

P L E A T S 



OUR BRAND

# PLEATSMAMA for those with good taste and style.

PLEATSMAMA is a brand that started in November 2017, aiming conscious consumers who live with an eco-friendly mindset and correct attitudes towards themselves. We create fashionable products using eco-friendly materials and production methods that generate no waste, proposing a beautiful and sustainable way of life.

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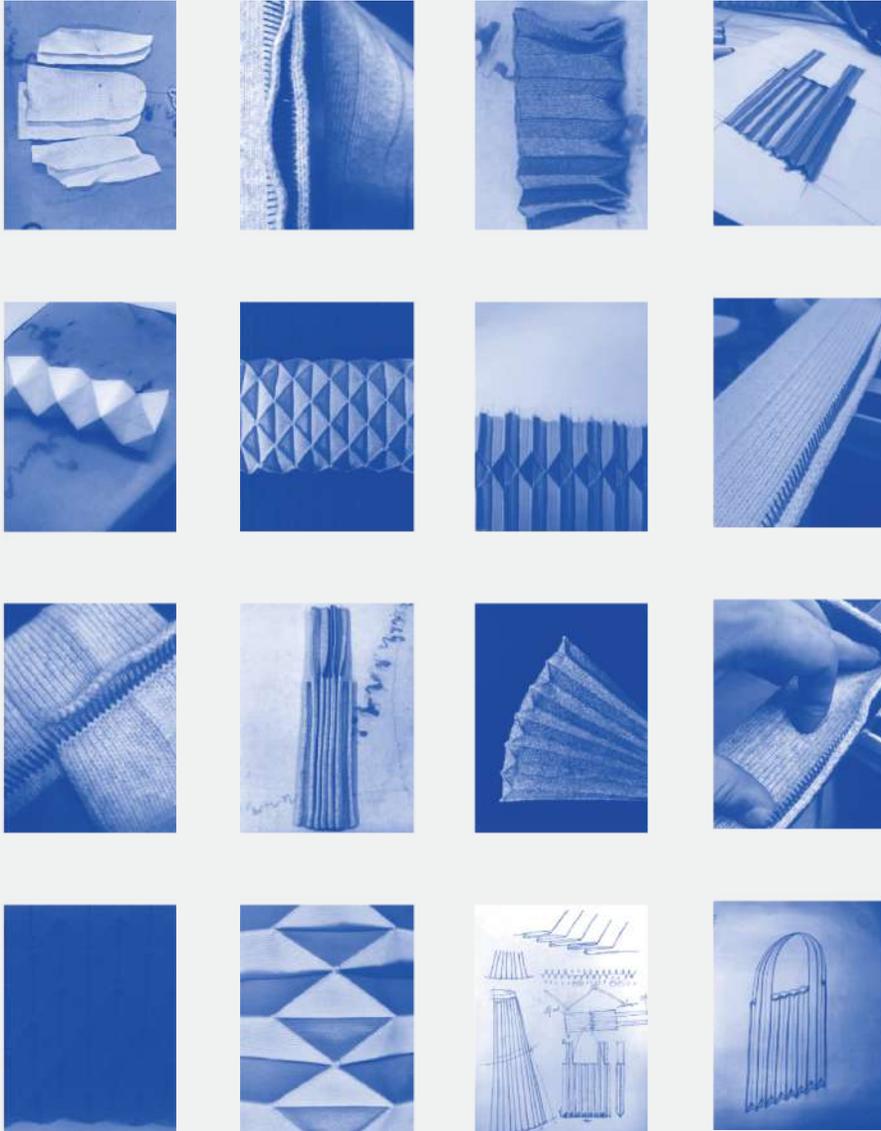


# If discarded wastes get a second chance at usefulness.

PLEATSMAMA began with the realization of the fashion industry's harsh reality: the accumulation of unsold clothes and unused yarns. With a desire to confront and change this, we embarked on our journey. We sought out eco-friendly recycled yarns to turn discarded waste into bags and developed our brand's unique designs.

Finally, in 2018, we proudly introduced the first domestically-produced knit pleats bag made from eco-friendly yarns.

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# April 2024, A New Look. Rebranding.

