



FOR YOUR SUPERIOR LIFE

SUPERIOR is an international group with an integrated Clothing, Apparel goods, Lifestyle, Realestate, Construction, License, Optical, Investment, Export, Art and Finance Industry portfolio and remarkable market influence and social contribution.

SUPERIOR Group's business model is based on a portfolio of prestigious brands, production flexibility, the diversity of products offered, distribution capacity on an international scale and, most importantly, a strong focus on product quality.

A family-run group, SUPERIOR strives to ensure the long-term development of each of its Houses in keeping with their identity, their heritage and their expertise.

Explore the original creations, innovations and landmark events that have made the SUPERIOR group what it is.

BRANDS WE HAVE

FASHION & LIFE STYLE



EYEWEAR



CULTURE & ART



SUPERIOR | **BRAND**

FASHION & LIFE STYLE

SUPERIOR | BRAND




G O L F . P A R I S



As a golf wear for professional golfers, the best functional materials was used for SGF 67 so that golf players could demonstrate their best golf skills in the field.

With its 3D pattern together with functional materials including quick sweat pick-up/dry fabric, UV blocking, water-proofing and water repellent, a sense of resistance at the time of golf swing was minimized and with bright, cool color and aggressive color coordination, functionality and a sense of fashion were provided at the same time.



It is the first golf wear in Korea launched in 1979.
The combination of fashion and function has received
constant love from many golf fans in Korea and abroad.
It aims for harmony between applying new materials and
maintaining Heritage without fear of joining the trend.



F e r r a r o

MILANO

Italian Lifestyle Casual Wear!

Franco Ferraro, a global designer born of Milano, Italy, who first started his career as photo writer of a fashion magazine, founded CHILD named after first word of his three children's name in 1974 after providing Laseria Agnonyo (current Zegna Group) with his design and knowhow accumulated for 9 years.

He advanced into Asia for the first time by concluding a license agreement with ITOKIN Group of Japan in 1986 and supplied his design and creative ideas to brands of Givenchy, Christian Dior, Bally, Elizabeth Arden, Maxmara, Giorgio Armani, Ermenegildo Zegna. He launched Italian men's casual line in the local market through SUPERIOR in 2008.

SUPERIOR | BRAND



K | J CHOI

It is a luxurious and sophisticated golf & sports brand that applies Choi's PGA Tour experience, know-how, and infrastructure and technical skills to its products for consumers who prefer a highly functional yet youthful and sporty style.

Some of the proceeds from the sale of K.J. CHOI Golf & Sports will be donated to the Choi Kyung-ju Foundation, which will be used to improve the quality of life for children and teens in difficult home environments and to develop potential players. KJ CHOI Golf & Sport products are available on major home shopping channels and online.

SUPERIOR | BRAND



HANDBAGS



SHOES





BMS FRANCE is YOUNG TREND BRAND that reinterprets French designer brand Martine Sitbon's design sensibility into a free-spirited life-style street concept.

Under the brand slogan of BE MY SELF, it is YOUTH CULTURE BRAND that expresses the trend of the times 'As I am'.



SUPERIOR | BRAND



VENDÔME

PARIS

Under the theme "Select your own bag," this is DIY bag where you can show your individuality by mixing and matching one body bag with various straps and handles.

SUPERIOR | **BRAND**



Williamsburg®
NEW YORK CITY

EST. YESTERDAY



SAINT SHOW

P4R1S

Inspired by Paris, a city of fashion and romance, the Saint Show proposes a sensuous and easy daily wear in a French mood.

Saint Show focused on the beautiful values that are completed when worn by someone, and Saint Show approaches them by designing even the moment the clothes are worn with luxurious materials, relaxed silhouettes and minimal details.



VENDÔME

PARIS

Ranked in the most beautiful plaza top 100 because of its harmony between world-famous luxury jewelry brands and the traditional building.

Martine Sitbon Living's premium line motivated by Napoleon monument and structure shape. Collaboration with Vendome's design & luxurious image and Martine Sitbon Living's modern and chic philosophy.





FLOWER | MARTINE SITBON
PARIS.FRANCE

Newly launched from 'MARTINE SITBON LIVING', a lifestyle brand containing design philosophy of French designer Martin Sitbon.

FLOWER MARTINE SITBON will not only offer French-sensitivity flowers and plants suitable for 'planterior', but will also present a variety of flower motifs at the Flower Market as a special Limited.

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--  .Martine_SITBON
Living • PETPPY

SUPERIOR | **BRAND**

EYEWEAR



MLB EYEWEAR

MLB modernizes the classic Heritage of Major League Baseball, a symbol of the 140-year-old American sports lifestyle, to complete a modern and sporty style.

