

# Shining Star Product proposal



# Shining Star Corporation Profile

Shining Star Corporation was newly established in Nov, 2016 and has since handled a wide variety of products, focusing on the development of premium leather products designed as Fashion Leather Goods from more than 10 years.

We launched the Molto Brand, specializing in leather goods and fashion accessories and start Recently Keep Calm and Carry On(England Brand) and Character Goods , Culture goods, ICT Convergence fashion goods.

Through meticulous technic and mind, we have produced a line of items with diverse designs and products.

Our featured released products include leather fashion items made of a variety of materials, such as domestically manufactured leather and Italian leather, washable goat leather, Vegetable leather and various technology.

We make a effort to export to many other countries as well as domestic corporations.

We are developing products that combined IT technology such as LED Smart Bag and Loss prevention product Bag, etc.

ICT FASHION GOODS  
(developing)

# LED Smart Clutch Bag

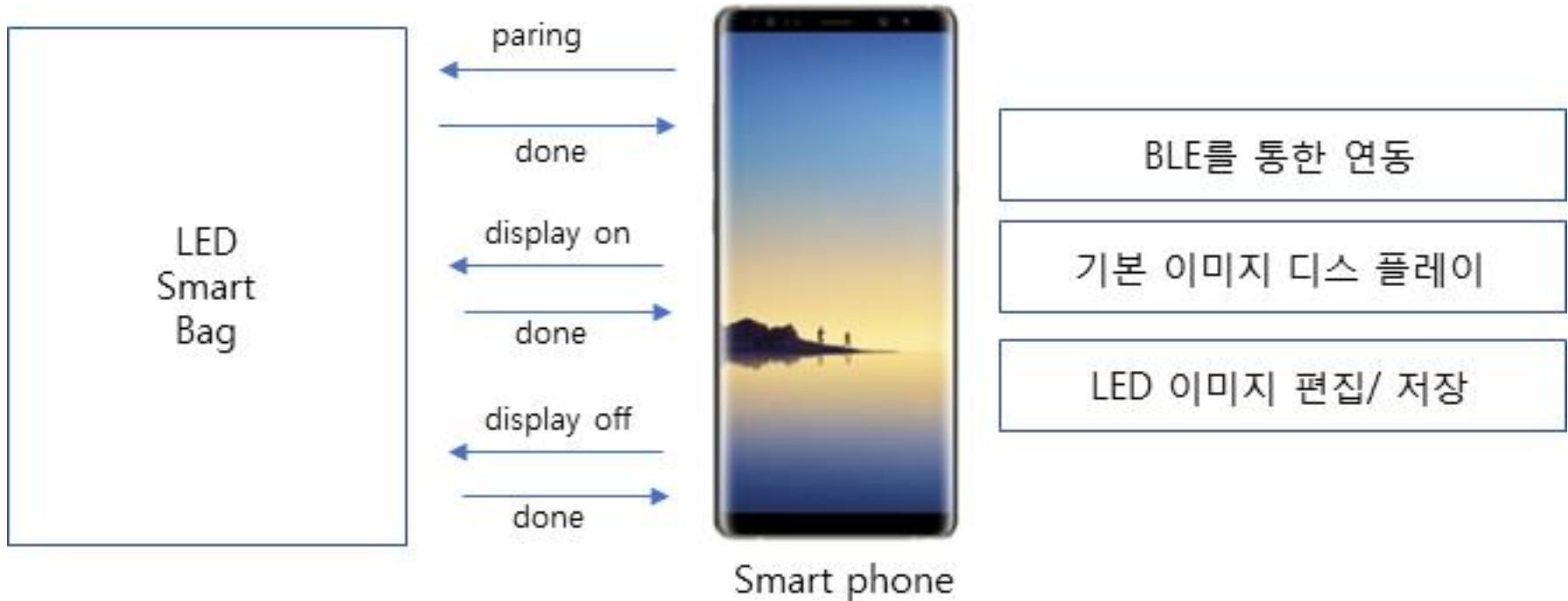
LiLu Smart Bag is the perfect LED Accessory to have at the festival. You have to get it to experience it. We are confident that this will exceed your expectations.



**It's a LED Panel  
not a Screen.**

That's why it is very  
flexible, waterproof  
and won't crack.

