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아이라이선싱 코리아

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Scandinavian design brand

**moz**<sup>TM</sup>  
sweden

# Since 1998 ~

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**moz**<sup>TM</sup>  
sweden

## 브랜드 철학

'자연과 사람에 더 가까이(Close to nature, and close to each other)'라는 스웨덴의 생활 방식을 제품에 담아내는 것입니다.

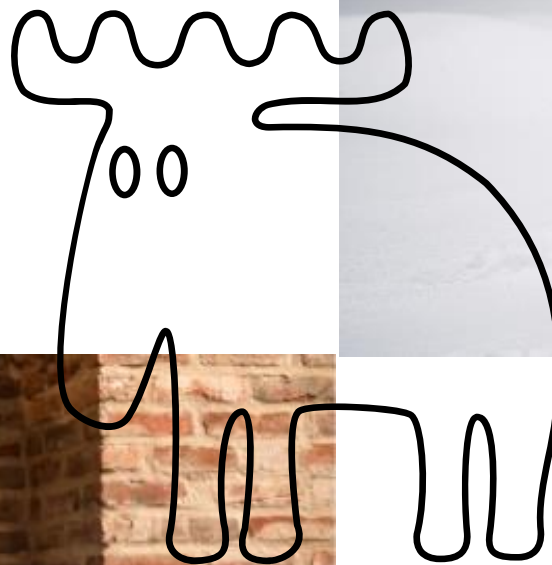
• 자연과의 연결: 안데르스빌린의 창의성은 자연에 대한 깊은 사랑에서 비롯되었으며, 엘크 로고는 이러한 스웨덴의 자연 친화적인 문화를 상징합니다.

• 지속가능성 (Green Vision): 'moz'는 지속 가능하고 친환경적인 제품을 만들기 위해 노력합니다. 가까운 미래에 모든 제품에서 PVC 소재를 없애고 환경친화적인 옵션으로 대체하는 것을 목표로 하는 '그린 비전'을 가지고 있습니다.

• 일상의 즐거움: 복잡하지 않고 소박하며 즐거운 삶을 위한 제품을 제공하는 것이 이들의 핵심 철학입니다.







moz는 스웨덴의 생활 방식에 뿌리를 둔 라이프스타일 브랜드입니다. 우리는 북유럽인이 쉬운 생활 방식을 위해 디자인한 세련된 의류와 일상용품을 판매합니다. 스웨덴의 라이프스타일에서 영감을 얻으세요. 자연과 가깝고 서로 가깝습니다.



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moz is a lifestyle brand rooted in the Swedish way of living. We distribute fashionable clothing and everyday products – designed by the Nordic for an easy way of living. Get inspired by the Swedish lifestyle. Close to nature, close to each other.





## Anders Bylin

Anders Bylin is educated at Handelshögskolan in Gothenburg within economics and marketing, he created FargForm 1996.

Anders designed FargForm's famous pattern made of lambs. This design was the one who led FargForm to expand international.



"I am very happy and thankful for all the help and support I've been given through the years by my Japanese cooperation partners. I wake up almost every morning with emails and photos of new moz products being launched and it's like a dream", Anders says with laughter, "and I'm incredibly thankful for everyone who works with moz in any way".



### Anders' life today

Many years have gone by since that first sketch of the moz elk, and Anders has started to settle down in life. Those hectic working years have now been replaced with calm and quiet times by his little red summer house outside of Örebro, Sweden. Anders' house is a simple cottage located in the Swedish forest, with little modern necessities. There's no running water or central heat system – just a simple well of clean water and a big fire place for cozy evenings. This is a place for Anders to relax and enjoy the breeze of the forest, to have a quiet fika or admiring the 400-year old tree that's been kept safe on his property.

"For me, it's a duty to take care of nature – and I think that more and more people appreciate nature today and are starting to realize that we need to preserve it best we can", says Anders.



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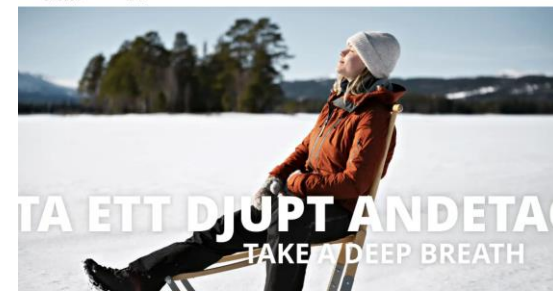
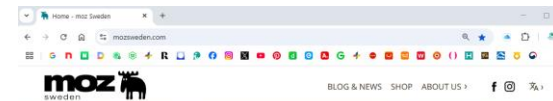
'moz sweden'의 창립자이자 오너인 안데르스 빌린(Anders Bylin)은 스웨덴의 디자이너이자 운영사인

MOZSWEDEN AB의 오너입니다. 'moz sweden' 브랜드의 모태는 안데르스 빌린(Anders Bylin)이 1996년에 설립한 색채와 디자인('Färg & Form Sweden AB')이라는 이름의 디자인 회사를 설립하며 브랜드를 시작했습니다.

