



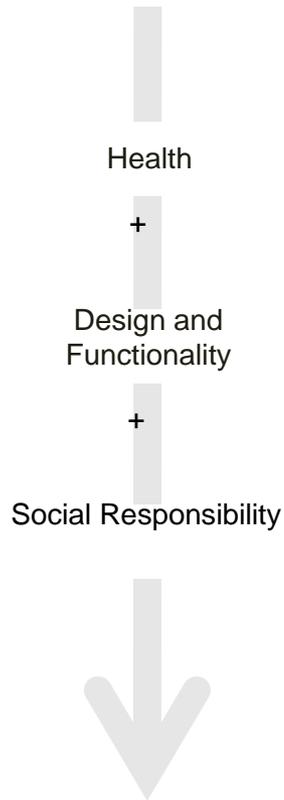
## LOVELY FLAT SHOES

"SINA" thinks of humans' precious health first and pursues the value of their lives and making their own fashion by themselves.

**Human Brand SINA**

<b>Company</b>	SINA
<b>Outline</b>	Manufacturing comfortable and fashionable shoes with ergonomically built insoles
<b>Focus</b>	Women's flat shoes that meet aesthetic and functional needs
<b>Founded On</b>	11/27/2011
<b>Address</b>	44 Insadaong-gil, Jongno-gu , Seoul , Korea
<b>History</b>	Participation in Company Founding Training Academy of Yonsei University Supported by Small and Medium Business Administration Company Founding Leadership Academy Supported by Youth 1000 CEO Project Supported by Women Venture Association
<b>Certification</b>	Shoes Design Pending Patent Pending for Shoes' Functionality Registered Trademark

## Mission



## Vision



### Women Flat Shoes

Shoes made with ergonomically constructed insoles, maximizing comfort and design

### | Brand Concept

"Sina" has taken its name from a pure Korean word "Sinabeuro" which is an adverb that means "little by little". Its vision is to accompany consumers while they improve and transform themselves little by little. "Sinabeuro", or "Sina" can also blend with the recent trend of "living slowly", or "walking slowly", enjoying peace of mind, even in the midst of a busy life.

### | Design Concept

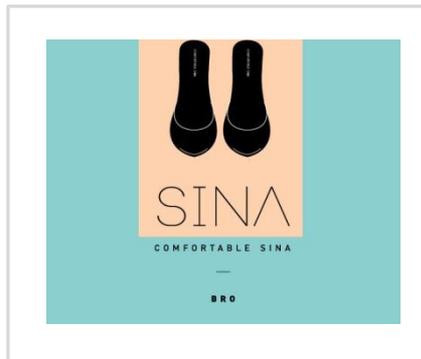
The design of the last is similar to that of the traditional flower shoes, marrying simplicity with modernity. The shoes share a common identity, but are each ultimately aimed to advance into various designs using diverse materials, colors, or decorative elements. Daring or simple distinguishing graphics are added to the original flat shoes style. The design is fancy and stands out. It is unique and tasteful.

## Symbol Mark



“SINA” is a brand name that was named after a pure Korean word “Sinabeuro”, which means “little by little.” It contains the meaning of making my own style like making me.

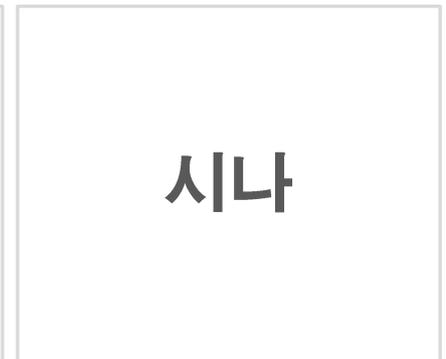
## Logo Mark



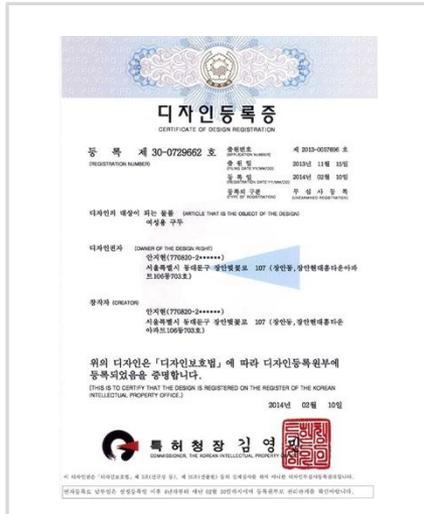
Vertical combination



English only



Korean only





## Design Director "SINA"

### ■ Award-winning experience

- Chosen as Youth 1000 CEO Project - Shoes design development
- Chosen by Start-up Leading College - Shoes insole development and production
- Chosen as Design Support Project for SMEs- Shoes outsole design
- Patent application for shoes insole development
- Trademark registration for SINA/ Registration for shoes design

