SPEXTRUM®

Introduction

SPEXTRUM®

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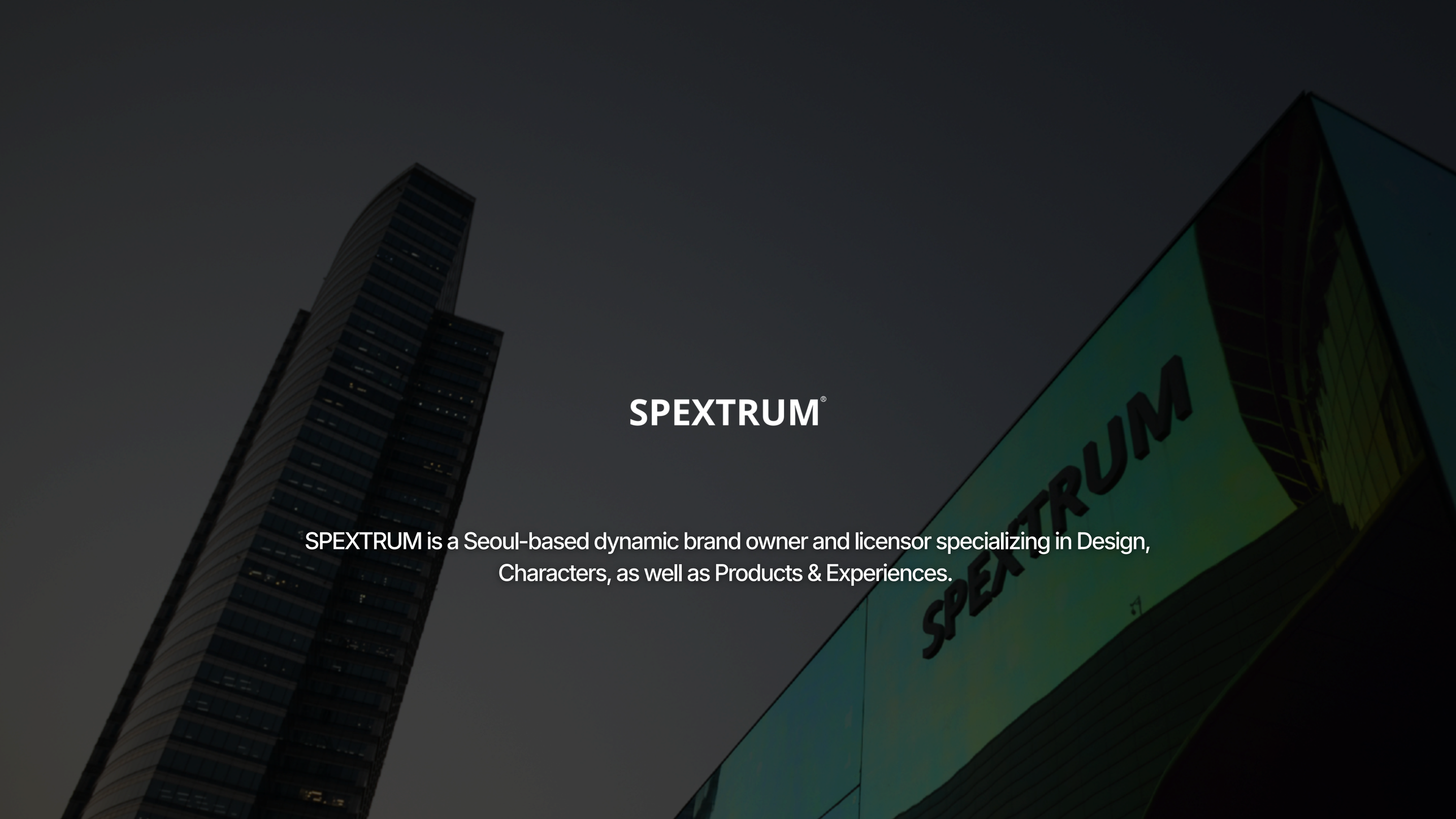
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SPEXTRUM®

SPEXTRUM is a Seoul-based dynamic brand owner and licensor specializing in Design, Characters, as well as Products & Experiences.

SPEXTRUM

SPEXTRUM Creates Special Days

SPEXTRUM is a company made up of creators who turn creative ideas into reality.









01 Question

We create meaningful products that inspire people.

02 Answer

We find new perspectives and provide the right solutions.