# Smart Bag Structure



# LED SMART BAG DESIGN



# Thief Prevention & LED Smart Bag

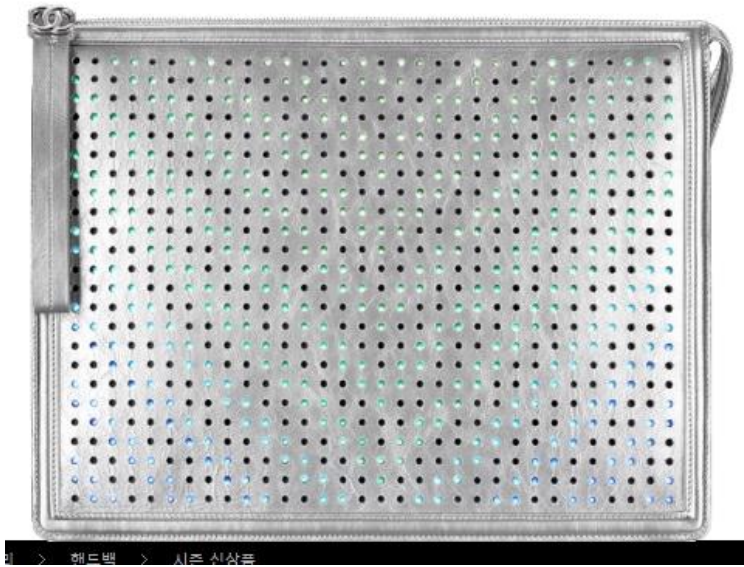


# View of Night





# LED Smart Chanel Handbag



# Chanel Smart Bag

## 보이 샤넬 플랩 백

메담릭 카프스킨, LED, 실버 메담  
실버, 멀티컬러

14.5 X 25 X 8 CM (IN)

₩11,080,000

A67086 Y61493 C5309



## 보이 샤넬 스몰 플랩 백

캠스킨, LED, 이리데슨트 메담  
화이트, 멀티컬러

12 X 20 X 7 CM (IN)

₩8,470,000

A67085 Y61492 C2340



KEEP CALM AND CARRY ON



# Brand Story

## History of Keep Calm and Carry On



Keep Calm and Carry On was a propaganda poster produced by the British government in 1939 during the beginning of the Second World War, intended to raise the morale of the British public in the aftermath of widely

# History

- It is a motivational poster produced by the British government to boost morale among British citizens in 1939, months before World War II, when a massive air bomb was predicted.
- Since its discover in a bookstore in 2000, the poster has been employed as a design of various items (a variety of props) and has produced many parodies,

including slogans from various reorganizations.

It has become widely known around the world as it is used to mean "Continue what you are doing" and "Continue what you are doing."

Considering the British tradition of the crown, the company plans to launch a classic design product in 40s, 50s and a product of the stylish design

in the 20s and 30s widely well known. Sometimes it is used to satirize a phrase, and sometimes it is used as a parody advertising by changing some phrases in other industries or sectors.

To further promote the brand of KEEP CALM AND CARRY ON.

Famous American singer Beyonce selected a Korean designer named PYH and gave the colabo product to celebrity at NewYork, Paris, Shanghai Fashion Show and Seoul Fashion Week.