### ■ Location

- Currently selling at Ssamjigil, Insadong, Seoul

Unique Characteristics

Simple + Natural + Casual + Comfortable

“Sensitive value treasuring my own individuality”



SINA SHOES

Comfortable + Simple design sensibility

Flat Shoes

Pattern line

Traditional shoes line

Straps line

Color line

Unique line

Expression of a modern, sophisticated feeling with a unique pattern

Creation of fun with various motifs reflecting the feeling of traditional Korean “flower shoes”

Emphasis on femininity

Expression of shoes with various colors to captivate attentions

Design line evoking imagination

Unique Line

### ■ Scandimom (married women in her 30s and 40s)

Married woman in her 30s and 40s taking a keen interest fashion and pursuing my own style despite being a mom raising a child.  
Minimized pain in the soles or the heels thanks to the outsole in shoes although mom walks along with a baby her arms.

### ■ Active senior

Customer aged over 50 who pursues the freedom of fashion and takes a keen interest in fashion.  
Generation of interest from customers in their 50s and 60s through sensitive design with motifs of flower shoes evoking the nostalgia of their childhood.

### ■ Working woman in her 20s and 30s and student

Working woman with liberal professions who thinks of individuality first and values it.  
(Women with professions such as designer, artist, performer, instrumental musician, etc.)  
Working woman who values distinction from others and individuality.  
Working woman who values distinction from others and individuality.  
Woman who lives while enjoying a life.  
Woman who can relax even in the mist of a busy life.



### Pattern line

Product line expressing a modern, sophisticated feeling with a unique pattern

### Traditional shoes line

Line creating fun with various motifs reflecting the feeling of traditional Korean "flower shoes"

### Straps line

Product line emphasizing femininity

### Color line

Product line expressing shoes with various colors and captivating attentions

### Unique line

Design line (uniqueness + practicality + individuality) evoking imagination

## Fashionable & functional design

- Satisfaction of both fashion's sensuous feeling and comfortable function
- Pursuit of harmony through design evoking contemporaneous sympathy with casual, comfortable, and natural, which are shoes' fundamental functions

## Traditional design (motif)

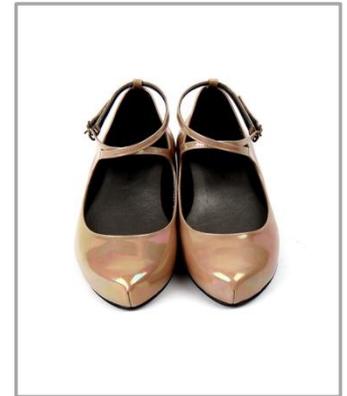
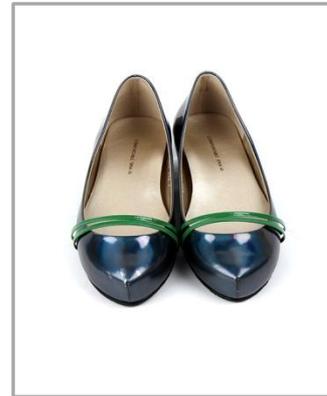
- Pursuit of design matching traditional beauty ("flower shoes") with modern design
- Pursuit of design arousing sympathy from 12 million foreign tourists based on traditional Korean culture

## Function insole

- Pursuit of the feet's comfort and stability through arch support
- Supplementation of pain in the soles, a disadvantage of flat shoes through the cushion of shoes insole
- Minimized fatigue of the feet while waking depending on a height difference of front and rear arches through the insole considering the shape of the feet to the maximum

## Hand-made product

- 100% hand-made
- Self-designed by SINA
- Flat shoes pursuing comfort and design by making the ergonomically designed insole



# 1. Product value

**What** 1. Offering sensitive value making my own style and individuality.  
(Expression of my own uniqueness and creativity to be distinguished from others)

**How** 1. Design: Utilization of “flower shoes” that don’t lose practical value, add convenient functionality, and are reinterpreted to suit traditional things to modern sensibility as motifs.

