

WWW.CARLYNMALL.COM

Brand Introductory Presentation

Since 2014

Carlyn



## Brand Philosophy

# COMFORT & TIMELESS



CARLYN offers a diverse selection of bags in a variety of designs, materials, and colors, ranging from premium leather to lightweight nylon. Each piece is thoughtfully designed to complement a wide range of personal styles with ease. With a timeless and versatile appeal, CARLYN bags can be worn effortlessly by anyone, in any season, for years to come.

About Carlyn

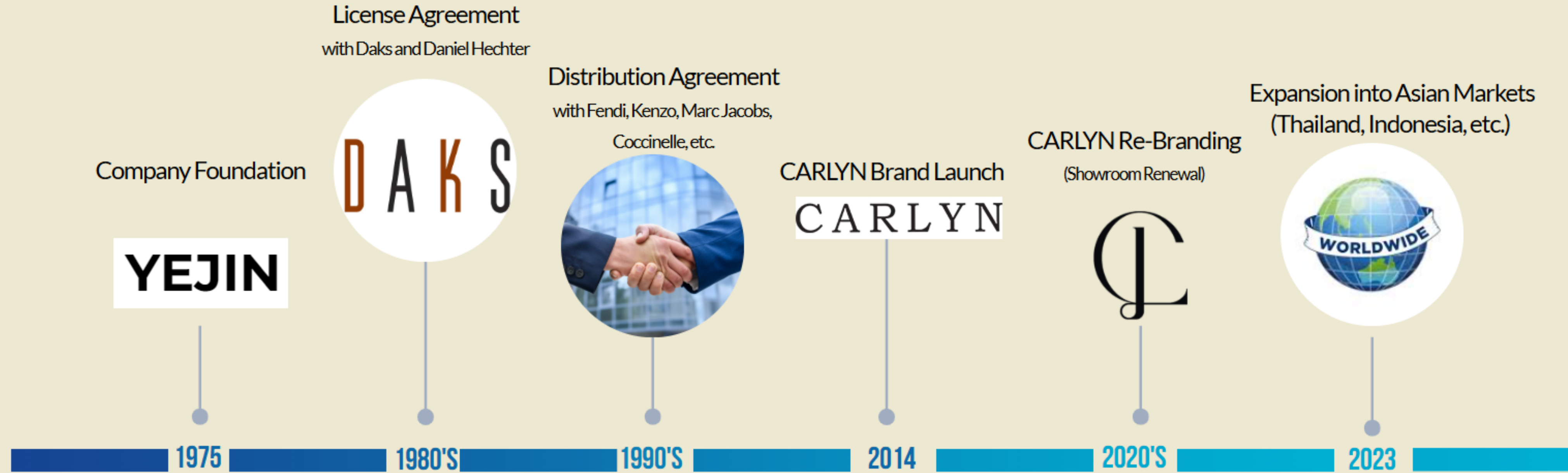
# Born in New York

"Comfort & Timeless bag"



CARLYN is a contemporary designer bag brand established in New York. It reinterprets the city's refined modernity and artistic sensibility through a sophisticated and modern design philosophy. With a strong identity rooted in the concept of the "Timeless Bag," CARLYN presents wearable designs that seamlessly connect the past, present, and future.

# Company History



## [BUSINESS SCOPE]

Manufacture & Distribution of Carlyn bags

Manufacture & Distribution of neckwear(Scarf, Muffler)

- FOUNDATION: 1975
- CAPITAL: KRW 1,500M (USD 1.13M)
- EMPLOYEE: 60 (excluding sales persons at off-line stores)
- TURNOVER (FY2023~FY2024): KRW 1,000,000M (USD 70.19M)

# Company History



이머징

순위	브랜드명
1위	칼린
2위	아카이브앳크
3위	아메바네사브루노ACC
	르메에
	마스마울즈
	마지서우드
순위 무관 (브랜드명 가나다순)	스텐드오일



CARLYN was selected as a Best Brand in the Handbag category at the 2025 Fashionbiz Awards, organized by Fashionbiz, Korea's leading fashion industry publication.

The award recognizes brands based on industry and consumer surveys, sales performance, and overall brand influence.

