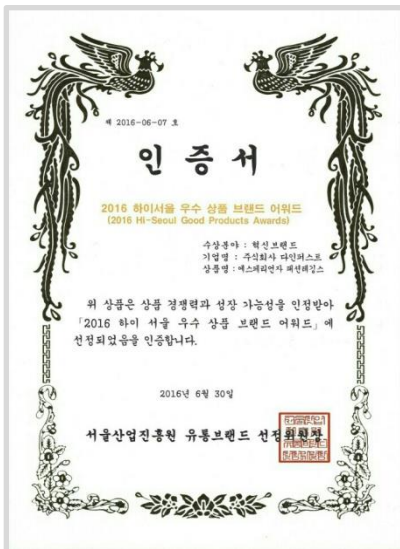
[패션레깅스 에스페리엔자로 따뜻하게](#) 2016.12.09. |   
 패션레깅스 에스페리엔자를 입어 보았어요~♪ 택배 상자를 열어보자 안에는... 이걸 아직 착용 안 해봤는데 나중에 입어보려고요 에스페리엔자는 1904년 세계적인 명품...   
 사파이어의 행복... [blog.naver.com/saphire153?Redirect=Lo...](http://blog.naver.com/saphire153?Redirect=Lo...) **SmartEditor** (3.0)



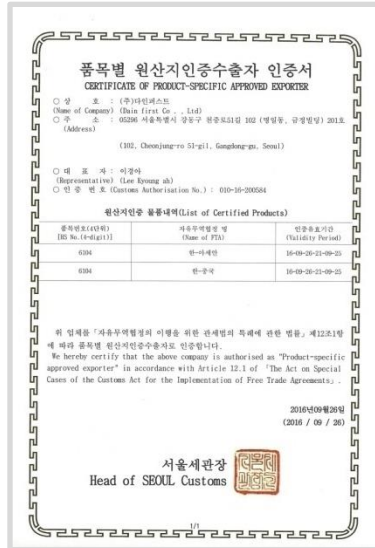
ESPERIENZA  
customer experience  
Blog



# 3) ESPERIENZA Awards and certifications

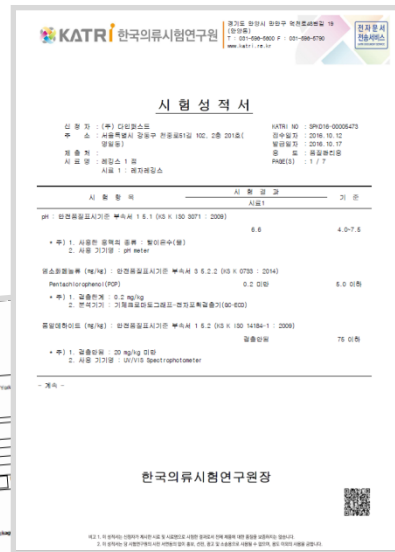


2016 Hi Seoul best product brand award, an innovative brand award recipient



Country of origin certification completed - Korea-China, Korea-Asian FTA countries import would allow up to 30% tax benefits

**ESPERIENZA certifications and test results**



Test reports including safety and migration



### 1) company introduction

Company name : DAINFIRST

CEO : Kyung Ah Lee

Address : 102, Cheonjung-ro 51-gil, Gangdong-gu, Seoul, Republic of Korea

Since the establishment of the company in January 2011, the business focused on high-end lifestyle items. Entered into an official license agreement with Esperienza in April 2014: Launched functional stockings and fashion leggings based on Korean technology and production with Esperienza, of Gucci, an Italian authentic brand.

In May 2016, Esperienza's unique fashion leggings, a newly launched item, was recognized by its special aspect and awarded 'Innovative brand award' at the '2016 Hi Seoul Award'.

By obtaining CERTIFICATE OF APPROVED EXPORTER, we strengthened our export competitiveness. In 2017, we are shifting our focus from domestic demand to export, 30% domestic sales and 70% abroad sales. We are aiming to increase sales by expanding export and sales channels.

In 2017, we are planning to launch premium athleisure items and natural dyed fashion accessories, aiming high-end quality products.



H P : <http://www.dainfirst.com>

Blog : <http://blog.naver.com/dainfirst>

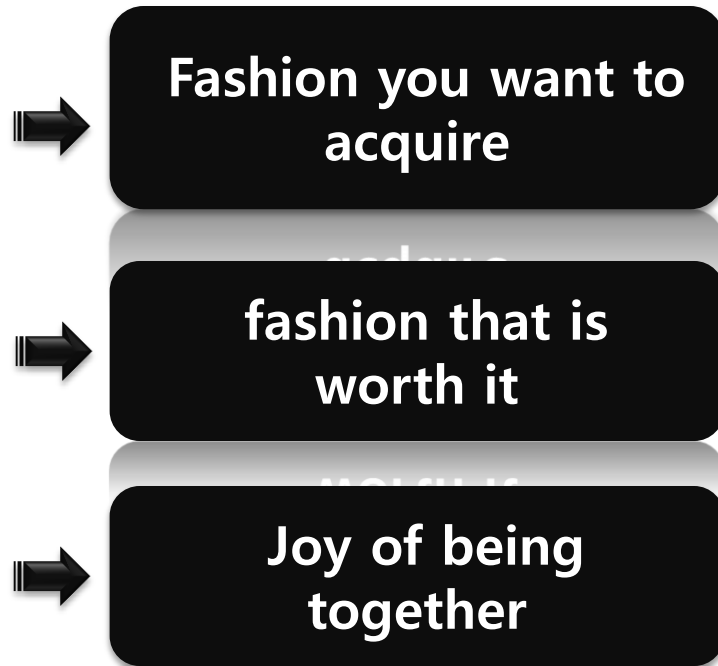
Shop : <http://me2.do/xnxo8N6j>



DainFirst.  
Co.Ltd



## 2) ESPERIENZA DREAM





# “Experience Esperienza and Italy.”

