



HARLIEK

Ver. 2024



Harlie K designs a sustainable lifestyle.

Empowering Impact

Harlie K is a social venture and social enterprise that pursues the coexistence of people and environment. From designs using upcycled and vegan materials to providing upcycling education services, we design positive impact.



ABOUT

| | |
|----------------|---|
| Company | Harlie K ltd |
| CEO | Harlie Hyunjung kim |
| Est. | 2018.10.22 |
| Location | 83-2, Keunjang-ro, Seo-gu, Daegu, South Korea |
| Employee Count | 5 |

HISTORY

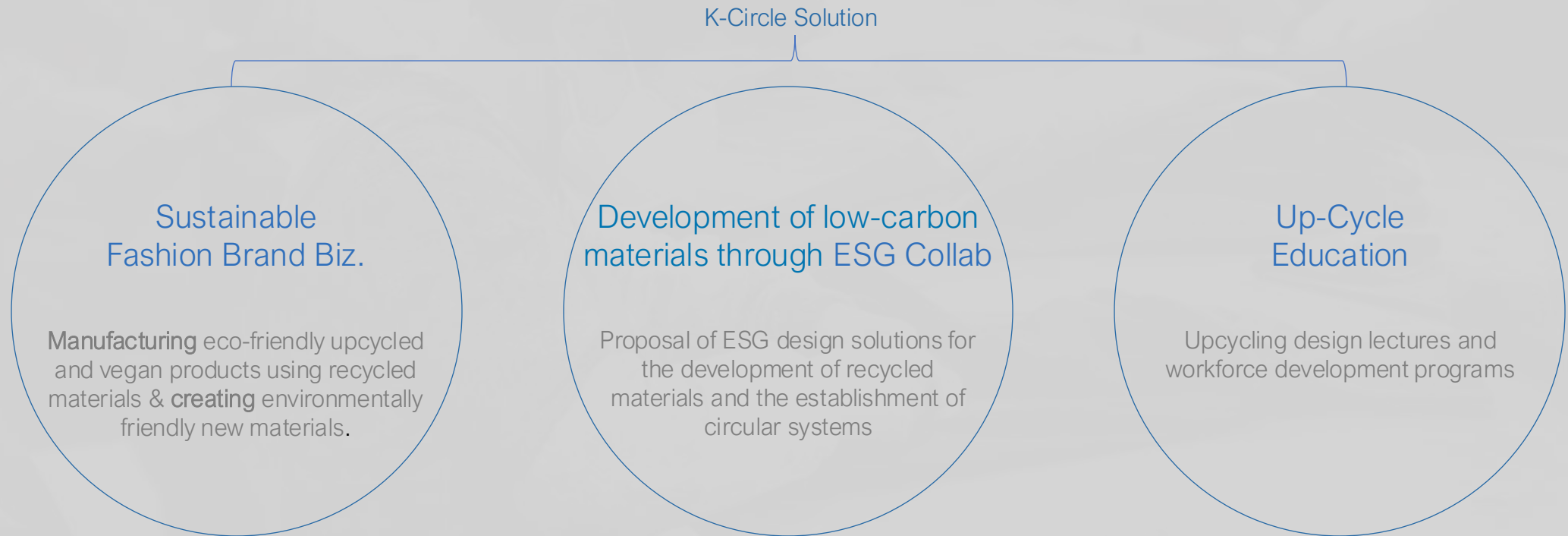


| | |
|------|---|
| 2018 | Harlie K Co., Ltd. Corporate Registration Red Dot Award Winner |
| 2019 | Registered as an Industrial Design Specialist Company |
| 2020 | Certified as a Venture Business Impact Seed Investment from MYSC & Wadiz Ventures |
| 2021 | Joined as a member of 1% for the Planet Certified as a Social Enterprise Recipient of the Daegu Gyeong Buk Excellent Small and Venture Business Award |
| 2022 | Signed an MOU with the Korea Textile Development Institute for the development of fabric made from recycled plastic Cooperation Agreement for Open Innovation with Hyosung TNC |
| 2023 | Certified as a Venture Business Selected for the Ministry of Oceans and Fisheries Accelerator Program |

K-Circle Solution

Harlie K is fully involved in all aspects of the supply chain. We are not only responsible for the materials and design but also in manufacturing and cross-functional education.