1998년, 그가 숲에서 마주친 엘크(Elk)에서 영감을 받아 탄생시킨 아이코닉한 캐릭터는 'moz'의 상징이 되었으며

'moz sweden'의 디자인 철학은 복잡하지 않고 실용적이며 즐거움을 주는 북유럽 라이프스타일에 뿌리를 두고 있습니다.

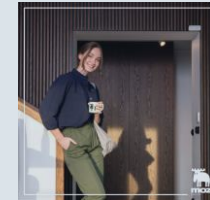
안데르스 빌린은 'moz' 브랜드를 통해 자연과 가깝고 소박한 스칸디나비아의 감성을 전 세계에 전파하고 있습니다.





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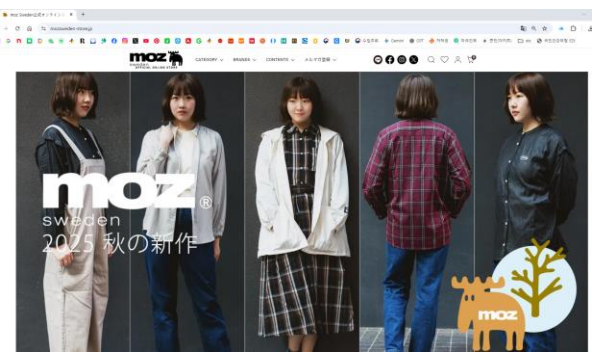
Getting closer to nature and bringing people closer to one another.

Swedes love spending time in nature. In summer and on holidays, many spend time in little red cottages in the countryside, feeling the wind, birdsong, and the sounds of water close by. In winter, they go skiing, and in autumn, they go mushroom hunting, sipping coffee and reading their favorite book. But they also value time out in the city and experiencing its vibrant energy, meeting friends in restaurants and cafes to recharge their batteries. The Swedish lifestyle is a perfect blend of tranquil outdoor life and vibrant city life.



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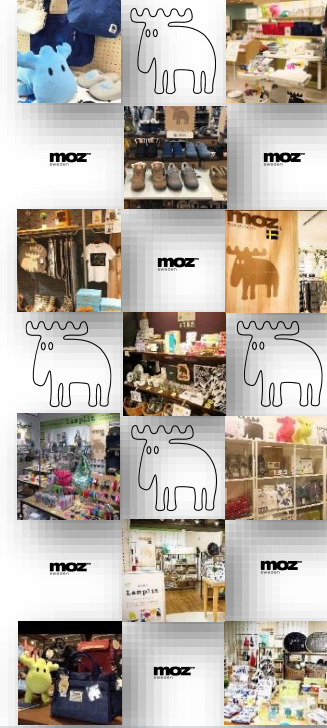
moz