03 Transmission

We discover and share values needed by people and society.

SPEXTRUM



SPEcTRUM x eXperience = SPEXTRUM

How we do it

Design Thinking
Reinterpretation
Storytelling
Problem-Solving
Unprecedented
Approach

×

Our values

Authenticity
Long-term Value
Essence
Process
Expansion
Sustainability

=

What we do

Product design
Spatial Design
Fashion Design
Art Direction
Graphic Design
Packaging
Digital Design
Brand Campaign
Overseas Sales

Through thoughtful, original design rooted in authenticity and long-term value,we add meaning and excitement to everyday life. We call this **“Accent on Life.”**

01 Company History

SPEXTRUM®

2015

August 2015

Certified Venture Company

June 2015

Fondation of SPEXTRUM

2016

November 2016

Selected as “Company That Encourages Innovation”

December 2016

Featured at MoMA, New York

December 2016

Featured at Centre Pompidou, Paris

2017

December 2017

G BEAT Launch, connecting audiences and performers as one

October 2017

PAUSEBREAK Launch, a bag brand for everyday moments of rest

2018

August 2018

Featured at the Louis Vuitton Foundation, Paris

August 2018

IFDA Selects (New York), Best in NY NOW Show, Decorative Accessories 2018

June 2018

Selected as a Global Lifestyle Luxury Brand

November 2018

COOKING IS NOTHING Launch, making cooking fun

2019

April 2019

ZOOPITER Launch, helping rediscover all that has been lost

January 2019

Relocation of headquarters

2020

February 2020

Ambiente in Frankfurt

September 2020

Maison&objet Paris (online)

October 2020

NY NOW (online)

2021

January 2021

Establishment of an in-house research institute

January 2021

Certification as a Technology Innovation-oriented SME (INNO-BIZ)

SPEXTRUM®

SPEXTRUM SPREADING BOTH DOMESTICALLY AND INTERNATIONALLY

Based on the continuous growth of its own brand and global expansion,
it is being recognized and growing across public institutions and various industries.

2022

French Trade show

Maison &Objet via KIPD

2023

15 B2B Projects

– National Museum of Modern and Contemporary Art (MMCA)
– UDDAY, Seoul Design Foundation
– Event merchandise and collaborative design projects

8 In-house Product Developments

– Organizers
– Four variations of Flip Stands
– Ongoing product design and innovation

2024

Companies Selected

“Legend 50+” Regional Specialization Project

2025

Seoul City Work-Life Balance Points Company

Designated as a “Global Small and Medium Enterprise 1000+” company

LG Collaboration

Mini refrigerator project

Seoul Awards

Selected as an Excellent Product

2026

To be launched

6 in-house products

Current projects

Production of Marilyn Monroe-themed merchandise
Com2uS, Cake, E-Mart, etc

SPEXTRUM

SPEXTRUM has established a strong presence on the international exhibition scene.

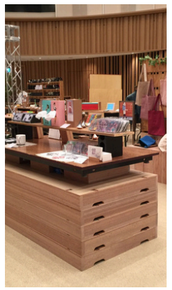
2016

Hong Kong Consumer Goods Fair

Consumer Goods in **Korea (Coex)**

Beijing Design Week

Montage Tokyo 2016 episode 15



2017

Montage in **Japan**

Canton Fair in **China**

K-Con in **Japan**

Maison&Objet in **Paris**

International Sourcing Fair



2018

Ambiente in **Frankfurt**

NY NOW (Online)