Harlie K circular solutions are totally unique.



Active Change

Harlie K believes that through our designs and conscious actions, we can create a better society.

01

Re-Fabric

Reducing carbon emission by utilizing discarded resources

Protecting animal rights through the use of vegan leathers in raw material production

Utilizing resource-circulating materials such as discarded fishing nets and plastics.

02

Social Impact

Revitalizing aging communities through employing women (mothers) returning to the workforce and seniors.

Contributing to local economy as a region-focused brand.

03

1% for the Planet

Harlie K is a member of 1% for the Planet, donating 1% of our profits to support environmental protection.



K-Circle Production System

Harlie K creates premium upcycled products through savoir faire, expertise in bringing discarded materials to life and highlighting the unique characteristics of the materials. We personally handle the detailed processes of material decomposition, cleaning, and cutting. Next, we collaborate with local specialized textile factories and skilled workshops.



Material Collection & Fabric Processing

We collect the discarded fabric based on demand. Donated clothes from local charity shops and churches are acquired. The garments are then dismantled by hand. No piece goes to waste; the fabric, thread, and materials, are all carefully utilized.



Fabrication Design

We categorize fabrics according to product patterns and characteristics. Then we mix-match fabrics which begins with unraveling threads. Afterward, we select key components and prepare to connect and sew.



Sewing and Production

We produce components like belts, belt loops, and buttons. The harmony between materials and fabrics is essential to the final product's quality, so the sewing is done with precision and strict standards. This careful approach enhances the product's overall finish.



Product production & Profit Donation

Harlie K provides jobs for career-interrupted women and seniors, while donating profits to environmental organizations. We think beyond the consumer. Each purchase ensures a stronger community, a livable planet for the consumer.

K-Circle Production System

D-Felt is a premium felt material crafted from 95% discarded denim, which cannot be recycled. This innovative approach not only addresses carbon emissions but also fundamentally mitigates the environmental impact of textile waste through local production. By selecting D-Felt, you are investing in sustainability and aligning with a vision for a more responsible luxury in the fashion industry.



Denim Deconstruction

Recycled jeans are carefully disassembled, with senior clubs removing metal components and cutting stitching before delivering processed materials to partners.