# Best Product



SOFT BAG

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PRICE: 90,000(KRW)

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Material: Nylon



COZY

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PRICE: 90,000(KRW)

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Material: Nylon



POING BAG

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PRICE: 90,000(KRW)

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Material: Nylon



KIRA BAG

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PRICE: 90,000(KRW)

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Material: Nylon

# ACC Product



KEYRING

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PRICE: 4~50,000(KRW)

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POUCH

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PRICE: 2~30,000(KRW)

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WALLET

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PRICE: 5~80,000(KRW)

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BALL CAP

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PRICE: 44,000(KRW)

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# CARLYN

Founder & Creative director  
Seunghee Lee (Alicia)

## - EDUCATION

- PARSONS THE NEW SCHOOL FOR DESIGN, New York, NY
- HAN YANG UNIVERSITY / LAW & MARKETING & FASHION, Seoul, Korea

## - EXPERIENCE

- OBZEE & HANNI Y, SK NETWORKS, Seoul, Korea
- ALEXANDER WANG, New York, NY
- YIGAL AZROUEL, New York, NY
- WWD MENS(DNR MAGAZINE), New York, NY
- GIVES & HWAKS, London, England
- TOPMAN, London, England



About Brand

# CAMPAIGN



FW Collection'25  
# MY R.O.E



Summer'25  
# The Cabinet Of Blue



Spring'25  
# On and Off



FW Collection'24  
# Diversity

About Brand

# LOOKBOOK



FW Collection'25  
# MY R.O.E



Summer'25  
# The Cabinet Of Blue

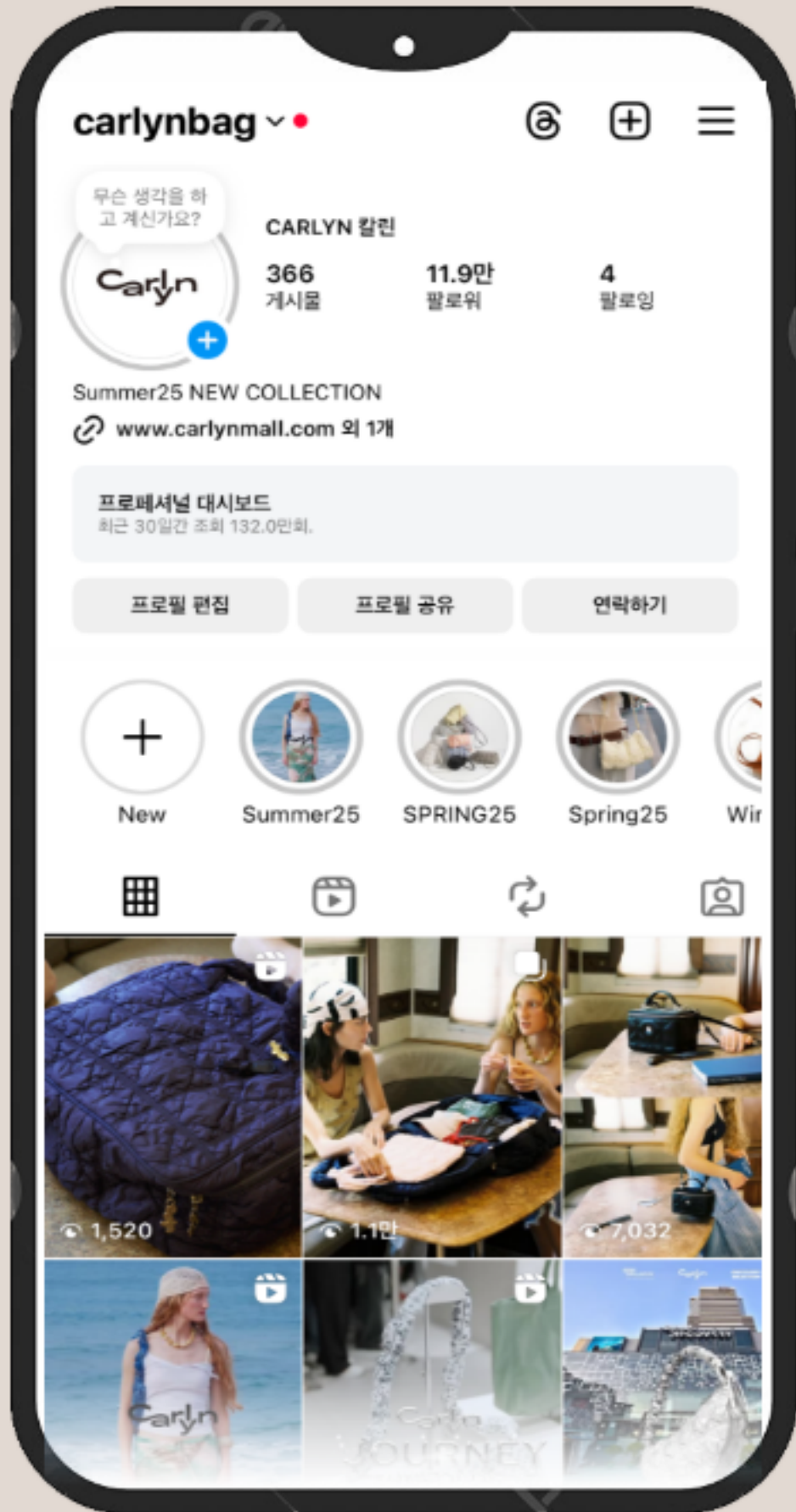


FW Collection'24  
# Diversity

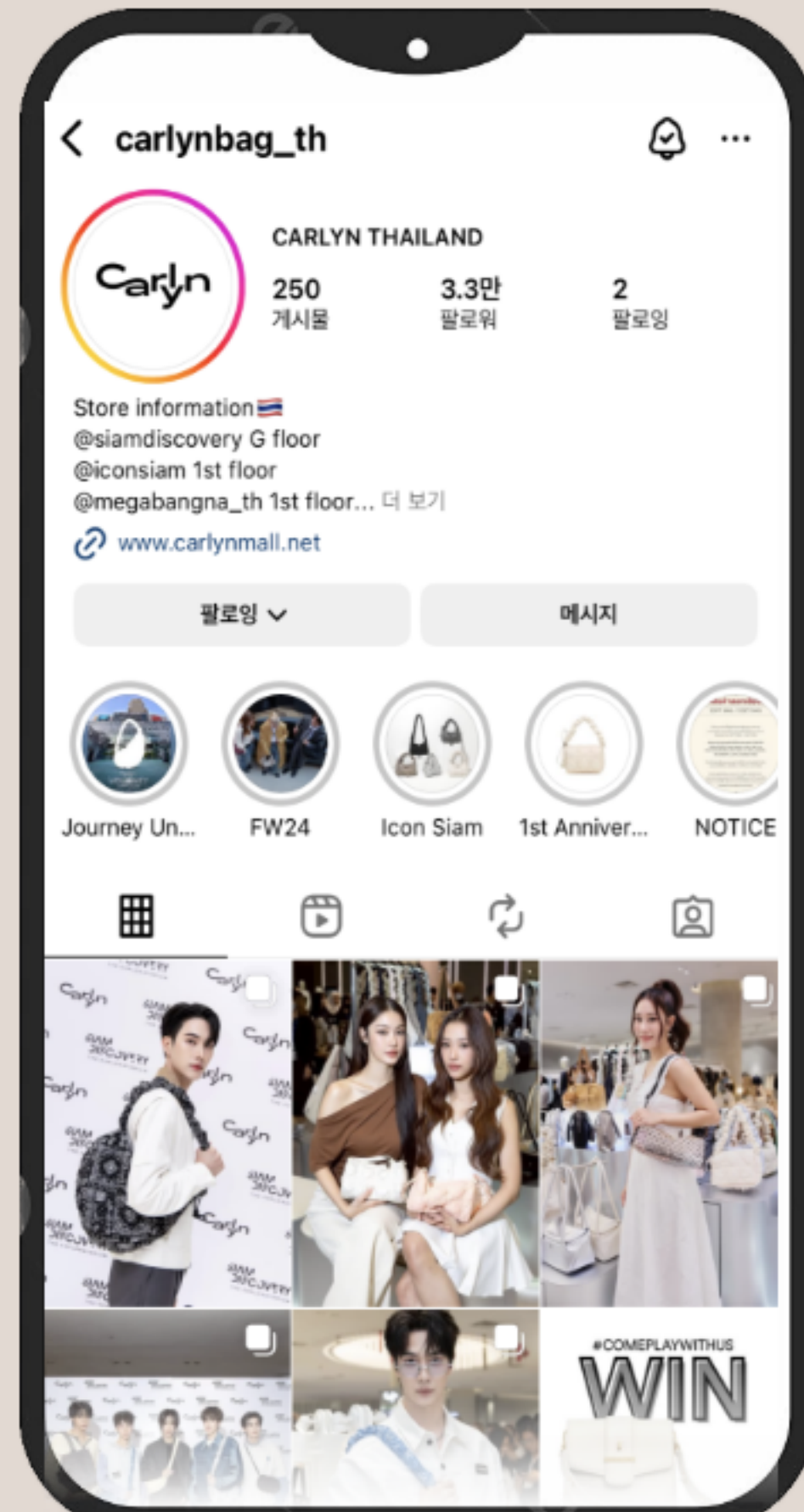


Spring'24  
# Where did you get it?