Maison&Objet in **Paris (Online)**



2019

Tokyo Exhibition in **Japan**

Maison&Objet in **Paris**

ddp Design Fair



2020

HOMI **Milano**

Seoul Illustration Korea

K-Content Expo in **Germany**



2021

Korea Business Expo **Gangseo**

Licensing Expo **Las Vegas**

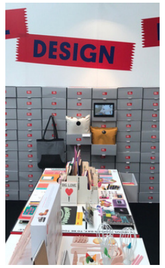
2022

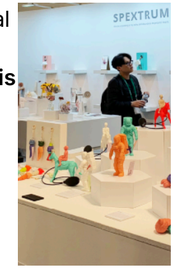
Seoul Design Festival

Maison&Objet in **Paris**

London Design Fair

Montage in **Japan**





2023

Pure–**London**

Seoul Design Festival

NY NOW in **New York**

Maison&Objet in **Paris**

Ambiente in **Frankfurt**



2024

COEX Blossom The Hope

Yeoju Premium Outlets

Icheon Premium Outlets



Tokyo Exhibition in **Japan**

Maison&Objet in **Paris**

Icheon Premium Outlets



2025

Hong Kong International Licensing Show

K-Content Expo in **Turkey**

UK Brand Licensing Europe

K-Expo: **Canada, Spain, UAE**

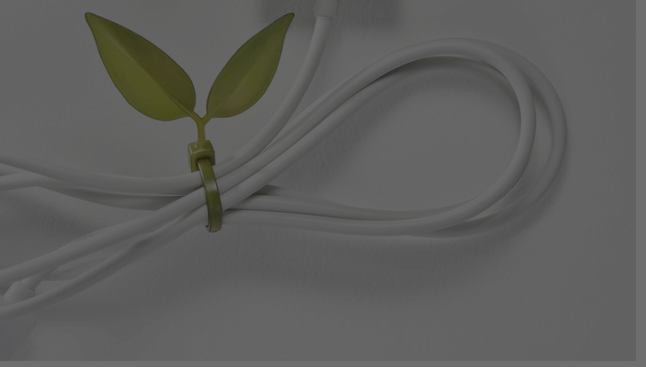
Jakarta International Premium Consumer Goods Fair

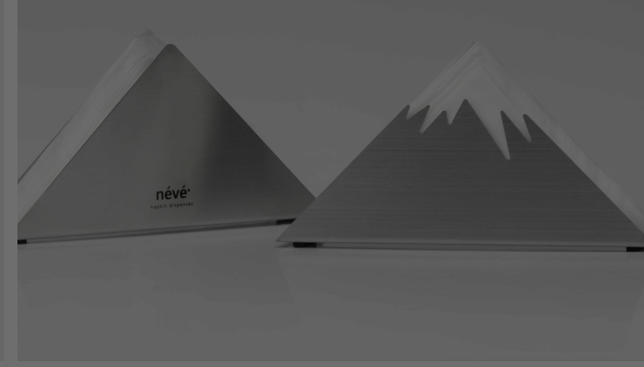
Korea-Vietnam Character Licensing Festival