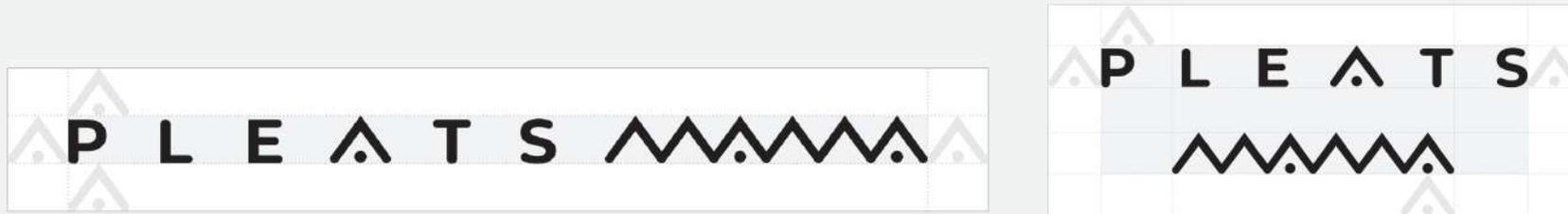


Over the past 5 years, we nurtured a genuine commitment to the environment and conscientious consumers. We have continued these authentic brand activities, aiming to redefine the brand's image and attitude to be warmer and more meaningful.

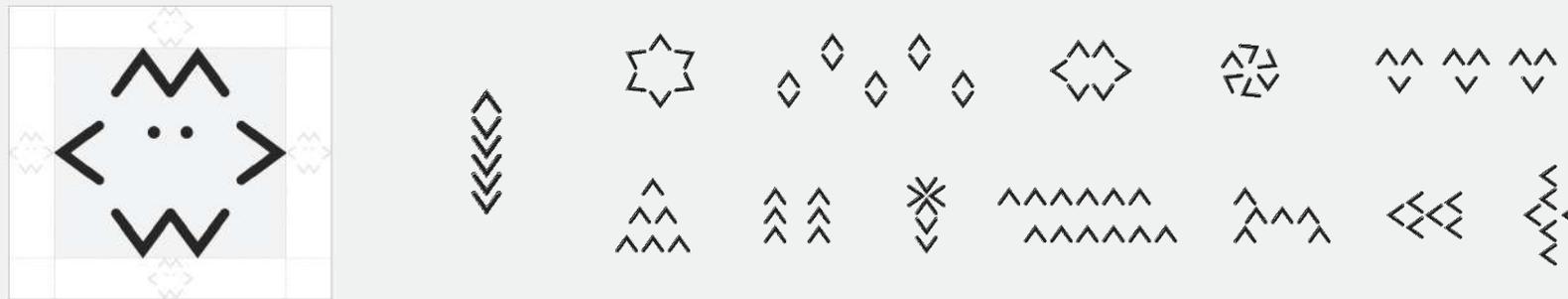
With more warmth. With more wit. Being a neighbor who can share good thoughts and tastes is the core of our rebranding.



**Brand Logotype** The semi-permanent pleats and MAMA typography's form – represents the brand's clean and handcrafted image.



**Brand Symbol** An eco-friendly brand focused on sustainability – represented by witty characters that incorporate elements of MAMA, with various icons transformed and expanded for versatility.



### Brand Color

The semi-permanent pleats and MAMA typography's form - Representing the brand's clean and handcrafted image



### Brand Channel

Using materials and rebranding symbols that can convey the brand message and essence



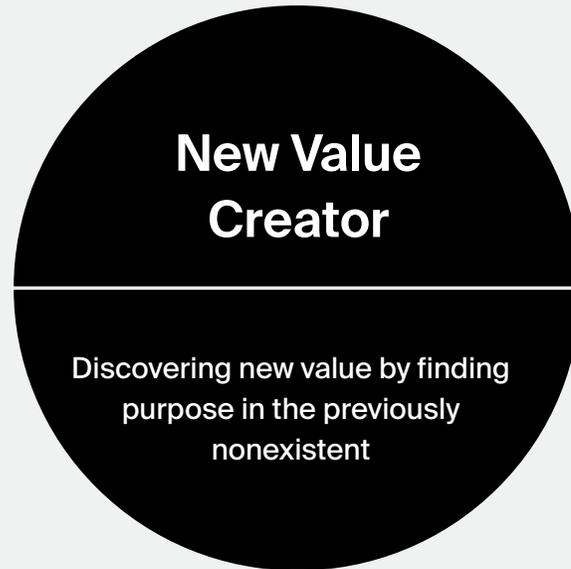
# Our Values and Components



**Personal Branding Partner**

Empowering conscious beauty to shine brighter

We respect individuals with sustainable and healthy lifestyles, aiding in the expression of everyday beauty and ensuring the continuity of such attitudes and practices.



**New Value Creator**

Discovering new value by finding purpose in the previously nonexistent

We recycle discarded items such as discarded PET bottles and wasted fishing nets to give them a new purpose. We are challenging to discover new value in old or discarded items.