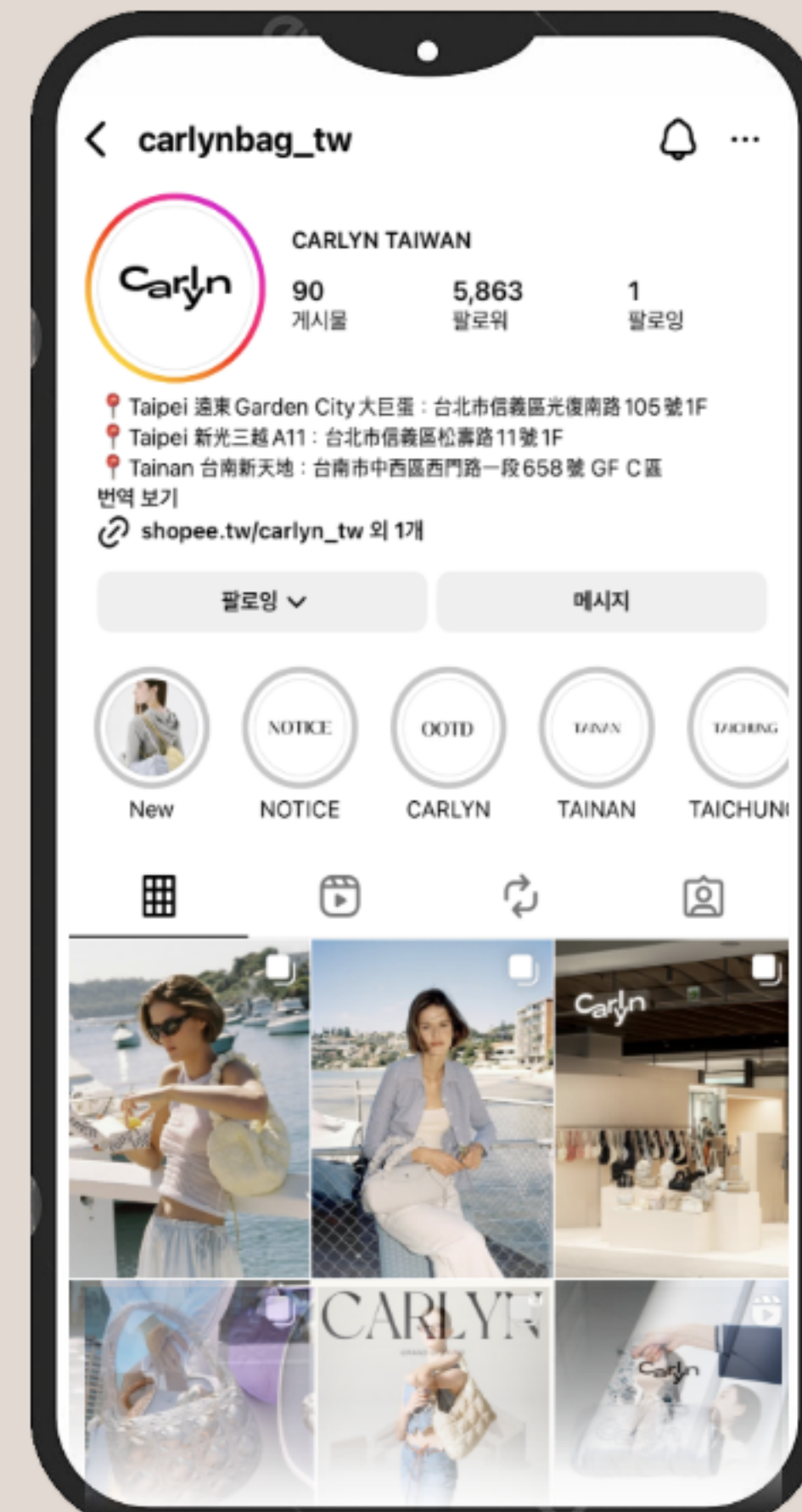
# SNS MARKETING



@carlynbag  
Official Account



@carlynbag\_th  
Thailand Official Account



@carlynbag\_tw  
Taiwan Official Account



@carlynbag\_jp  
Japan Official Account

# STAR MARKETING



G-IDLE\_MINNIE



IVE\_GAEUL



IVE\_REI



BAMBAM



TXT\_TAEHYUN



SHINEE\_KEY



AESPA\_KARINA



RED VELVET\_SEULGI



RED VELVET\_WENDY



LE SSERAFIM\_YUNJIN



TWICE\_TZUYU



SONG JI HYO

About Brand

# STAR MARKETING

CO-WORK WITH THAI CELEBRITY



**ELLE Thailand**

with Sarin Ronnakiat / Chutimon Chuengcharoensukying

**ELLE Thailand**

with Freen Sarocha, Becky Rebecca  
Force Jiratchapong, Book Kasidet, Great Sapol, Inn Sarin

About Brand

# PROMOTION

CARLYN Seong-su Summer Pop-Up Store Event / August 14 - August 24, 2025 ("The Journey Unfolds")



About Brand

# PROMOTION

Christmas Pop-Up Store at Holiday Pastry Cafe (Bangkok's famous cafe brand)



# Offline Store



## SEOUL

### HONGDAE SHOWROOM

1-2F, 13, Wausan-ro 29da-gil, Mapo-gu,  
Seoul, Republic of Korea

### JAMSIL

#### (LOTTE DEPARTMENT)

2F, 240, Olympic-ro, Songpa-gu,  
Seoul, Republic of Korea

## GYEONG-GI

### Hyundai Department Store

3F, 817, Hosu-ro, Ilsanseo-gu, Goyang-si,  
Gyeonggi-do, Republic of Korea

# Offline Store

— Hongdae Showroom



# Online Store

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< CARLYN OFFICIAL ONLINE MALL >

- [www.carlynmall.com](http://www.carlynmall.com)
- [www.carlynmall.net](http://www.carlynmall.net)
- [www.ssg.com](http://www.ssg.com)