Fabric Mixing & Processing



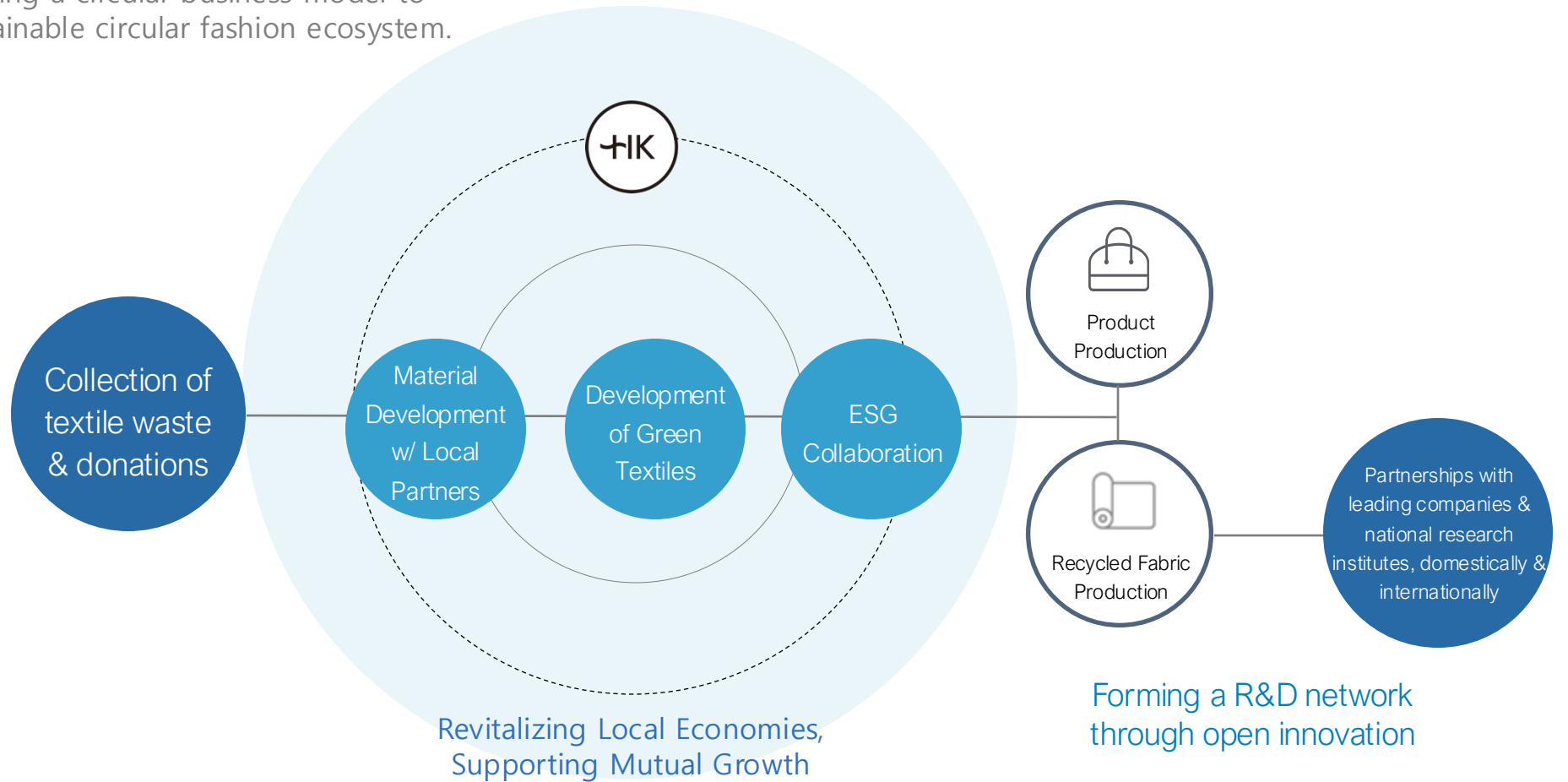
Needle Felting & Open Thermal Treatment



Fabric Production

K-Circle Business Model

Harlie K is building a circular business model to establish a sustainable circular fashion ecosystem.



Atelier Harlie K

Atelier Harlie K is an upcycling fashion brand that breathes new life into discarded products.

By adding the value of art and craftsmanship, we transform these items, presenting unique designs that become even more meaningful over time.

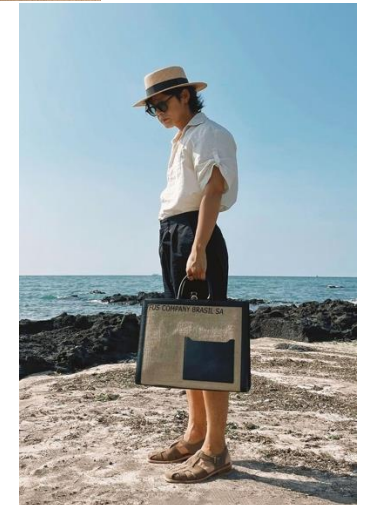
BEST SELLER



Beanie Mini Tote Bag / 219,000 KRW



Atelier Harlie K products



BRAND

HLK

HARLIE K COMPANY INTRODUCTION

HLK

HLK sustainably preserves the heritage of Korean minimalist beauty, through Korean vegan materials and user-centric designs.

By All HLK items are designed, sources, and made in Korea. We minimize carbon emissions and maximize contributions of local Korean talent. We collaborate with local senior citizens to empower our partners and build a fully sustainable supply chain.

BEST SELLER



세미 플립 카드 지갑 / 59,000원



HLK products

Hanji (Korean traditional paper) Leather

Hanji is Korean traditional paper made from mulberry trees – and by adhering it with cotton, it creates a ultra-lightweight, durable, and biodegradable material. It’s a material that’s water, scratch, and stain resistant.