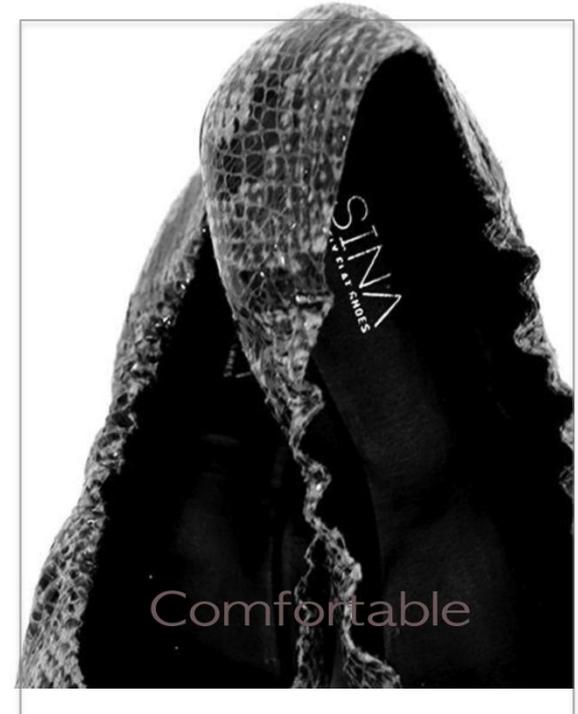
2. Manufacturing method: Value made by hand with all our heart.

3. Raw materials: Additional value given by various raw materials sheepskin cowhide, pigskin).

**Why** 1. Aesthetic value of beauty that every woman wants to pursue.

2. Practical value with both design and function.

3. Additional sensitive value (sharing) to have through the process of purchase or possession of the product.



## 2. Reasonable price

**“Purchase a good product at a reasonable price” (design + function + valuation)**

Traditional flower shoes as motifs,

Shoes satisfying both function and design,

Functionality meeting customer’s needs,

Use of high-quality leather raw materials,

Even sensitive value given by use of the product

We propose value for reasonable price “so that much more people can use the value of SINA” by containing all of these.

Offered at a reasonable price, SINA is high-quality reasonable shoes that customers want.

At SINA, we promise to make shoes having design and comfort to evoke contemporaneous sympathy from customers.



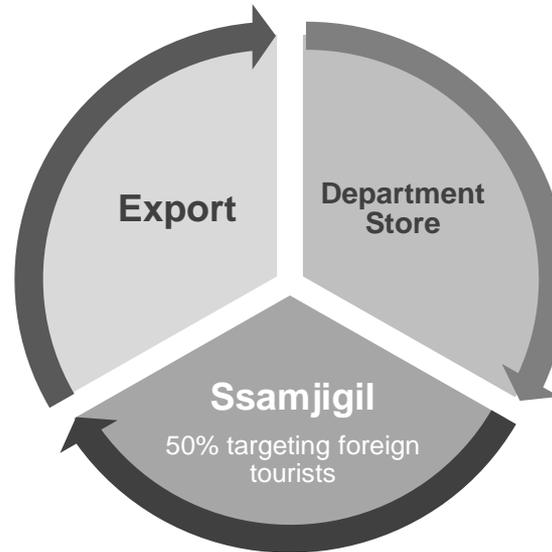
Side of insole



### Function insole

- Arch support adding to the comfort of the feet
- Heel cushion that removes the pain in the heels and soles
- Urethane material that will not be easily sunk
- Self-designed and developed





### **Marketing strategy for off-line market**

SINA shoes are currently selling targeting foreign tourists from Singapore, China, and Malaysia at the Ssamjigil shop, Insadong, Seoul. The first exports are scheduled for 2015.

### **Marketing strategy for on-line market**

All our efforts will be focused on promoting our products through SINA shoes' video, homepage renewal, search engine marketing, English homepage, E-catalogue, etc. including participation in overseas exhibitions in the future.

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Thank you

Managing Director 안 지 현

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