In particular, Young Generation's fashion icon provides mixed and matchable styling items with a wide variety of styles.

This is a street fashion eyewear for teenagers and 30's who want to achieve their own style with a different set of different styles.



MLB KIDS EYEWEAR

MLB modernizes the classic heritage of Major League Baseball, a symbol of the 140-year-old American sports lifestyle, to complete a modern and sporty style.

With MLB graphical patterns as the motif, MLB KIDS wants to stand up to a wide range of stylish KIDS EYEWEARs.

SUPERIOR | BRAND




VIAGGIO ITALIA

CAPRERA is based on Caprera, an island in Italy that boasts beautiful scenery and the cleanest and most transparent beaches in the world.

Combining a trendy and beautiful design frame with special materials and functional lenses for transparent vision, we want to express the original value of eyewear more sensuously.

SUPERIOR | BRAND



EYEWEAR | MARTINE SITBON
PARIS.FRANCE

CULTURE & ART



SUPERIOR GALLERY

Superior Gallery is a cultural space being operated by SUPERIOR, a fashion distribution enterprise that witnessed Korea fashion history for the past half century.

On May, 2012, starting from the best works of national treasure class writers of Korea including Moo-hwan Lee, Wol-jong Lee, Chang-ryel Kim, Hyeong-woo Bae, Chi-gyoon Oh, Suh-bo Park to the works of middle standing writers and pop art writers including Yoon-mo Ahn, Gi-soo Gwon, SUPERIOR Gallery will do its best in order to sort out the best domestic works so that it may be rooted as a cultural space of diversified customers.

WORLD GOLF HISTORY MUSEUM



This museum is operated by SUPERIOR, a history of Korea golf wear. SUPERIOR that manufactured golf wear for the first time in Korea, officially sponsored Superior Open Golf Contest, KPGA Korean Tour and discovered/forested global Pro. Golfer KJ Choi has established and operated golf museum for the first time in our country in commemoration of enhanced Korean golf status in the world.

In this museum, visitors may watch world golf history at one glance from the origin of world golf to profiles of famous golfers and history of 4 major games together with that of golf club and ball and Korean golf history is also well presented in this museum.

In addition, as Hall of Fame for Korean Pro. Golfers is located here, visitors may watch famous pro. Golfers of Korea in detail.

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F & B



F&B
MAJESTEA
TAVALON TEA LOUNGE



FOUNDATION



Superior foundation

Superior foundation

Superior foundation is the very first and biggest mission foundation in clothing industry which was established by the founder Kyu-yeul Kim, and other sponsors.

The mission statement of the Superior Foundation is to help people who are in difficult situation, in terms of offering them with donation and services to realize social responsibility.

ADVERTISING



SUPERIOR | BRAND

BURBERRY
LONDON ENGLAND

SAINT LAURENT



CELINE

1895
BERLUTI
PARIS

BOUCHERON
PARIS



BVLGARI

DIOR

GUERLAIN

EMPORIO ARMANI

GARMIN®



kakao

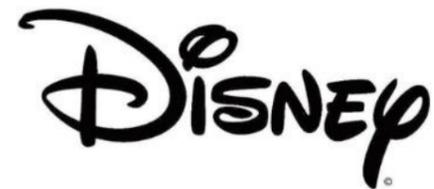
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NETFLIX