# Photo Wall of Seoul Fashion Week.

서울패션위크 19ss 디자이너 포토월

규격 : 3040 x2440mm

인쇄도수 : 별색 2도



\*\*아래부분 흰색으로 변경적용





# Design chosen by **Beyoncé**.



**Greed/ious**  
Leather Biker Jacket  
[www.portemade.com](http://www.portemade.com)



*as seen on,*  
**BEYONCÉ**



# Designer Park Yoonhee



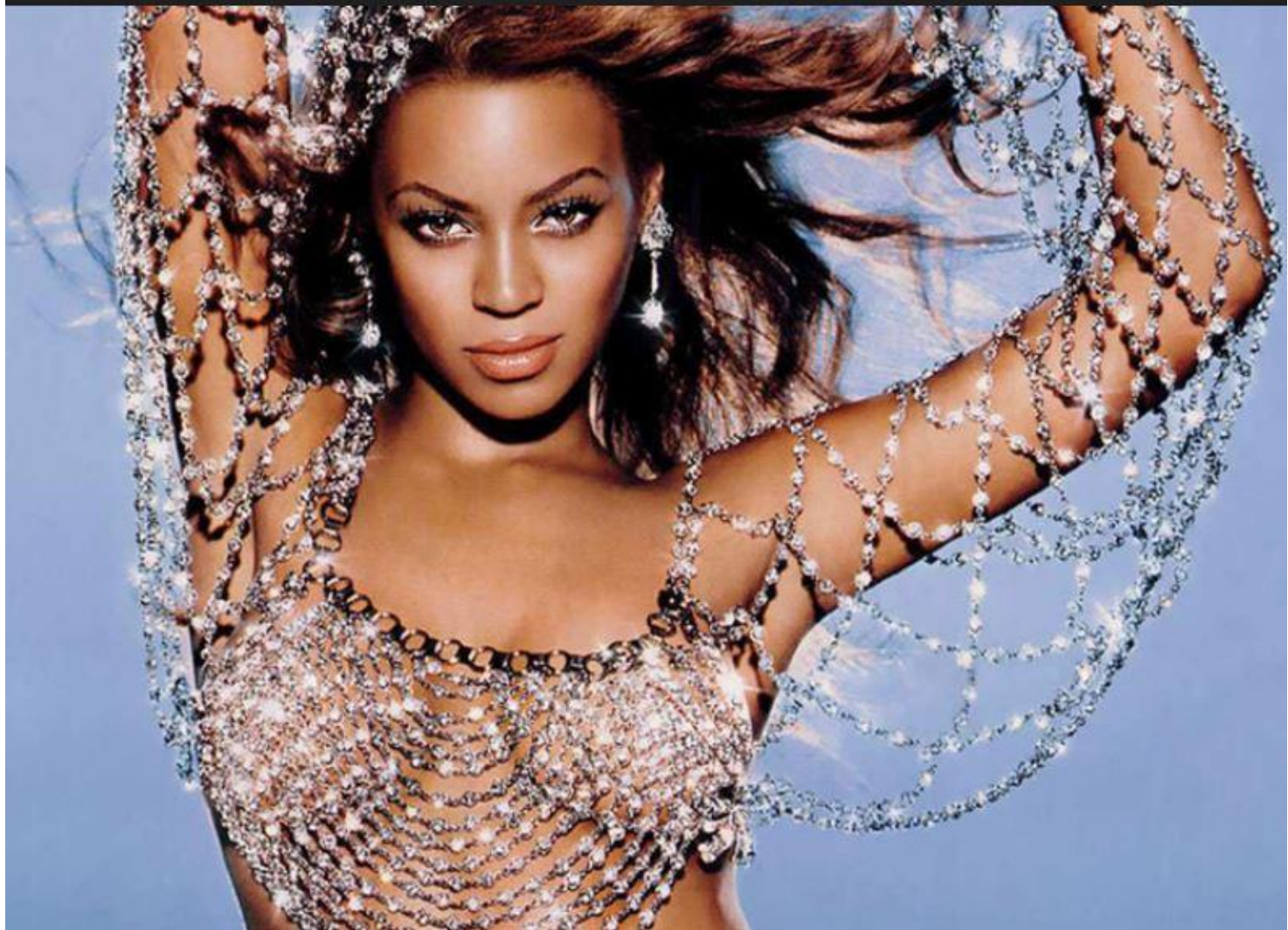
할리웃스타 비온세가 선택한  
그리디어스

비온세는, 나이트클럽에서 춤을 추기 위해  
무엇을 입을지 고민하던 중 그리디어스  
의 스타일링을 통해 선택하게 되었다.



할리웃스타 비온세가 선택한 그리디어스  
스타일링을 위한 최고의 선택. 스타일링을 지원하는 그리디어스의  
여성용 패션 신발 브랜드. 함께 풍요로운 삶을 즐기세요.

# Hollywood Star **Beyonce**



Keep Calm and Carry On 은 1939년 영국 정부에 의해 만들어진 사상적 표어이다. 그 당시, 제 2차 세계대전을 치르던 영국은 주요 도시와 핵심 시설에 무자비한 폭격을 받는다. 이를 극복하기 위한 방편으로 처칠을 비롯한 각료들은 국민의 사상적 고취를 도모하기 위한 표어를 제작한다. '차분하라 그리고 정진하라'의 뜻을 가진 이러한 이데올로기 문구는 널리 퍼져 영국 국민을 결속시켰으며, 전쟁은 연합군의 승리로 막을 내리게 된다. Keep Calm and Carry On 은 영국 근현대사의 일부에 편입한 사상적 예술 매개이며, 일종의 시각 디자인을 통한 생체 에너지의 전이로 해석할 수 있다.