Bandal Shoulder Bag



Sami Card Holder



Sami Flip Wallet



Seolbim Bowling 401



HLK products

ALL VEGAN

Korean Cactus Leather

Grown in Jeju, Korea, our local cactus leather is an ethical byproduct of upcycling, taking the scraps of cultivated cactus. Organic and pesticide-free. It also is strong against rips and humidity, and can withstand prolonged use.



Bandal Shoulder Bag



Neoul Bag



Bandal Shoulder Bag



Neoul Bag

HLK products

Recycled Nylon

Made by collecting discarded fishnets from the ocean and transforming trash into a durable material.



Nylon 2-Way Pouch



Mare Bag



Nylon Flip Wallet



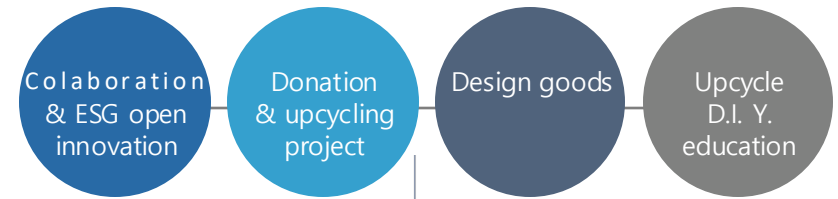
Mare Bag

ESG Collaborations

Harlie K has collaborated with the top eco-friendly brands in Korea, pioneering sustainable ESG projects and partnerships. We are Korea's leading a business model that is both environmentally friendly and socially responsible.

- + Produced passport cases for the Presidential Office of the Republic of Korea
- + Developed eco-friendly pouches for No Brand (Shinsegae) goods
- + Released three limited edition card wallets as 2021 P4G souvenirs
- + Created upcycled denim pencil cases for Jin Air
- + Produced recycled leather holders for Hyundai Transys

ESG Collab. Process



Anc 1.5

Harlie K x OhBoy Magazine x Choi Kang-hee

The 'Blue Plan for Blue Planet' project with OhBoy Magazine and actress Choi Kang-hee. Developed products using Hyosung's eco-friendly recycled nylon fabric and recycled denim. Operated an eco-friendly brand pop-up store at Under Stand Avenue, and participated in the OhBoy Unself Festival booth and talk concert



BLUE PLAN — FOR BLUE PLANET



WORKING VEST



Harlie K x Hyundai Department Store

Planned Hyundai Department Store's denim donation campaign and produced 5 types of upcycled denim goods. Collected 8,000 pairs of jeans through donation event with department store customers and partners. Launched online through The Hyundai.com's ESG-focused online editorial shop, Re Green.

Completed through 8 months of denim dismantling and 2 months of production)



리그린 데님 업사이클링
텀블러백
19,000원



리그린 데님 업사이클링
지퍼 노트북 파우치
39,000원

Harlie K x Hyosung Co., Ltd

Conducted a collaboration project for through open innovation with Hyosung Co., Ltd.
Developed a new 'Re-line' using Hyosung's eco-friendly recycled polyester and recycled nylon materials
Showcased at Let's Rock Festival (30,000+ gatherers) , Under Stand Avenue pop-up, and Unself Festa.

RE:GEN
Reply to Every Generation's Future



ESG collaborations



STOCKISTS

HARLIE K

ON-LINE

MUSINSA STORE

THE
HYUNDAI

29CM

W.CONCEPT.

SSG.COM

KOLON MALL

kakaotalk  선물하기

CJONSTYLE

HARLIE K COMPANY INTRODUCTION

OFF-LINE

Harlie K Daegu Showroom
OhBoy Select Shop
Gwangmyung Upcycle Centre



매일신문 · 2024.06.02. · 네이버뉴스

[인터뷰] 할매 할배가 만드는 업사이클링 가방 '세상에 쓸모없는 건 없어요'

이들은 대구 서문시장에 위치한 '할리케이' 시니어 직원들이다. '할리케이'는 생활 속에서 버려지거나 쓸모 없어진 것을 재사용해 잡화 제품을 만드...