**Sustainable Circulation Pioneer**

A leading brand in building a resource circulation industry structure

We succeeded in commercializing the world's first 100% recycled spandex. We are also developing a local resource circulation value chain by recycling domestic waste into products.



# Eco Alliance

We seek ways to conserve resources without harming the environment. This involves collaboration with various companies taking a lead role in eco-friendly practices within their industries. We are committed to building local resource circulation value chains and developing sustainable materials together. Through meaningful companionship and sharing values, we will continue to uphold those values together.

 <p><b>WASTE PRETREATMENT</b></p> <p>Discarded PET bottles   Hae Dong Trading</p>	<p>^^^ ^^^</p> <p><b>Yarn Production</b> regen Korea   <b>HYOSUNG</b> TNC</p>
<p>Wasted Fishing Net (WFN)   <b>NETSPA</b></p> <p>Discarded beddings   </p>	<p>^ ^ ^ ^ ^ ^</p> <p><b>Yarn Dyeing</b> UNI YARN   </p>



Consumer goods transformed into beautiful bags.

P L E A T S ~~~~~

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**OUR MAKINGS**

COLLECTING → AT THE FACTORY → CLEANING → TINY FLAKES → WASHED AGAIN → HEATING → MAKING 'YARN' → EXTRUSION SPINNING

Plastic takes more than 100 years to decompose. Pleatsmama uses yarn from recycled plastic bottles. Pleatsmama makes the products with yarn from recycled plastic bottles. It contributes to dramatic reduction of carbon dioxide emissions and landfills and oil resource saving.



# A space that reflects our values, store “EE UT”

PLEATSMAMA focuses on the diverse values of individuals while cherishing the shared values. We operate a unique flagship store in uncommon places like old Hanoks and traditional markets, capturing Korean beauty and vitality.

A special place filled with PLEATSMAMA's heart, where we hope to meet as 'neighbors' sharing our values.

## EE UT SAMCHEONG



58 Bukchon-ro 5-gil, Jongno-gu, Seoul

## EEUT GWANGJANG MARKET



24-1 Jongno 32-gil, Jongno-gu, Seoul, Gwangjang Market South Gate

# Seeking meaningful companionships, Sharing values as a Neighbor Brand.

We've collaborated with numerous companies, brands, and artists who strive to convey sustainable values with genuine and practical attitudes.



Custom bag for brand



Joint campaign and promotion execution



Production of clothing and fabric goods beyond bags



Sustainable long-term business collaboration

Eco-Alliance



# Campaign encouraging awareness and participation

The campaign aims to raise awareness about environmental issues in one's own region, influencing both consumer perception and behavior. Through this, we were able to rally participation from the government, various companies, and organizations. We continue to run campaigns to spread the message, aiming to build an eco-friendly ecosystem that connects producers to consumers.

## LOCAL RECYCLING CAMPAIGN

We've conducted regional recycling projects in places like Jeju, Seoul, and Busan, collecting PET bottles and creating recycled yarns. We've then transformed these into products that reflect each region's unique identity.

## OCEAN CAMPAIGN

The campaign aims to recycle plastics and discarded fishing nets from the sea, and further prevent plastic waste from being dumped into the ocean. We signed an MOU with Yeosu-Gwangyang Port Authority and became the first in the country to collect marine plastic waste generated from ships at port for recycling. Additionally, we collected discarded fishing nets from the South Sea in Korea to launch nylon bags as part of the campaign.



Our efforts to preserve our source, the beautiful ocean continues.





^^^ ^^

^^^ ^^

OUR PRODUCTS

**Sixteen  
Plastic Bottles  
In One Bag!**



**Beautiful and functional bags**



PLEATS 



# Sustainable Materials

Endless streams of plastic waste

Wasted fishing nets

Fair waste spandex

Discarded clothing and bedding

Dyeing without water

Blended with natural corn extracts

**regen Polyester**

**regen Nylon**

**regen Spandex**

**GARMENT RECYCLE**

**regen DOPE DYED YARN**

**regen Bio-based Spandex**

We recycle 100% domestically discarded PET bottles, fishing nets, discarded clothing, and bedding to create our bags. Through this, we significantly reduce carbon emissions and landfill waste while conserving resources. We also continue experimental efforts by using the dope dyeing method, locally sourced materials that do not discharge wastewater and bio-based yarns made from renewable resources for our bags.

Giving new life to what's been discarded. This is the essence of PLEATSMAMA's mission.

PLEATS MAMA



# Low-Carbon Production Methods



We adopted methods to reduce carbon emissions and minimize waste in all production processes.

## Local Production

All processes involving the recycling of collected waste for production are carried out domestically. This is to minimize carbon emissions generated during transportation at each stage of production.