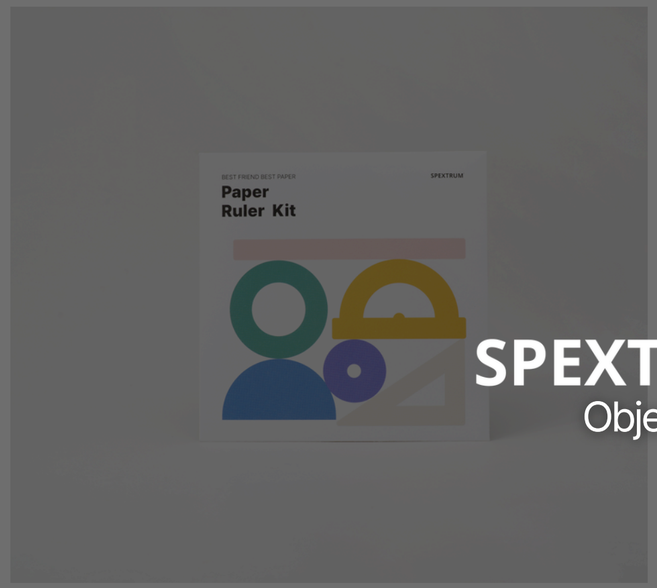
Maison&Objet in **Paris**

China Licensing Expo

2026



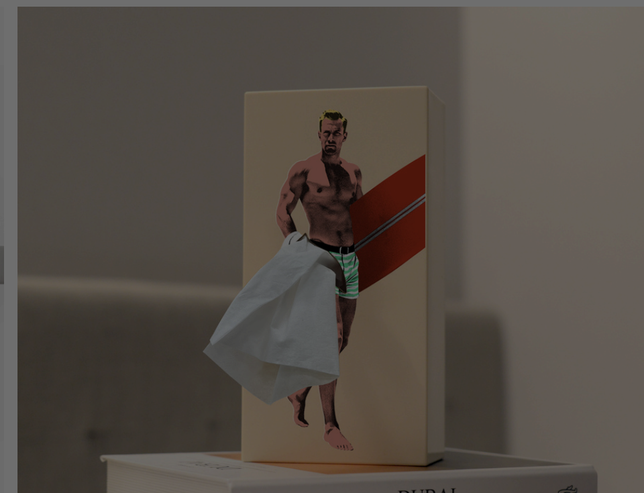











SPEXTRUM®

Objects

Tissue Up Girl

Best seller



Coco



Ellie



Ruby



Stella



Daisy



Lana



Marie Antoinette



Chunaeng

2026 New Launches



Miindo



Betty



Carmen



01 SPEXTRUM® Product Range and Best Sellers

01 Tissue Up Tale



02 Tissue Up Baby

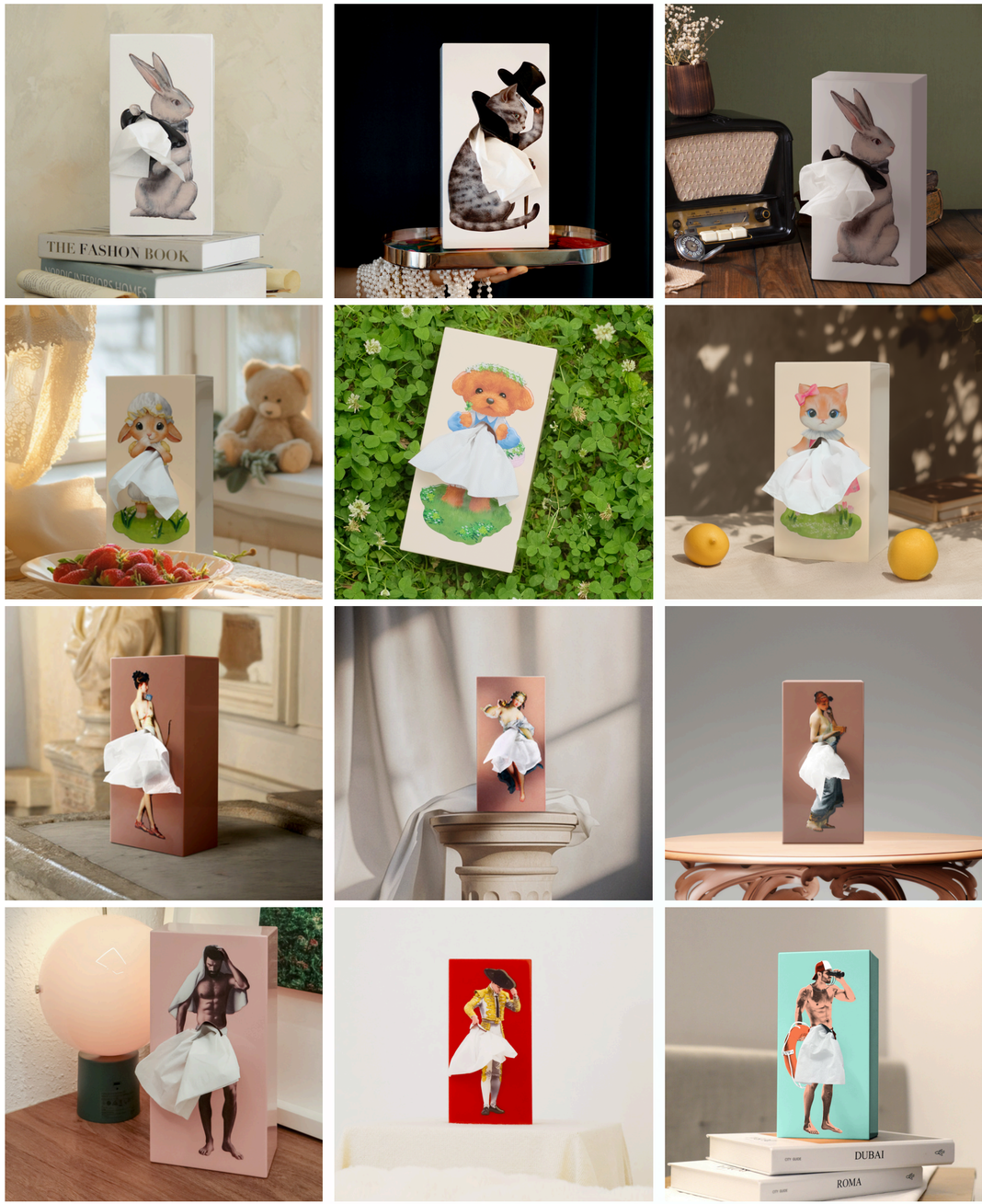


03 Tissue Up Mythology



04 Tissue Up Boy





City



Gold



Companion



Character



Flip vase

Best seller



Museum



Safari



Human



Wild



Piece of City







Tray Paradise
Tray Pond







Drink the Rainbow







Frame







Drink the Moon







Tangram sticky

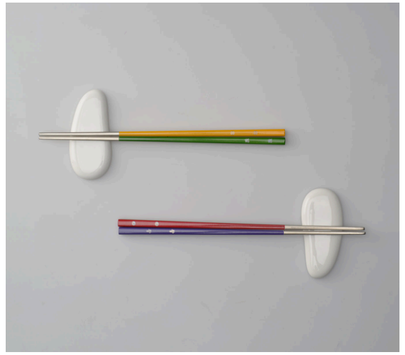






Five-color Chopsticks







The Wave







Neve







Circus Picks





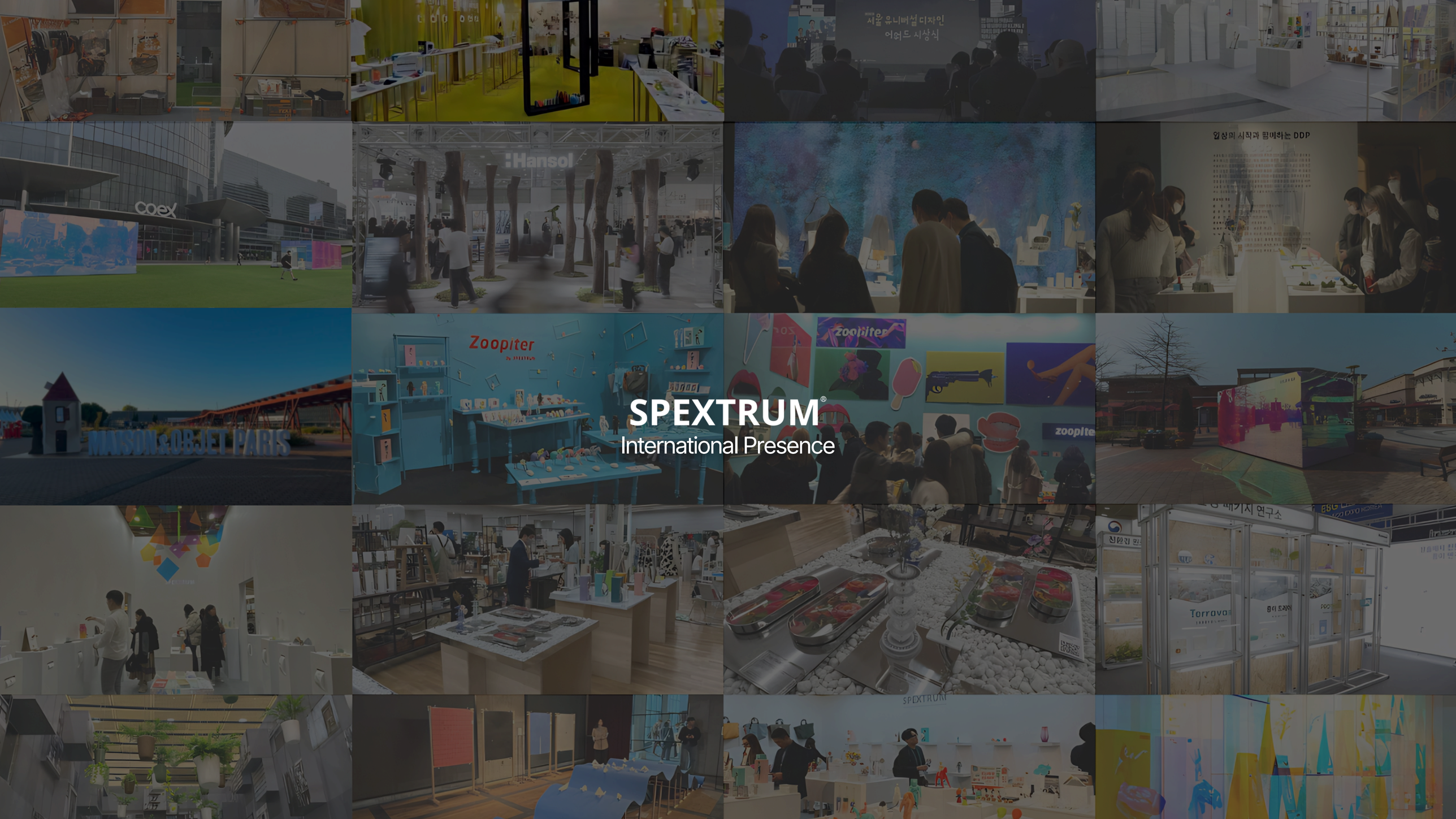