# moz







**e**mart

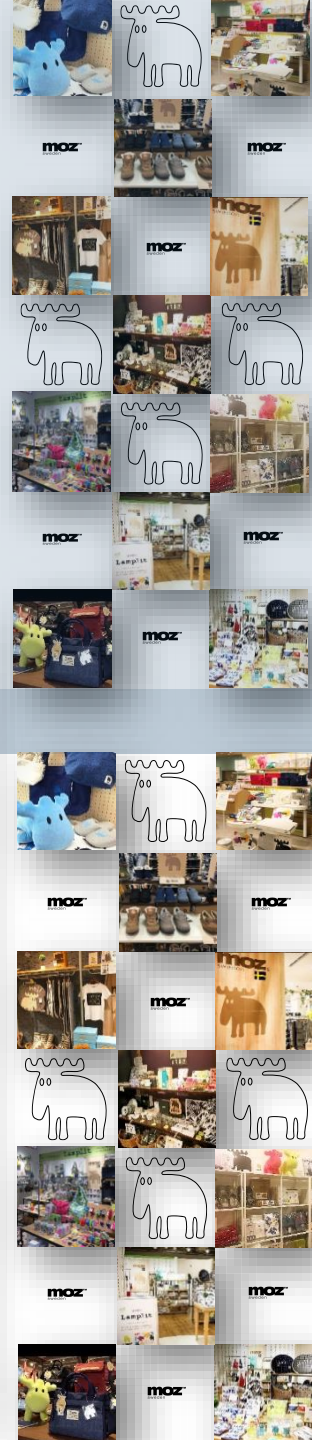


**Lamplit**

**moz**



Lamplit







Lamplit



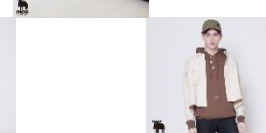
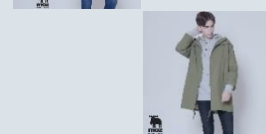
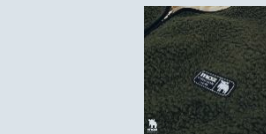
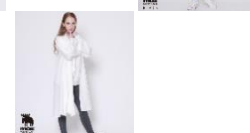
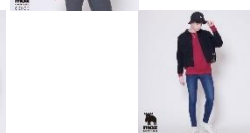
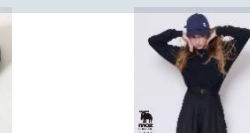
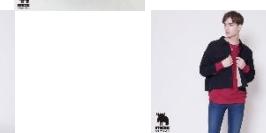
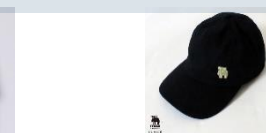
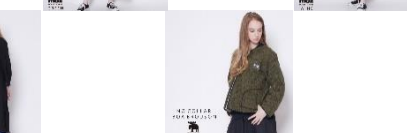
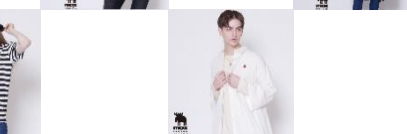
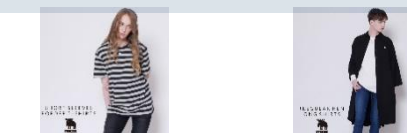
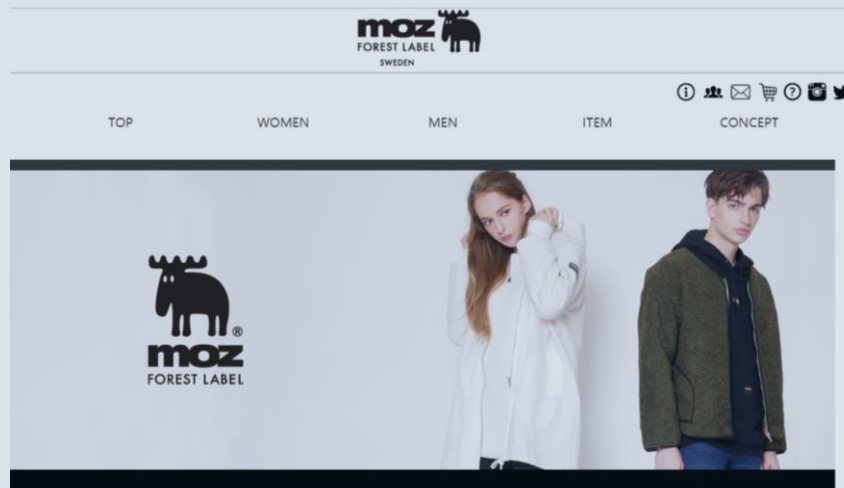
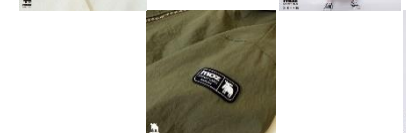
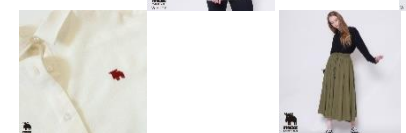
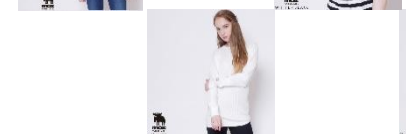
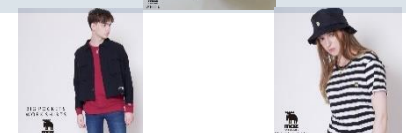
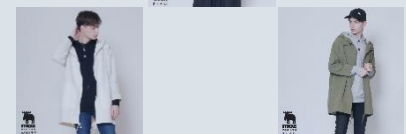
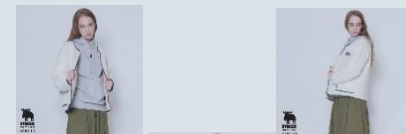
Scandinavian design brand





