

 **SKONO**
SINCE 2003

**PLAY WITH
SKONO**



SKONOKOREA

WE ARE SKONO



SKONO

Brand Story

Brand Story

SKONO



Born in **Norway** in 2002 and launched in Korea in 2005, SKONO, which currently has about 70 off-line shops and other direct shops, is loved by customers for more than 10 years.

It has been attributed to a combination of the simple design that holds cheerful color sense and pattern and the honest production process which is directly inspecting all the products being released.



SKONO

 Design by **NORWAY**

Brand Story

SKONO

 SKONO

SKONO is a fashion brand that will make the wearer's life worthwhile through sensory design and practical material selection.

it is also based on the design philosophy of Northern Europe that does not miss beauty while emphasizing practicality.

Brand Story



The Skone 
The light of blessing

 SKONO

SKONO was born in Norway, Northern Europe, where the harmonious coexistence of human, nature and design is considered the best value through the combination of nature- friendly design and practical value.

SKONO will give you a comfortable sense of balance and light feeling in your life by sensibly melting the design philosophy of Northern Europe that has been loved by people all over the world.

Discover the value of Scandinavian design with SKONO which will make your fashion life more valuable and more like yours.

Brand Story

SKONO
REDESIGN PROPOSAL



 **SKONO**

**The Brand,
I Wanted to Have and to Have It with Me.**

ORDINARY HAPPINESS!

It is hard to explain the obsession with what you like.

Something that you want to have, something that you want to see often, and something that you want them to be around you.

That is the power of the brand, isn't it?

It wants to get closer to customers, wants to be together forever and wants to spend the same time with customers.

A pair of shoes with attractive color in your shoe shelf, the shoes inside a paper bag which placed in your shoe shelf without even notice.

That is 'SKONO' from Norway.

Brand Story



SKONO

The Mind-Soothing Design / STABILITY OF MIND

Design virtues of Norway, where the SKONO was born, are simple.

It strives to reproduce the three core values;

Simple, practical, and do not miss functionality.

Though it expresses the light color which is a energy for your routine,

SKONO prefers simplicity to fanciness and even its form is simple.

Brand Story



The persistence of SKONO which is directly inspecting all the products being released one by one is also a strong will to show customers the highest quality products.

SKONO wants to create those values through its existence.

A strong brand that is loved by many people is not based on awareness of consumers but are unconsciously settled down in their emotions.






SKONO

Collection

SKONO

 Design by **NORWAY**



 SKONO

Norway's color ;
Forward
with **Nature**

Collection

SKONO

Design by NORWAY

SKONO X kauniste

SKONO X KAUNISTE

The Collaboration work of Northern Europe.
The first collaboration work of Norway fashion brand SKONO and Danish Textile brand KAUNISTE.
The product of Northern European Beauty has created by SKONO and KAUNISTE.