SPEXTRUM®

Establishing **Trust** and
Expertise
Intellectual Property Holdings

Holding a Total of 58 Intellectual Property Rights




SPEXTRUM®
International Presence

02 International Presence

SPEXTRUM®



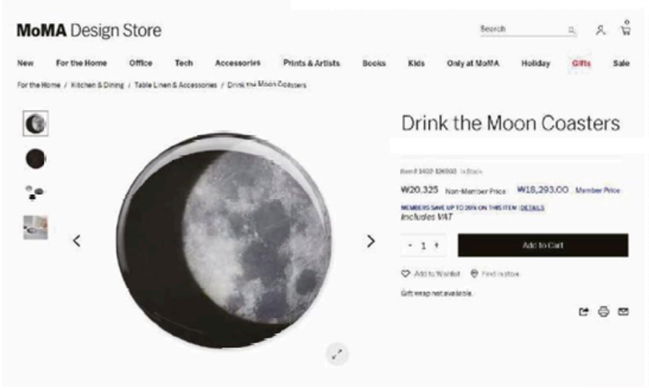
Our products have gained significant **earned media** coverage.



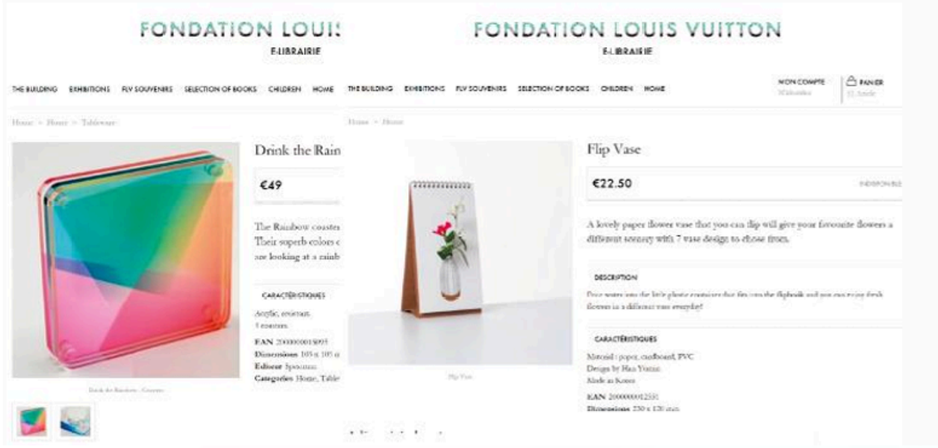


Our products have been sold in major **institutions**.

MoMA



Fondation Louis Vuitton



02 International Presence Holding overseas buyers

SPEXTRUM®

Through continuous participation in international exhibitions and social media marketing activities, **SPEXTRUM®** has expanded into global markets across the United States, Europe, and Asia.
Currently, Spextrum is engaging with overseas markets in over **30** countries and supported by a network of over **500** points of sale worldwide.



