

Company Profile

INTRODUCTION OF **AIJI KOREA**

AIJI KOREA



PREMIUM CONCEPT STORE "HOUSEWARE"

- AIJI Korea has been achieving significant growth in kitchen and tableware sectors and it has increased overseas business by setting up in China.
- AIJI Korea is also in the process of developing various items such as home furnishing goods, diffuser, candles, other life style items. We are also working on collaboration with many premium houseware brands in Korea.
- Hence, AIJI Korea wants to become a luxurious concept store by expanding sales channels of its own items and developing items which can deliver a high quality customer experience.
- Lastly, AIJI Korea had developed its own IT program in order to enable an easy shopping experience for customers. This allows our online store to be more efficient and increase product competitiveness by collaborating with major big online retailers as well as social commerce in Korea.

- AIJI Korea develops home furnishing goods, candles, diffuser and kitchenware as main items. AIJI Korea is in the process of trying to make collaboration with branches of luxurious houseware brands in Korea. As extent of sales range, we run luxurious multi shop in newly open store.
- AIJI Korea runs on/off line, O2O, whole sales/retail, pop-up stores and builds a relationship with huge retail companies in Korea – COSTCO, E Mart, Lotte Department store, LotteMart, Traders, Home plus, Newcore E Land, CJ Home shopping, GS Home shopping, NS Home shopping and 3 Social commerce companies so we increase our own product competitiveness.

MAIN BUSINESS RANGE

1) Offline

- B2B
- B2C
- Department stores
- Discount stores
- Shop in shop (concept stores)
- Multi stores(road shop, warehouse type)
- TV home shopping

2) On-line shop

- Major retail/wholesale markets
- Social commerce

AIJI KOREA
(ASIA EUROPE BASED)

3) Discount stores

- TV home shopping
- Major retail/wholesale markets

4) Overseas

- Import & Export
- Development of product
- Development of overseas business partners
- Sourcing(Lotte mart, Big Market, E-mart)
- Diversification on supplier

OFF LINE STORE – “HOUSEWARE”



OFF LINE STORE



- Our off line flagship store opened in 2017 is a life style multi-shop which is one stop shopping place.
- We have many different kinds of items from tableware/kitchenware to home furnishing goods.
- Most of the items are luxurious premium which can satisfy customer's needs.

“하우스웨어 회원가입 시 3000point 즉시지급!”

BOOK MARK LOGIN JOIN MYPAGE CART(0) ORDER

HOUSE WARE

특별어 테이블웨어 주방소품 생활/가구 가전제품 인테리어 시공 기획전 고객센터

春 하우스웨어에서 미리 만나 봄

이벤트 기획전

New Items 신규상품

OYAY at home 쿠션의 계절이 돌아왔다!

신규브랜드 두밍굿즈

머그 & 티타임전

HOP 조리도구 전품목 1,900원

하우스웨어에서 미리 만나 봄

하우스웨어 웨딩, 혼수 기획전

Membership 회원혜택

We have on-line store which enables an easy shopping experience for customers.

Visit our web-site for details.

www.houseware.co.kr

MAIN BRAND



MAIN BRAND

PORTMEIRION

Belief: "we would like to make the beautiful products that everybody can buy with the reasonable price."

Thick but light and strong products

A casual atmosphere that have a floral decoration with diversity and liveliness



COSTA NOVA



Portugal

Global ceramic brands that is manufactured from Grestel in Portugal. The production with conflating the advanced technology, knowhow and historical legacy
Product Family with a wide scope including country, classic, country style and etc



MAIN BRAND


KÄHLER

Kähler has manufactured ceramics for over 175 years and Denmark's most popular brands for home and kitchenware! Kähler ceramics are popular for offering Danish design and style in all aspects of the home, whether you are searching for home decor like vases, candle holders and clocks and plates for everyday use. Their long lasting collections such as Omaggio, Hammershøi and Urbania have truly earned them a place in the realm of classic design.



Cutipol
PORTUGAL

GOA SERIES – Sensual design of high rank CUTIPOL with modern design and luxurious stainless steel makes table setting special.
HILT of CUTIPOL – combination of 18/10 stainless steel, resin and natural wood fiber. It has excellent grip feeling



MAIN BRAND

KARE DESIGN

The KARE brand symbolises furnishing ideas which are unique, non-conformist and authentic – never boring and always full of imagination and inspiration. Ever since 1981 the company has been surprising its fans and retail partners worldwide with an incomparable and inexhaustible variety of new furniture, lighting and furnishing accessories, all expressing an intense passion for design. They include fascinating discoveries from obscure artisan workshops and slightly crazy but unique pieces of furniture creating a 'wow' effect, not to mention lovingly crafted solid wood furniture that will be cherished for a lifetime.



SELETTI

SELETTI – A charming place that links design to pop art. From its very first year in 1964, Seletti in Cicognara, Mantova, has followed its principle of professionalism service and constant research to strive for betterness innovation and originality. The company focuses on design projects and on creative characteristic Italian excellence. The collections containing art blended with daily life icons, send a message of shape and function, conveying to its customers a vision for a unique, personal and fun lifestyle. Today Seletti aims at new productions, an ongoing journey within the idea of beauty.



AIJI Korea is Asia Europe based company which has been working with major big retailers & wholesalers in Korea for over 10 years and we have a solid good business relationship with them by providing them of good products with good prices.

Plus, AIJI Korea is always open to work with new premium brands(not just in the kitchenware and tableware) and is developing new brands as a matter of fact.

We are constantly working hard to develop new brands to introduce in various market.

Thank you