

MELDA

Traditional Handmade Women's Bag
Since 2004

1. About MELDA KOREA

- **1st** generation :1974 Opened in Myeongdong as a shoe handbag brand
- Second generation : Launched MELDA brand in 2004
 - 2004 ~ present
(Off-line sale including some wear shop and leather shop)
After 2010 : Lotte Mall, Shinsegae Mall Store Sales
 - 2014-2016
(Supplied 100 million won to LG Fashion brand online mall)
Other pop-ups to 10 million a month Sales over KRW

★ MERIT

- With more than 30 years of craftsmanship, we develop and produce more than 50 new products every year.
- Quick after-sales service possible

★ 2019 PLAN

- We intend to start new SPA brand with accumulated KNOW-HOW centered on 2019



MELDA

2. Story of MELDA !



Chic and chic Melda,

Cute pet, and a lady with a loving family!

The image of the city woman is sophisticated, but it emphasizes practicality, It expresses the intimacy that can attract attention and match everywhere.

Melda,

It is a brand that strives to have an unattractive charm.



MELDA

3. BRAND FOR WHO!

- MELDA seeks a practical and rational emotional women group,

It is a product designed to reveal trendy sensibility and practicality together.

-MELDA is a brand that will protect customers' self-esteem as a second-bag replacement for limited use of luxury brands.



MELDA is SPA-Brand, a brand new workshop concept that can be customized for customers who want products with scarcity for me.

. MELDA is a product that can reach a wide range from 20s to middle-aged people with reasonable price which is the advantage of SPA-Brand.



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4. MELDA is~

1. More than 1000 products since 2004



etc.. MELDA

5. 2018 NEW MELDA !

1. Be light with lightness

- Lightness is the advantage of being able to approach easily in carrying part,
It meets convenience and practicality that she wants MELDA sensual!
- MELDA's self-esteem leather trim and fine metal trim
And the use of a solid zipper and finish!

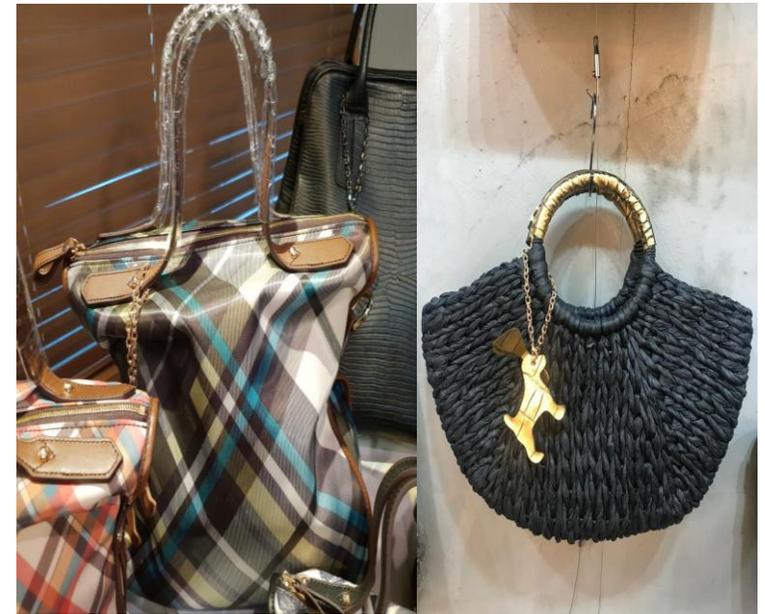
2. Mild & Mild



- Using light and soft fabric material
trendy design.
The mild pollution that urban Melda
worries her is a pattern design that
is easily covered!

3. ECO

- Uses environmentally friendly
cloth and minimal leather



6. Material of MELDA

1. LEATHER : made by korea
2. Fabric – made by Italy
3. Inside material -Domestic suede fabric made by korea
4. hardware - Use 18k real gold plated and YKK zipper
5. Detail : Solid finish
6. Eco-friendly machining (minimal machining)



MELDA LEATHER

멜다의 가죽은 중금속과 독소가 없는 식물 첨가제로 무독질한 가죽을 사용하여 작업시 발생하는 환경 오염 작업 요소들을 배제한, 최소한의 가공, 최소 염색 과정만을 거친 순수 천연 가죽 그대로를 사용합니다. 가죽의 미세 스크래치나 주름 자국들은 자연스런 모습으로, 순수한 가죽의 멋을 느끼기를 제안합니다.