KEEP CALM AND CARRY ON

a visual history

1939

April - Europe Prepares for War  
British Government commissioned  
three propaganda posters.

June - posters prepared  
by an unknown designer

August  
off to the printers



400,000

800,000

September - copies distributed  
within 24 hours outbreak of war



2,500,000

printed to be used only in the  
event of a German invasion  
limited distribution

2000

The poster resurfaces  
in a used book store in  
the north of England

Believed to be one of  
only 2 surviving copies



Barter Books printed  
off 500 copies

enough to plaster ceiling  
the Sistine Chapel

Sold out by 2001

2005



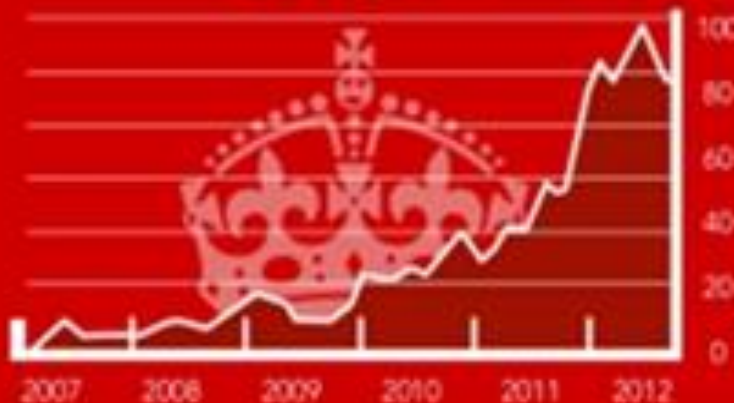
National newspaper publishes a copy of the print - the brand blows up  
Barter Books starts selling 3,000 posters a week



### Popular Keep Calm Parodies



### Keep Calm and Carry On by Google Searches



google insights for search: Keep Calm and Carry On

Number of searches for Keep Calm and Carry On relative to the number of searches on Google normalized and displayed on a scale of 0-100

2012

- 112,164 number of "keep calm" items listed on ebay.com
- 10,152 number of "keep calm" items listed on ebay.com
- 15 number of original Keep-Calm posters brought into America Roadshow by Mough Turnbull, believed to be the only "stock" of the famous posters.



Designed by  
**STANWAY**  
© 2011 Stanway Ltd

KEEP  
CALM  
AND  
CARRY  
ON

Product of edge line is not messy.  
(painting by handicraft).





# Various Pattern of KEEP CALM AND CARRY ON



# Vegetable Memo Pad



# Inside detail



# Design Pattern



# Compact Memo Pad

- Compact design, inside structure.
- Free size pen clip.
- Change International standard note.
- Material : 2 kinds of leather.
- Luxury Vegetable leather.(Italy, Germany, Turkey) – Natural leather turning brown color after tanning.
- Various colorful leather. .(Italy, Germany, Turkey)

# Mousepad (non-slip)



# Pencil Case



# Pencil Case



- Simple design & structure.
- Luxury Vegetable leather.
- (Italy, Germany, Turkey) –leather turning brown color after tanning. Step by step change Vintage style.
- Soltrage(screw) fixed.



# Vegetable Money Clip



# Inside Picture



# Design Pattern



# Money Clip



- 6 pcs Card - sufficient storage space.
- Memo, business card, bill storage.
- Luxury Clip of Forging process method.
- Bottom - Memo, Namecard