KAUNISTE KOREA
CHANGE: SC547294E1



SKONO
SPRING & SUMMER
COLLECTION 2014

Norway's color



Collection

Norway's color ;
EarthBalance



SKONO
SPRING & SUMMER
COLLECTION 2014

Norway's color

SKONO
www.skonokorea.com



Norway's color ;
Caramel
Lust

SKONO



Collection



Norway's color ;
Brown Feeling

SKONO



Norway's color ;
Blue Depth



NOA PREMIUM
Confort - Higiene - Resistencia

NOA PREMIUM CLASSIC CASUAL NAVY / SC2809MPT / 220-260	NOA PREMIUM CLASSIC CASUAL NAVY / SC2809MPT / 220-260	NOA PREMIUM CLASSIC CASUAL RED / SC2809MPT / 220-260	
NOA PREMIUM CLASSIC CASUAL LIME / SC2809MPT / 220-270	NOA PREMIUM CLASSIC CASUAL HOT PINK / SC2809MPT / 220-270	NOA PREMIUM CLASSIC CASUAL BROWN / SC2809MPT / 220-260	NOA PREMIUM CLASSIC CASUAL WHITE / SC2809MPT / 220-260
NOA PREMIUM CLASSIC CASUAL TAN / SC2809MPT / 220-270	NOA PREMIUM CLASSIC CASUAL NATURAL / SC2809MPT / 220-270	NOA PREMIUM CLASSIC CASUAL BROWN / SC2809MPT / 220-270	NOA PREMIUM CLASSIC CASUAL NAVY / SC2809MPT / 220-260
NOA PREMIUM CLASSIC CASUAL LIME / SC2809MPT / 220-270	NOA PREMIUM CLASSIC CASUAL NAVY / SC2809MPT / 220-260	NOA PREMIUM CLASSIC CASUAL NAVY / SC2809MPT / 220-260	NOA PREMIUM CLASSIC CASUAL GREY / SC2809MPT / 220-270
NOA PREMIUM CLASSIC CASUAL NAVY / SC2809MPT / 220-270	NOA PREMIUM CLASSIC CASUAL NAVY / SC2809MPT / 220-270	NOA PREMIUM CLASSIC CASUAL NAVY / SC2809MPT / 220-270	NOA PREMIUM CLASSIC CASUAL RED / SC2809MPT / 220-260
NOA PREMIUM CLASSIC CASUAL NAVY / SC2809MPT / 220-270	NOA PREMIUM CLASSIC CASUAL RED / SC2809MPT / 220-270	NOA PREMIUM CLASSIC CASUAL NAVY / SC2809MPT / 220-260	NOA PREMIUM CLASSIC CASUAL NAVY / SC2809MPT / 220-270
NOA PREMIUM CLASSIC CASUAL NAVY / SC2809MPT / 220-270	NOA PREMIUM CLASSIC CASUAL NAVY / SC2809MPT / 220-270	NOA PREMIUM CLASSIC CASUAL BROWN / SC2809MPT / 220-270	NOA PREMIUM CLASSIC CASUAL NAVY / SC2809MPT / 220-260



Collection

Norway's color ;
Earth Balance

Norway's color ;
Dessert
Dust



SKONO



 **SKONO**

SKONO
SPRING & SUMMER 2015

SKONO WAY

SKONO'S WALK
WALKER / WALKER



Collection

SKONO WAY

Seven stories of SKONO
Its expressed unique and warm sensibility of Northern Europe.

REST, WALK, DREAM, LOVE, TALK, WORK, THINK

SKONO'S
REST
LIBERTY / BALDI / BALDI
DVA / DVA



 **SKONO**



SKONO WAY

Seven stories of SKONO
Its expressed unique and warm sensibility of Northern Europe.

SKONO'S TALK

RODZINIE / RODZINIE / RODZINIE



SKONO'S LOVE

RODZINIE / RODZINIE / RODZINIE

Collection



SKONO



SKONO'S DREAM
WOMEN'S COLLECTION

SKONO'S THINK
WOMEN'S COLLECTION | SCHALLERSTRASSE



SKONO'S WORK
LIBERTY COLLECTION



Collection

LIBERTY

<p>Model: Spring - Lady 90</p> <p>PAK022801 EUR 35-44 (220-230mm, 1x6.5")</p>	<p>PAK022801 EUR 35-44 (220-230mm, 1x6.5")</p>	<p>PAK022801 EUR 35-44 (220-230mm, 1x6.5")</p>	<p>PAK022801 EUR 35-44 (220-230mm, 1x6.5")</p>
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EVERY DAY, MY DAY



FALL WINTER 2017

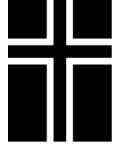


Collection

SKONO



Norwegian fashion shoe brand SKONO has selected Korea's best actress Kim So-hyun as its exclusive model and unveiled its 2017 SS season lookbook, Norway's Forest.



SKONO



Collection

Nonwegian fashion shoe brand SKONO has selected Korea's best actress Kim So-hyun as its exclusive model and unveiled its 2017 SS season lookbook, Norway's Forest.