[더보기 >](#)

매일경제 · 2023.06.28. · 네이버뉴스

이마트, 노브랜드 1500개 ... 물가 잡고 中소 날고

노브랜드는 ESG(환경·책임·투명경영) 굿즈 두 번째 상품으로 최근 사회적 기업 할리케이와 함께 '친환경 파우치'를 개발했다. 이번에 개발한... ..



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서울파이낸스 · 2023.08.29.

효성, 렛츠락페스티벌에서 ESG브랜드 선보여

할리케이가 공동으로 진행한다. 효성의 친환경 소재로 만들어진 마레백, 다담 토트백 등 다양한 콜라보 제품을 전시·판매할 예정이다. 참여 관객들...




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아시아경제 · 2023.03.02. · 네이버뉴스

[글로벌 히트템]'영부인 백' 할리케이, 친환경 가치 실현

"비니미니 토트백은 여름 시즌 제품인데도 김건희 여사가 해외 순방길에 들면서 화제가 됐고 전량 매진됐습니다." 김현정 할리케이 대표는 2일.....




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이데일리 · 2023.09.15. · 네이버뉴스

"K패션을 전 세계에" 김건희 여사, 순방길 착용 가방은[누구팀]

(사진=뉴스시·할리케이) 지난 1월 윤 대통령과 아랍에미리트(UAE) 국빈 방문과 스위스 다보스 포럼 참석차 6박 8일 일정으로 오른 새해 첫 순방...



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패션비즈 · 2021.09.07.

할리케이 X 빌리 엘리어트, 예지 있는 데님 파우치

국내 대표 업사이클 비건 패션 브랜드 할리케이(대표 김현정)와 뮤지컬 빌리 엘리어트가 함께 특별 패키지 '빌리 데님 파우치'를 출시한다.... 할리케...




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서울경제 PICK · 2021.08.01. · 네이버뉴스

[지구용]버려진 커피콩 자루, 패션템이 되다

— 패션과 환경이 만나다 지구용이 만난 업사이클링 패션 브랜드 할리케이는 버려지는 원두 자루와 청바지를 가방으로 만드는 곳이에요. 할리케이...




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한국경제 · 2021.05.17. · 네이버뉴스

할리케이, 버려지는 제품 '리사이클링'...매년 환경단체에 매출 1% 기부

업사이클 비건 패션 브랜드인 할리케이(HARLIE K)가 P4G(녹색성장 및 글로벌 목표 2030을 위한 연대) 정상회의 준비기획단과 '포용적인 녹색 ...



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매일신문 · 2021.04.04. · 네이버뉴스

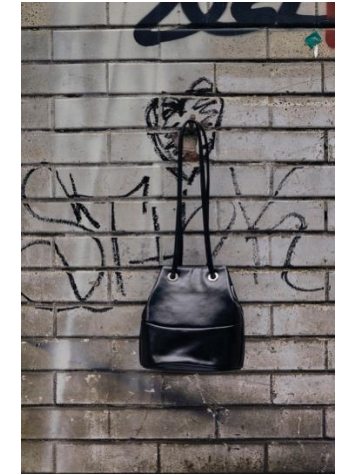
[소셜벤처 청년CEO 릴레이인터뷰 <1> 할리케이 김현정 대표

"대구 서구의 한국업사이클센터에 입주해 있는 할리케이는 업사이클링(Upcycling)으로 가방 등 패션 제품을 만드는 소셜벤처다. 2018년 설립 ...



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HARLIE K

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 harliek22

D-FELT

D-Felt is an exquisite felt material composed of 95% discarded, non-recyclable denim. This innovative solution addresses carbon emissions and mitigates environmental damage from textile waste through local production. Choose D-Felt to commit to pioneering sustainable fashion.



K-Fabric Solution

Our process involves separating recycled jeans, allowing senior clubs to remove metal components before transforming them into felt and non-woven fabric. This initiative prevents the export of textile waste from developed countries to developing nations, providing a solution to reduce overall industrial waste domestically. (Patent pending)