



A LITTLE DIFFERENT, KIKIYA SOCKS  
**POPCORN & KIKI**  
**COMPANY BRIEF**

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kikiya  
socks



We are starting a trend.  
**kikiyasocks**

## CONTENTS



**1**

### About POPCORN & KIKI

- 1.1 Prologue
- 1.2 History
- 1.3 Organization



**2**

### Promise POPCORN & KIKI

- 2.1 Trendy & Various Design
- 2.2 100% Made in Korea
- 2.3 Strict Quality Control
- 2.4 Stable Supply System



**3**

### Portfolio POPCORN & KIKI

- 3.1 Steady Seller
- 3.2 Epilogue
- 3.3 Contact us

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COMPANY BRIEF

# 1 About POPCORN&KIKI

1.1 Prologue

1.2 History

1.3 Organization



KIKIYA SOCKS hopes people have a pleasant and enjoyable experience when they wear our socks.

**POPCORN & KIKI**



## POPCORN & KIKI

What kinds of socks do you have on today?

For some people, socks could be just the ordinary things in daily life. But socks can also be the extraordinary things for someone else by giving them just a little bit of pleasure and helping them enjoy the new day.

We are POPCORN & KIKI who makes this pleasure and joy.

We will change your day with our socks.

That is truly why we make these socks.

## POPCORN & KIKI

POPCORN&KIKI, Inc. was founded in 2004 as a small socks retail shop, 'POPCORN', in Dongdaemun Market, Seoul Korea.

'POPCORN' launched its own brand 'KIKIYA SOCKS' and became the huge socks company, changing the name to POPCORN&KIKI, Inc..

POPCORN&KIKI, Inc. is one of the fast growing socks specialized company, targeting to make the popular and unique socks with the full of passion and intensity.



- |                |                                                                                                            |
|----------------|------------------------------------------------------------------------------------------------------------|
| <b>2004 10</b> | Open the first socks retail shop 'Popcorn' in Dongdaemun market                                            |
| <b>2008 10</b> | Business register 'KIKI'                                                                                   |
| <b>2009 03</b> | Business Office open in Nowon-gu, Seoul                                                                    |
| <b>2012 01</b> | Apply 'KIKIYA' for Trademark                                                                               |
| <b>2013 04</b> | Trademark 'KIKIYA' registered                                                                              |
| <b>2013 11</b> | Business Office move to Bun-dong, Gangbook-gu, Seoul                                                       |
| <b>2014 10</b> | Contract with Naughty Cat™                                                                                 |
| <b>2016 02</b> | Contract with Worldlook, the character licensing company, which has Disney, Kitty, Marvel and Moomin, etc. |
| <b>2016 03</b> | Participate CHPE (China International Hosiery Purchasing Expo) in Shanghai                                 |
| <b>2016 05</b> | Launch Character Licensed socks                                                                            |

## Management Assistant Department

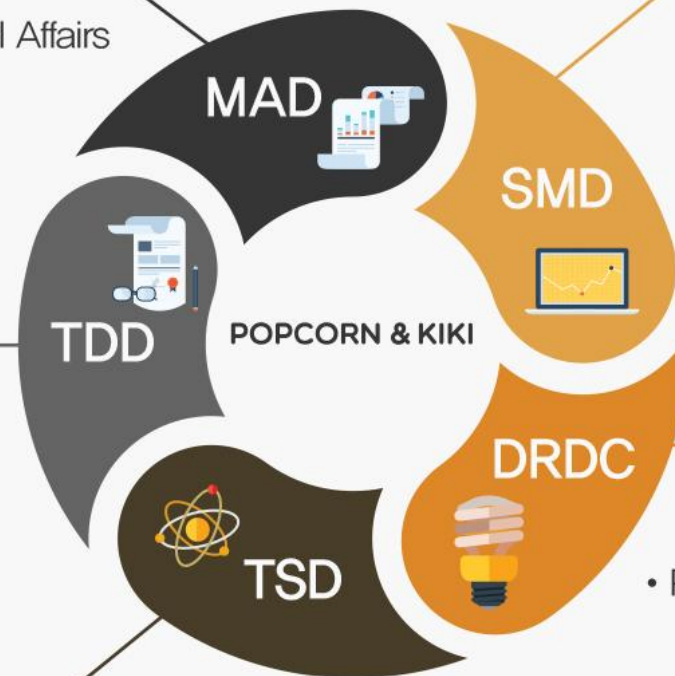
- Human Resources
- Financial / Accounting / General Affairs

## Trading&Distribution Department

- Inventory Control
- Logistic Control

## Technical Support Department

- Production Control
- Quality Control



## Sales Marketing Department

- Domestic Sales
- Overseas Sales
- Promotion and Marketing

## Design R&D Center

- Production Planning
- Production Design
- Production Photographing

## 2 Promise POPCORN&KIKI

- 2.1 Trendy & Various Design
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**POPCORN & KIKI**



## kikiyasocks

S/S, F/W Men, Women Socks

- More than 200 different design of gentleman and ladies socks are released each season.
- Various type of socks such as Crew, Ankle, Fake, Double-cylinder, Cushion Socks etc.

## kikiyasocks Character Licensed socks

- Produce the licensed socks such as Disney, Pixar, Kitty, Marvel, DC Comics, Moomin And Star Wars, etc.



## Analysis of young people's trend



### Analysis

Analyze the world market trends and needs of socks by participating the International EXPO (CHPE)



### Communication

Continuous communication with the customer through SNS (Instagram, Facebook)



### Trendy

Product research of young people's on/offline Shopping trends and analysis of purchasing data.

## Design Development System



## The usage of high-quality raw material

By the specialized  
yarn company and  
100% yarn-dye in Korea



Use the proper  
spandex with color  
and rubber yarn  
accordance with  
the design pattern

Pattern design with using the  
various yarns such as High  
Melange yarn, High elasticity  
Polyester, Tactel yarn, Metallic  
yarn and Boucle yarn.



## The usage of the state-of-the-art knitting machine

01



02



03



- More than 10 years of experienced specialists operate the best domestic knitting machine
- Knitting the complex pattern and style available with using the various needle size such as 76N, 96N, 120N, 168N, 200N





## **Total inspection Test for the whole products**

All of the products are 100% totally inspected by the specialists to minimize the failure rate and maximize the credibility and the satisfaction to the customer.



## Periodical Maleficence Test



Periodical test of PH, Formaldehyde, Arylamine and etc by KATRI (Korea Apparel Testing & Research Institute)



We execute all the required maleficence test for socks based on the Quality Labeling Regulation, and produce socks that only meets the KC (Korea Certification) standard



## Operating the Exclusive Ordering System



Assigned manager for each customer is able to check and share the status of deliverable items and shipment schedule quickly with the high responsibility.



### 3 Portfolio POPCORN&KIKI

3.1 Steady Seller

3.2 Epilogue

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**POPCORN & KIKI**

**KIKIYA SOCKS Designed Products**



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**KIKIYA SOCKS Character licensed socks**



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3

Portfolio POPCORN & KIKI  
Epilogue

POPCORN & KIKI



## Monday to Sunday...

Everyday, time goes on.

Even though each day is not very special,  
we keep putting one foot in front of the other dreaming of our future grateful for the "present" of the present.

Socks may not be very special to everyone,  
but KiKiya socks will always be with those people who keep going in their own special ways.



*Thank you*

POPCORN&KIKI will keep research and develop the best products in various ways to meet the customer's demand. And we will try our best to provide the trendy and unique design socks with the good quality and reasonable price to the customer.

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