UNITED STATES	Beyond123 - Kemper Museum - Museum of Contemporary Art - MoMA - Seattle Art Museum - Philbrook Museum of Art - National Gallery Of Art - Perez Art Museum
FRANCE	Ideco - Louis vuitton Foundation - Centre Pompidou - De Museumwinke - FREUNDE DER KUNSTHALLE - Musee national Picasso-Paris
UNITED KINGDOM	NELLIE&DOVE - REDCANDY - Fair Fantoosh - The Eclectic Collection - MAGMA
GERMANY	Design Museum gent - Zweiteliebe - Herbal Health CVD Concept Store - DETAILS Produkte - DrinneN
CHINA	Cuneiform - Loft - Shift - MINISO - Boomingft
BELGIUM	Interhal - Tecniba - AXESWAR - Design Museum gent
SWITZERLAND	Enjoy media - Barbara Wick - Yamatuti - Heimlifeiss Zurich AG
CANADA	Walmart - FaBLOOMosity - Umbra - Muz Fabrique
TAIWAN	Laboite - ELLE - Enjoying Ikenobo Flower Arrangement
JAPAN	MoMA - Tsutaya - Beams
NETHERLANDS	Interhal - De Museumwinkel - Pairi daiza
ITALY	Go Big International - Casa in Luce
UAE	Cities concept - WavesCompany
AUSTRIA	Popshop - MuR