- [www.lotte.com](http://www.lotte.com)
- [www.cjonstyle.com](http://www.cjonstyle.com)
- [www.wconcept.co.kr](http://www.wconcept.co.kr)
- [www.musinsa.com](http://www.musinsa.com)
- [brand.naver.com/carlyn](http://brand.naver.com/carlyn)
- [zigzag.kr](http://zigzag.kr)
- [www.a-bly.com](http://www.a-bly.com)

# Global Store

## THAILAND BANGKOK (OFFLINE)

- SIAM DISCOVERY
- ICON SIAM
- MEGA BANGNA
- FASHION ISLAND
- FUTURE PARK
- CENTRAL WESTGATE

## ONLINE STORE

<https://www.onesiam.com/>



## INDONESIA JAKARTA (OFFLINE)

- Pondok Indah Mall
- Senayan City
- Grand Indonesia Mall

## ONLINE STORE

<https://bobobobo.com/collections/carlyn>



# Global Store

## TAIWAN

### TAIPEI (OFFLINE)

- Far Eastern Garden City , Taipei Dome) -
- Shin Kong Mitsukoshi , Taipei A11

### TAICHUNG (OFFLINE)

- Shin Kong Mitsukoshi , Taichung Zhonggang

### TAINAN (OFFLINE)

- Shin Kong Mitsukoshi , Tainan Place

### KAOHSIUNG (OFFLINE)

- Kaohsiung Dream Mall

### ONLINE STORE

[https://shopee.tw/carlyn\\_tw](https://shopee.tw/carlyn_tw)

<https://m.momoshop.com.tw/cateGoods.momo?>



## HONG KONG

- K11 MUSEA

## CHINA

### ONLINE STORE

<https://myip.kr/KuIHV>

<https://xhslink.com/m/6vRKjTWN4b>

<https://v.douyin.com/yuqjTcUcfc/>

<https://mall.jd.com/index-20497400.html>



# Bangkok, Thailand



# Jakarta, Indonesia



# Taipei / Taichung / Kaohsiung, Taiwan



# Hangzhou/ Chengdu / Beijing, China 🇨🇳



# Osaka, Japan



E.O.D

[www.carlynmall.com](http://www.carlynmall.com)  
[@carlynbag](#)  
[int@yeajin.com](mailto:int@yeajin.com)