## Whole Garment Method

Instead of cutting and sewing woven fabrics, each bag is individually shaped and knitted, thus eliminating the generation of fabric scraps from cutting.

## Minimal Packaging

Our packaging methods and materials are eco-friendly. We minimize the use of poly bags, separate cushioning materials, and printing inks to reduce over-packaging and packaging waste.



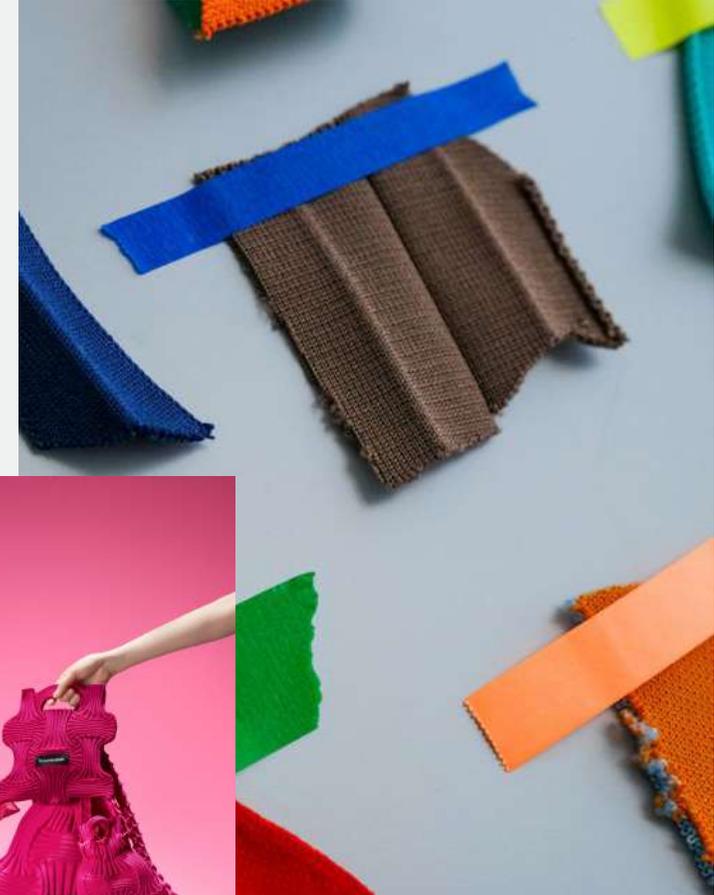
# First in Korea. Innovative Designs.

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The distinctive pleats design is structurally composed of fabric knitting rather than artificially induced pleats through high-temperature treatment or chemical processing. As a result, it maintains its original pleats shape over time and even after washing.

It is one of the very few places domestically equipped with knitting technology and developing in-house. The combination of an experimental spirit to explore new ideas and the delicate skills of developers results in the creation of meaningful products with new uses.

We constantly strive to explore ways to be more environmentally friendly and to find ways to make products more convenient and aesthetically pleasing.



**Bags embodying consciousness and refined taste.**



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# PRODUCTS

## SHOULDER BAG

PLEATSMAMA's Shoulder Bag showcasing its captivating pleats design.



Shoulder Bag \_ Signature



Mini Shoulder Bag



Tweed Bag



Poodle Bag



PLEATS MAMA



# PRODUCTS

## 2WAY BAG

Versatile bag with enhanced storage capacity for various uses



2Way Shopper Bag



Mini 2Way Bag



Hardshell Bag



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# PRODUCTS

## BOW BAG

PLEATSMAMA's unique pleats patter with a charm



Bow Bag



Bow Backpack



Mini Bow Bag



Mini Bow Backpack



PLEATS MAMA



# PRODUCTS

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## CROSS BAG

Bags designed for comfort and always having your hands free



New Cross Bag



Sacoche Bag



Studio Bag



Mini Messenger Bag



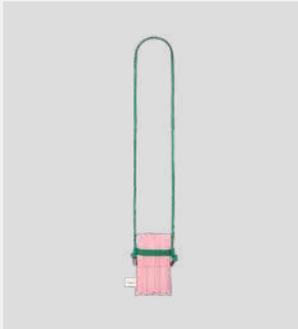
# PRODUCTS

## MINI LINE UP

Small yet perfectly stylish Mini Bags



Nano Bag



Mini Bubble Bag



Micro Bag



Melody Bag



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PLEATSMAMA is committed to environmental awareness and continuous change in consumer perception, is always open to collaborations that propose sustainable practices in daily life and offer fashionable products.

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EOD