02 International Presence Distributors and Retailers

SPEXTRUM®

USA

MoMA

amazon

KEMPER MUSEUM OF CONTEMPORARY ART

123 beyond

France

Idéco Paris Agency

LOUIS VUITTON

PICASSO Musée Picasso Paris

FONDATION LOUIS VUITTON

Centre Pompidou

FREUNDE DER KUNSTHALLE

Japan

BEAMS JAPAN

BEYOND COOL

※元を超えた「カッコよさ」を追いかめて

MoMA

TSUTAYA

Italy

GO BIG INTERNATIONAL

CASA IN LUCE

casainluce.it

India
BB TWENTY THREE GLOBAL PRIVATE LTD.

Lebanon
Sooqbeirut

Ireland
Frock

Australia
Alife

Germany
Design Museum gent - Zweiteliebe - Herbal Health CVD Concept Store - DETAILS

Netherlands
Interhal

Spain
Unusual Concept Store

Belgium
Interhal - Tecniba - AXESWAR - Design Museum gent

Switzerland
Enjoy media - Barbara Wick - Yamatuti - Heimlifeiss Zurich AG

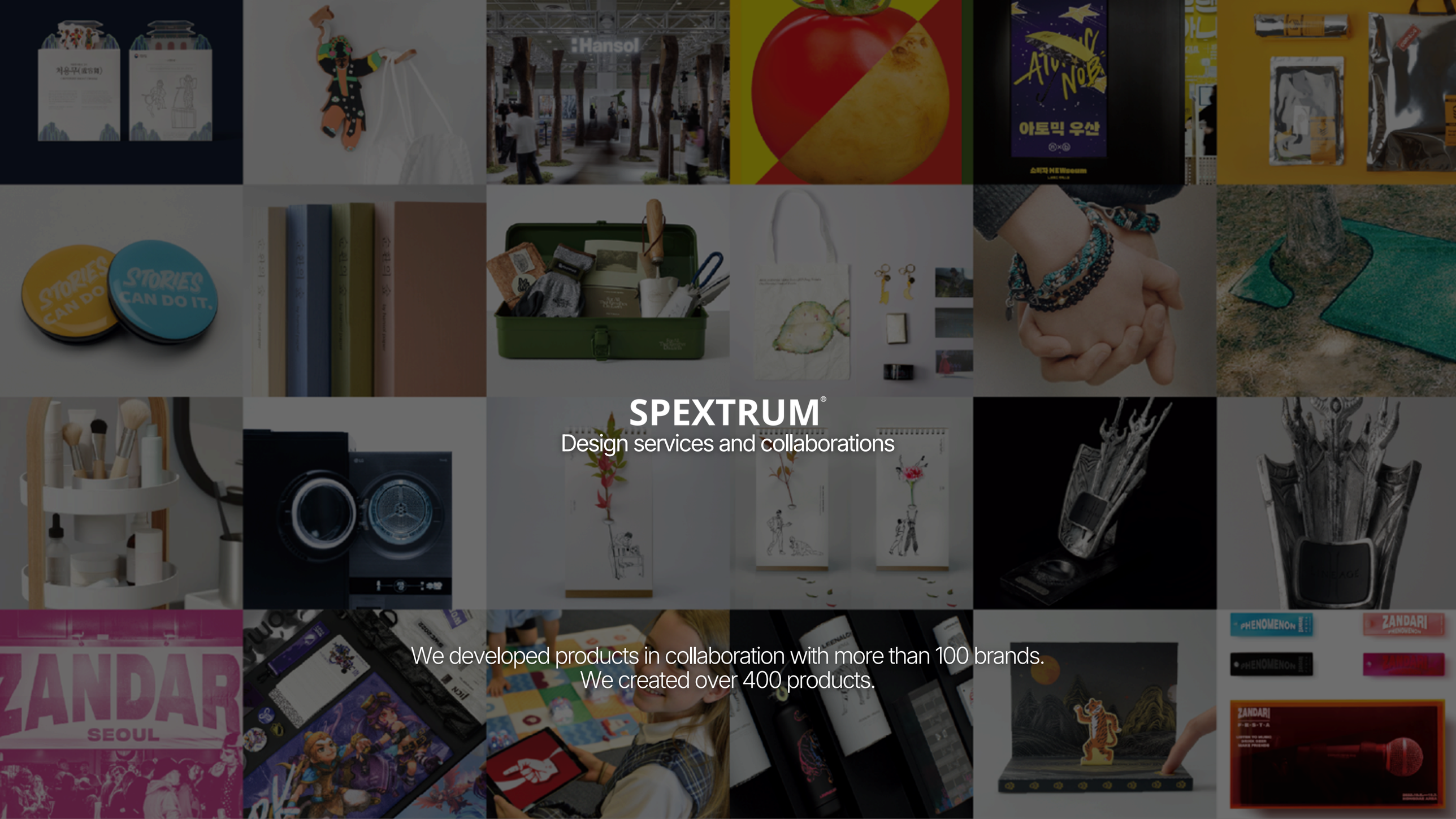
Canada
Walmart - FaBLOOMosity - Umbra - Muz Fabrique