# Business Card Wallet



# Business Card Wallet





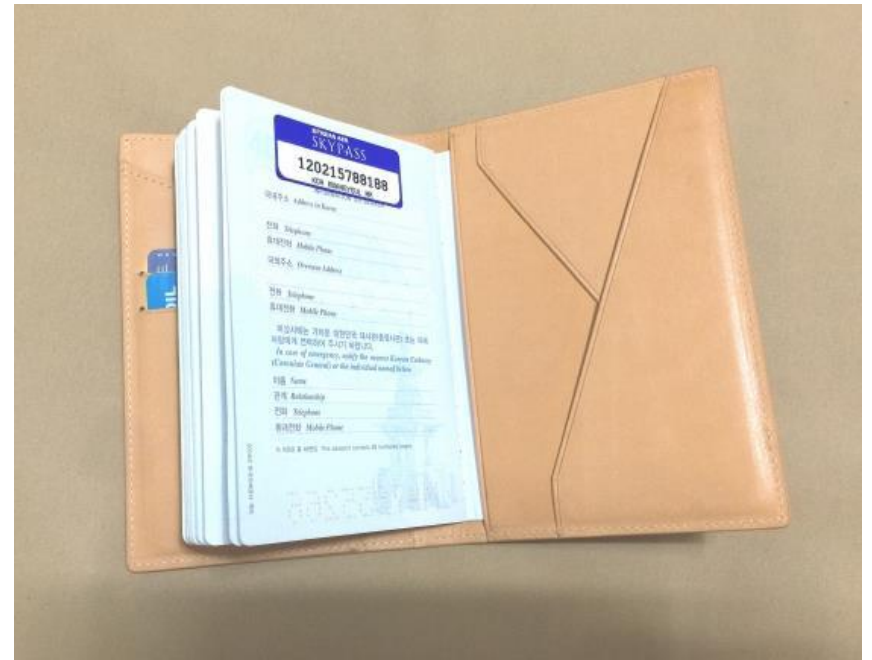
# Business Card 3 Fold Wallet



# Passport Wallet



# Inside of Passport Wallet



# Passport Wallet

- Everyone needs a Passport when traveling.
- Luxury Vegetable and Color leather used.
- Various storage space. –Passport, Card (2 slot), Ticket, etc.
- Vegetable leather turning brown color after tanning -Country of origin : Italy, Germany, Turkey.



# Wristband



# Luggage Tag



# Luggage Tag 2





# Multi Wallet (Card, Coin, Money)



# Mini Clutch Bag



# Mini Clutch Image



# Hand-held Bag - UNISEX Type



# Inside of Hand-held Bag



# Inside of Hand-held Bag 2



# Inside of Hand-held Bag 3



# Mini Clutch Bag





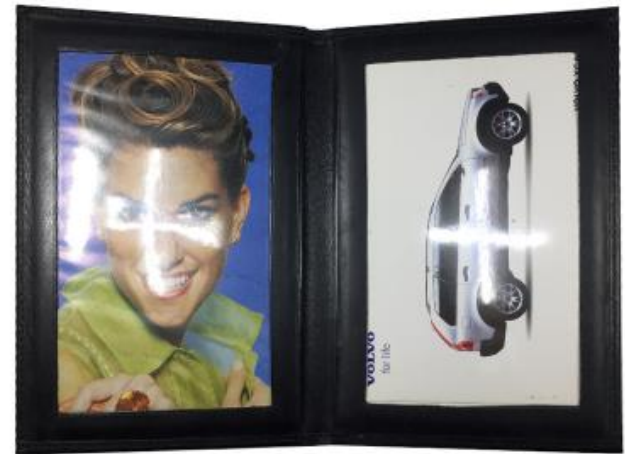
# Tray (Desk, Living)



# Tray (Desk, Living) 2



# Leather Photo Frame



# Convenient Card Wallet



# Light leather Handbag



# Beyonce and GREEDILOUS Collaboration Cluch bag with KEEP CALM AND CARRY ON



# Collaboration Clutch bag



# Paris Fashion Show in 2018 fitting model picture





# Toyko Big Sight Show Case Picture



# Various Product of KEEP CALM AND CARRY ON



*Milos*



# Memo Pad



# Credit & Name Card Wallet



# Simple Card Wallet



# Business Card Wallet



# Cable Holder





# Sliding Card Holder



# Half Size Wallet



# Stylish Style Belt



# Simple Clutch bag



# Inside of Clutch Bag



# Long Wallet



# Inside of Long Wallet



# Long Multi Wallet





# Inside of Long Multi Wallet



# Two Long Wallet



# Inside of Two Long Wallet



# Simple Women wallet



# Necktie Case



# Multi Card Wallet



Character Goods





# Character Clutch Bag



# Character Business Card Wallet



# Character goods



# Character Card Holder



# Character of noblips



# CHARACTER OF ANNA





Shining Star Corporation



# Character Clutch Bag





# Back image



# Business Card Wallet



Fashion Leather Goods

# Fashion Card holder

## Main design



## Various color



Classic PEANUTS는 일반적인 카드지갑의 형태에서 벗어나 땅콩 모양의 곡선의미를 강조한 디자인입니다  
나만의 독특한 카드지갑을 패션 소품으로 코디할 수 있으며 그립감이 좋아 사용도 편리합니다