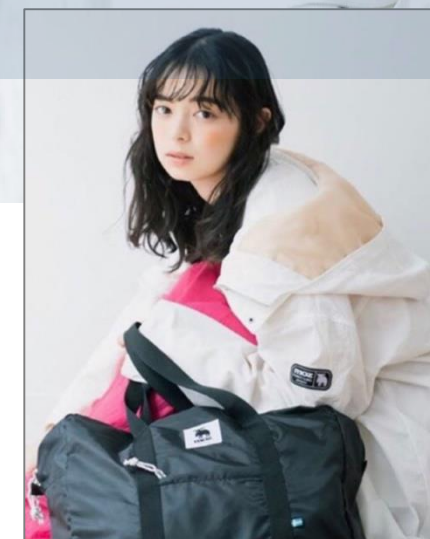
Scandinavian design brand







# BAG / BIG BACKPACK BOOK



**FOOTWEAR**



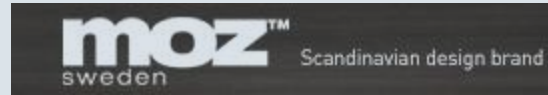




# moz

## BAG / BIG BACKPACK BOOK

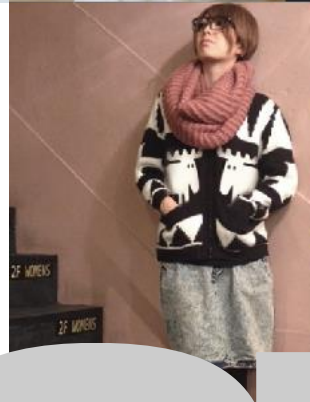




**Casualwear**







## FASHION & ACCESSORIES

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**BAG**



**SUNGLASS**



**WALLET**



**FOOTWEAR**



## FASHION & ACCESSORIES

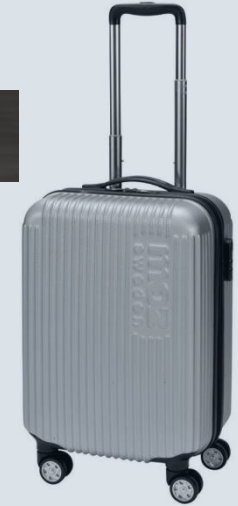
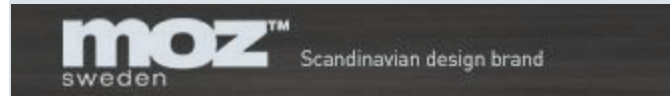