United Kingdom
NELLIE&DOVE - REDCANDY - Fair Fantoosh - The Eclectic Collection - MAGMA

UAE
Cities Design, Art & Lifestyle

Taiwan
Laboite - ELLE - Enjoying Ikenobo Flower Arrangement

Qatar
BLUE SALON



SPEXTRUM®

Design services and collaborations

We developed products in collaboration with more than 100 brands.
We created over 400 products.

SPEXTRUM®

IP Goods









COM2US SUMMONERS WAR

nc

Branding Value Goods





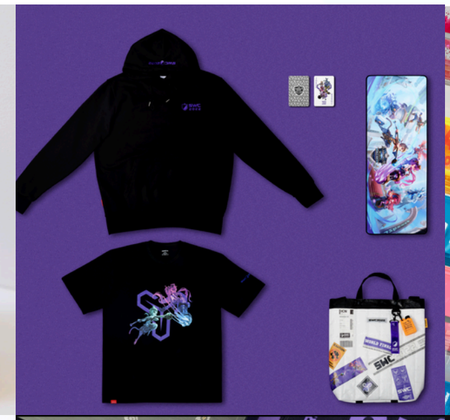




Casillero del Diablo

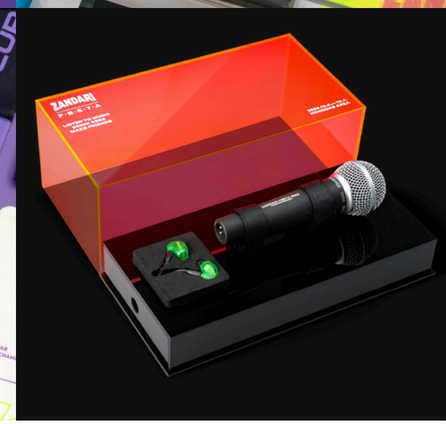
LG

Event Goods









COM2US SUMMONERS WAR

ZANDARI SEOUL

SPEXTRUM

Starfield Market Snow Village





emart

Hansol Paper's Forest of Circulation





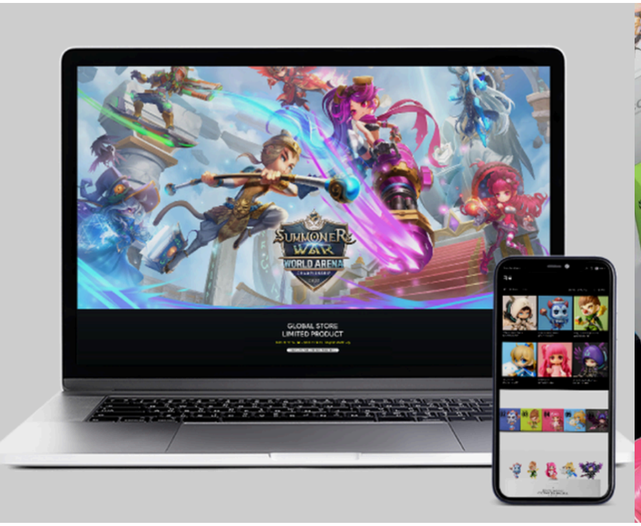
Hansol

Mystery Cube SPEXTRUM Pop-up Exhibition





SPEXTRUM







Summoners War SD Figure:
Archangel Fermion Edition

com2us

SUMMONERS WAR

No Brand
Video Creation Project

No Brand
브랜드가 아니다. 소비자다



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Thank you

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