com2US

ARCHIVE
COLLABORATION

ARCHIVE - COLLABORATION



SUPERIOR | **BRAND**

ARCHIVE

MODELS

ARCHIVE - MODELS



김혜수



다니엘 헤니



이민정



김희선



이보영



박하선



오윤아



유선

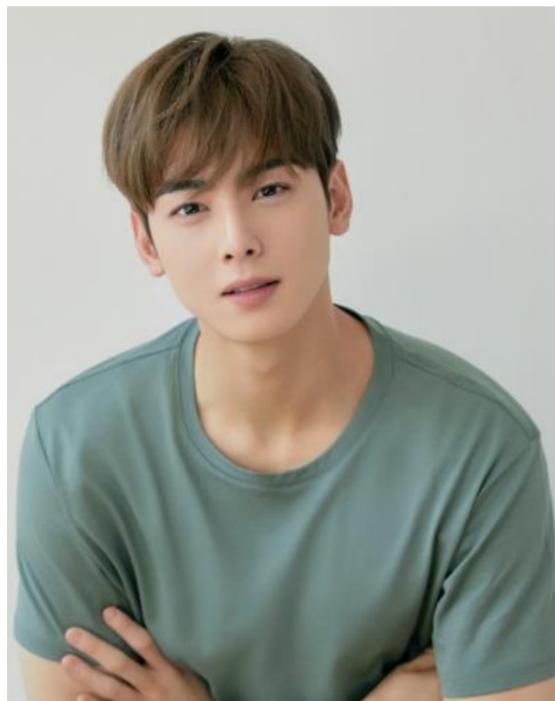


이다해



박재범

ARCHIVE - MODELS



차은우



장도연



기은세



한혜진



로이킴

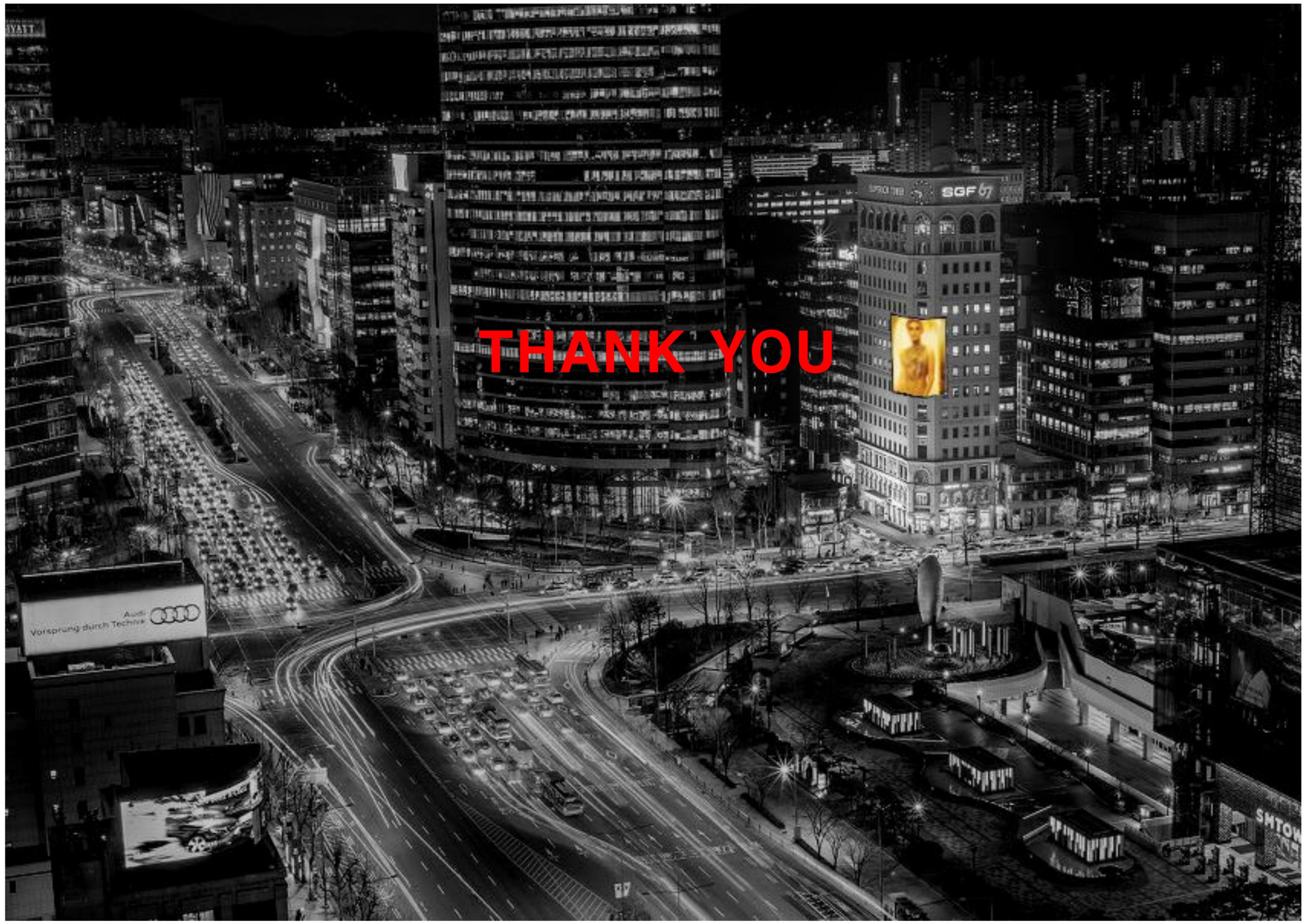


헤이즈



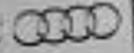
레드벨벳





THANK YOU

Audi Vorsprung durch Technik



SMTOWN



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