# moz





## TRAVEL ITEM







SOCKS



GLOVE



MUFFLER



BELT

CAP



BAG





**HEALING GOODS**



**COSMETICS**

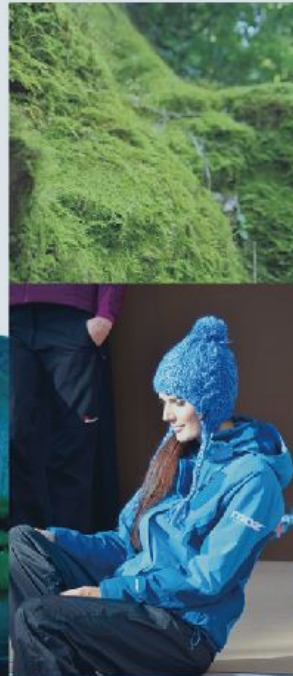




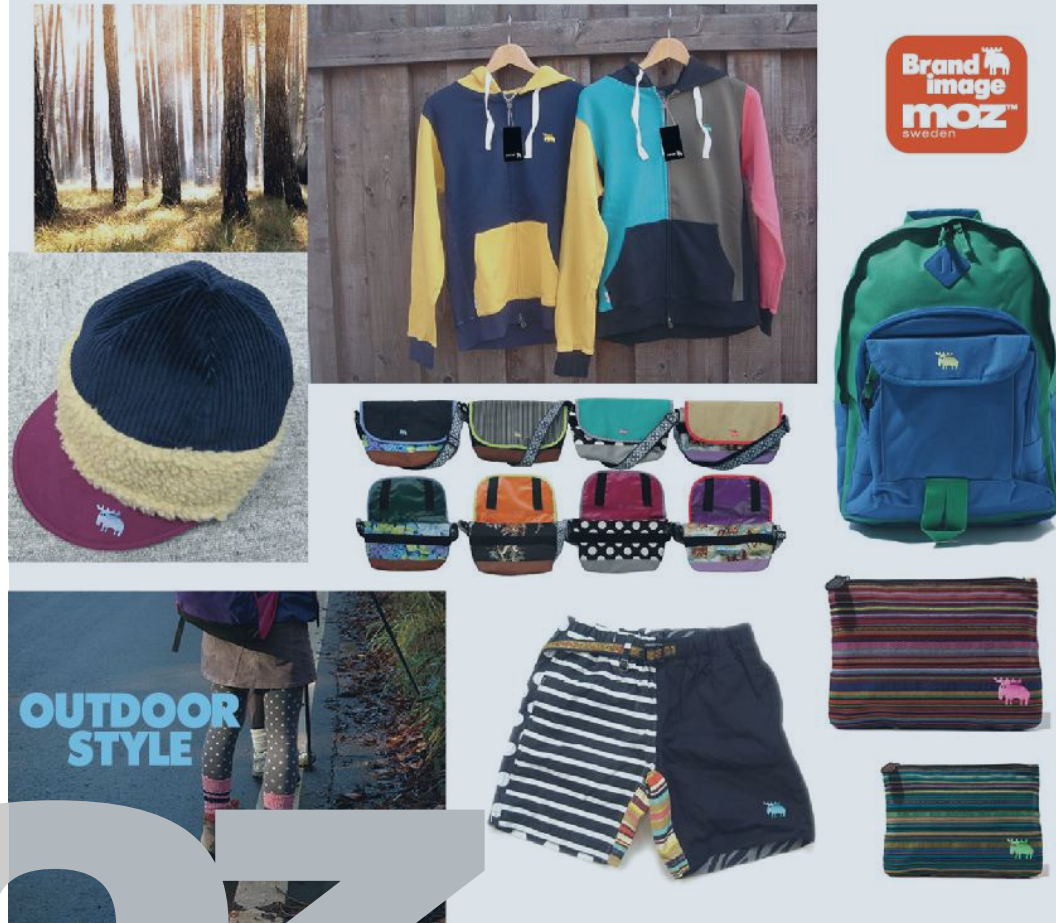


## OUTDOOR STYLE

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**OUTDOOR  
STYLE**



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## OUTDOOR STYLE

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STYLE**



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## KITCHEN APPLIANCES



MOZ 오브기의 품격있는 음식  
감각적인 북유럽 스타일로 요리가 탄생하다.



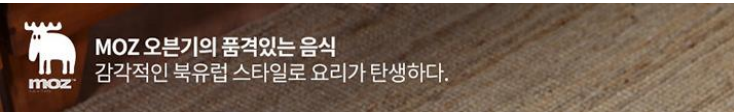
모즈 "이모션 시리즈" 베이저 라인



MOZ WAFFLE MAKER

The design comes in both classic and modern styles.  
The design comes in both classic and modern styles.  
The design comes in both classic and modern styles.





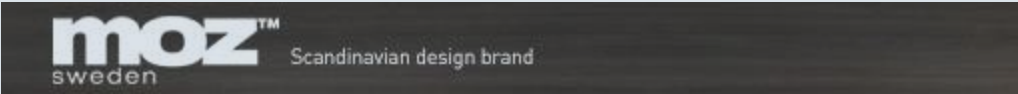
## KITCHEN APPLIANCES







**FASHION & ACCESSORIES**



moz





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## KITCHEN & TABLE ITEM

**moz™**  
sweden

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sweden



복유립 감성의  
나만의 텀블러

제품에 독특한 감성을 부여하여 감성을 높일 수 있는 텀블러를 소개합니다.  
모조품에 대한 법적 소지권과 유사한 디자인을 통한 디자인 행위를 금지하는 법령으로  
사용자의 권익을 높였습니다.



환경호르몬 걱정은 NO  
MOZ 텀블러!

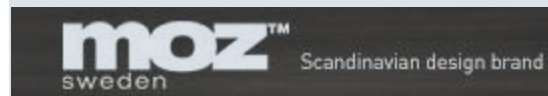


## KITCHEN & TABLE ITEM



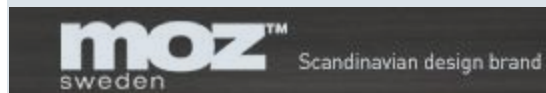
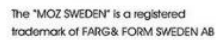


## KITCHEN & TABLE ITEM



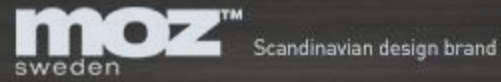
따뜻한 음식도  
시원한 음식도 환경호르몬  
걱정없이 오랫동안 즐기실 수 있습니다.





The Moz logo, featuring the word "moz" in a bold, blue, lowercase sans-serif font. The letter "z" is partially cut off on the right side of the image.

## STATIONERY







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