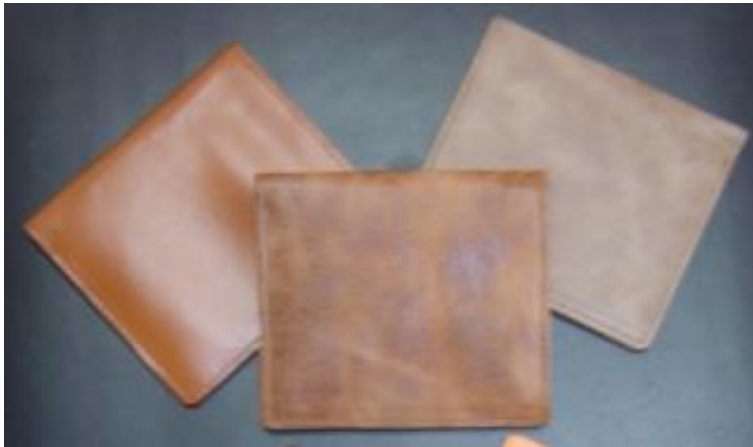


# Fashion Card wallet



- Card wallet is simple design concept and designed to make it easy to use in life.
- It is a luxurious product that is finished with hand painting and made convenient to use.
- It's a matched Two tone color.

# Fashion Half Wallet



- Wallet that reflects trends using a half purse or a middle size instead of inconvenient long size wallets.
- Mini SD card inserted mini pocket.
- A purse that reflects the ICT life.
- 6 pcs Card storage.
- SD card, various Card, bill storage.





# Money Clip



- 6 pcs Card storage.
- Memo, business card, bill storage.
- Forging process method of luxury Clip.





# Credit & Business card Wallet



- New Trend Stylish wallet.
- Wallet for Business or Credit Card.
- Simple, Unique design.
- Hit500 selection.





# Molto Multi Wallet



- Molto Brand multi wallet of Carbon Fiber, Kip.
- A versatile purse for business cards, credit cards, and bills.
- A convenience wallet with retractable pocket of Y shirt, Inside pocket of suit.
- Minimal size, latest trend

# Compact Type Multi Wallet



# Passport wallet



- A Passport with retractable various card and ticket, business card, passport.
- Simple and convenience.
- Various storage function.



# Simple Type Business card Wallet



- Simple and Stylish, compact design.
- Brief (ただの) structure.