MELDA use vegetable-tanned leather which has not including poisonous substances and heavy metal contents. For leather, preparations of our aim, "LONG LIFE DESIGN", dyeing process that minimum chemical effect on the environment and the least touch to leather originality. We consider and suggest some fine scratches on leather shown as natural condition and authenticity.

2019, Competing brands of MELDA

1. LONGCHAMP FRANCE



2. KIPLING BELGIUM



3. CATH KIDSTON U-K



MELDA

8. 2019 MELDA Price



1. Leather Fabric combi :

: 140,000 won ~

2. Leather :

:120,000 won ~

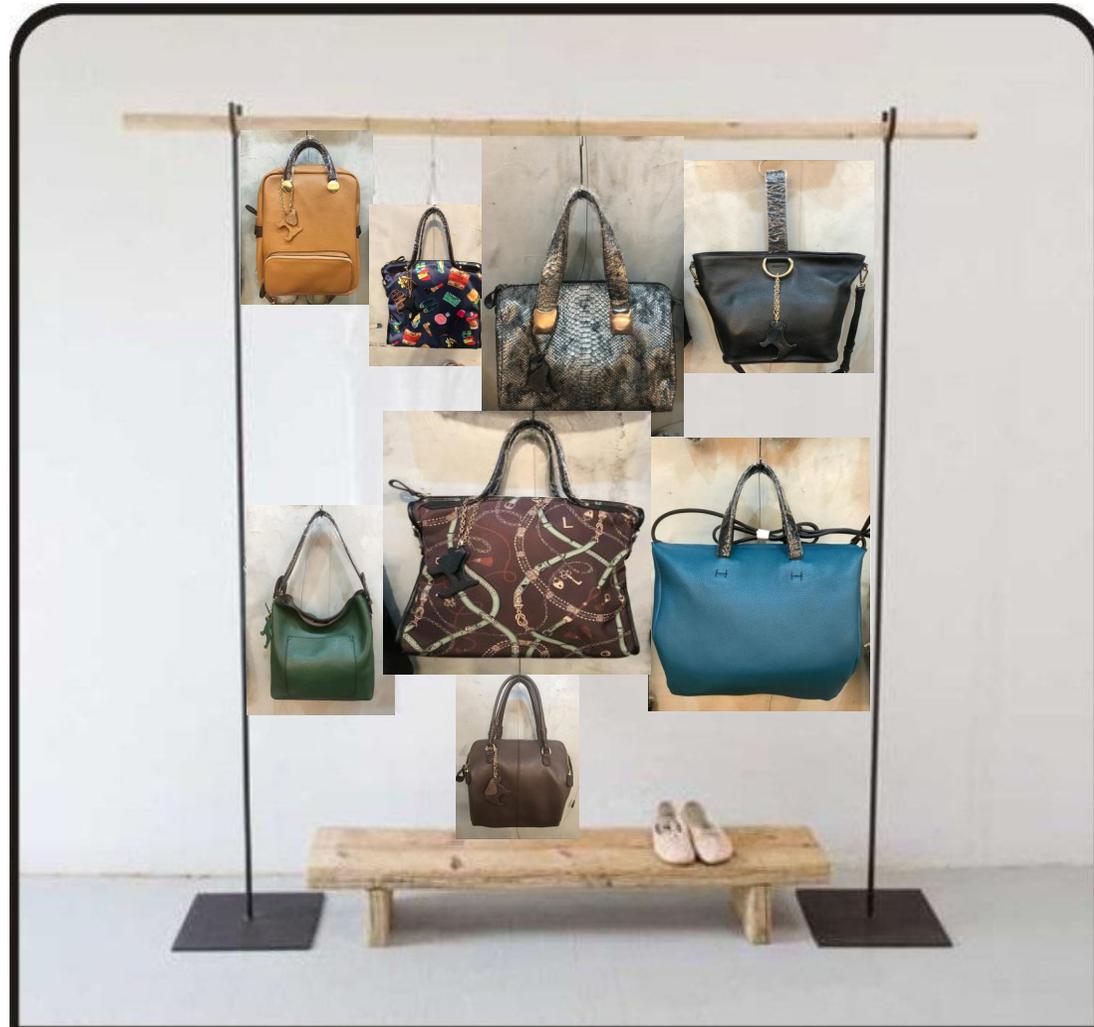
3. Fake Leather

90,000 won ~



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9. 2019 MELDA DP



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MELDA 2019!



Melda will be approaching customers with trends at a more reasonable price!

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