# Inside



# Compact Coin & Card Wallet



# Inside of Coin & Card Wallet



# Ladies Long size Wallet



# Pocket book



# Phone Case



# Card only Wallet



# Light (軽い) Handbag





# Leather Handbag



# Stylish Bag



# Lady Handbag



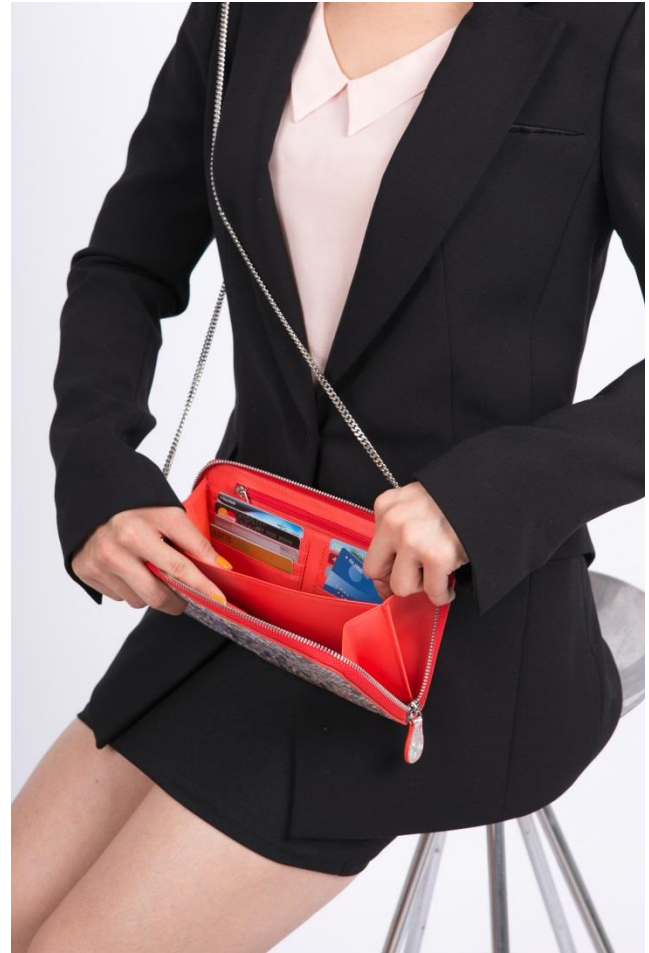
# Original Crocodile Bag



# Molto Mini Cluch Bag



# Molto Mini Clutch Bag



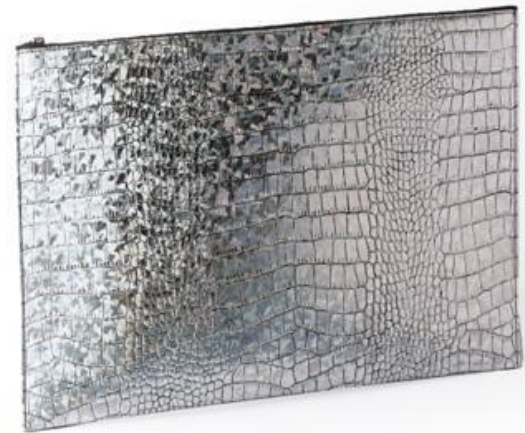
# Simple Style Bag



# Clutch Bag



Hologram Croco Clutch  
Croco Style Fashion Acc





# Men's Brief Bag



# *Bracelet* / Passport



# Card wallet, ID string holder



# Business Card Wallet



# Vegetable Key Holder



- Luxurious Leather of Vegetable. – No contain Crom.
- Smart Key Holder of Car.
- Logo screw tighten method.

# Bookmark



# Pet animal Hand carrier



Shining Star  
Corporation

5B10

Shining Star  
Corporation

KEEP CALM  
AND  
CARRY ON

KEEP CALM  
AND  
CARRY ON

KEEP CALM  
AND  
CARRY ON



Shining Star  
Corporation

Website: [www.shiningstar.com.tw](http://www.shiningstar.com.tw)





HOM

CASE

Shining Star Corporation

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(91) 713-12

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INFORMATION

Shining Star

Shining Star Corporation

PLEASE VISIT OUR WEBSITE AT [WWW.SHININGSTAR.COM](http://WWW.SHININGSTAR.COM)

WE ARE A LEADING MANUFACTURER OF HIGH QUALITY AND AFFORDABLE CLOTHING AND ACCESSORIES. OUR PRODUCTS ARE AVAILABLE IN A WIDE RANGE OF SIZES AND COLORS. WE OFFER A VARIETY OF PRODUCTS INCLUDING T-SHIRTS, SWEATSHIRTS, HATS, SOCKS, AND BAGS. WE ARE COMMITTED TO EXCELLENCE IN CUSTOMER SERVICE AND DELIVERING HIGH QUALITY PRODUCTS ON TIME.

CONTACT US TODAY AT (91) 713-12



Shining Star Corporation



Stationary

# Memo pad



- Memo pad for meetings or important memo or idea, concepts
- Free size band – pen holder function.
- A5 size note (int'l standard size note) use.
- Compact and stylish style design
- iPad , Galaxy Tap similar size – convenience, easy 使い心地.

# Bussiness Diary



# Italian Vintage Diary



# 32 size Diary



# Pencil case



- A stylish and luxurious cowhide pencil case.
- Different various types of pen receipts and high-end pencil cases.
- Saltrage button Open System.
- Down position picture
- Simple design,





# Pen Holder



# Luxury Note



- A simple and luxurious notebook.
- Emotional notes that are designed, applied latest trend to be used for a long time as a premium leather and that change exhausted note.
- Hand made product.



# Mousepad



# Cultural Goods

# *Memo pad*



# *Card Wallet*



# *Fashion Card holder*



# *Money Clip*







A bat is called "pyeon bok" in chinese, The "bok" character in the "pyeon bok" means good luck,

Therefore, bat design is a symbol of 'good luck'.

Bat design has been used in people's daily lives to represent their realistic wishes,