 **SKONO**
WAY TO NORWAY



Norwegian fashion shoe brand SKONO has selected Korea's best actress Kim So-hyun as its exclusive model and unveiled its 2017 SS season lookbook, Norway's Forest.

SKONO



Collection

SKONO

Spring/Summer 2018

Always Like Saturday

 SKONO

Collection

Skeppsbron 4,
211 20,
Malmö,
Sweden

Stortorget,
211 22,
Malmö,
Sweden

Always
Like
Saturday
in
Malmö



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Lookbook 28
Product 58



L'ESABERGO

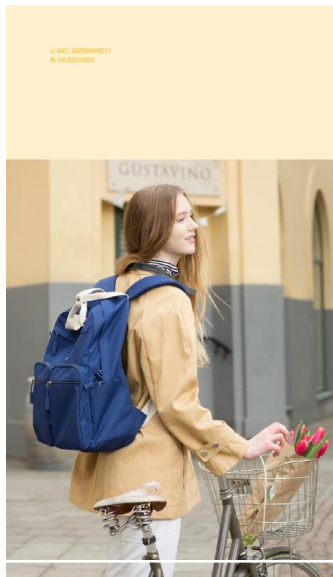


23

SKONO



25



L'ESABERGO
L'ESABERGO



Collection



SKONO



Spring/Summer Lookbook

Models : Yea Seul Chun, Eun Seo Kim, Ji Seop Lim
 Styling : Kook Hwa Kang
 Photography : Beam Suck Won

SVL8202LB71

LIBERTY

NOA PREMIUM

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NOAERK

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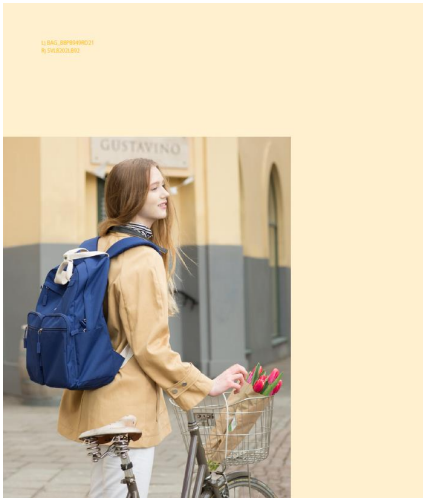
REVOOLUTION

VENN

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ATLAN

Collection





SKONO

Marketing

skono[®]
Shop



Marketing

 **SKONO**



The Skono 
The light of blessing

Marketing

SKONO KOREA

*We are skono,
your skono*

The Skono 
The light of blessing

Marketing

WHAT IS YOUR COLOR?

 **SKONO**

We are skono
Skono
lab





@skono_official



SKONO
Design by NORWAY



WHITE

The Skono 
The light of blessing

*POPOLA PREMIUM / WHITE



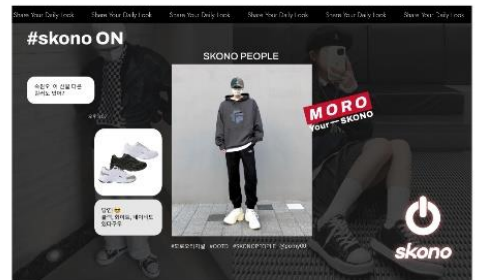
Marketing



skono 

Share Your Daily Look

안녕 스코노피플! 썬스 넘치는 데일리룩을 공유해주세요.
시계열 정보 및 뉴스 기사를 위한 수업을 참여하여 제공하세요



@skono_official

SKONO
 Design by **NORWAY**

Skono Classic Sneakers

skono®



French Rose
Mary Jane



THE SKONO F. ROSE EDITION
NEW ARRIVAL

LET'S CHEER FOR THE NEW TOMORROW

**I'm a freshman,
Skono.**

We are skono Your skono

Marketing



skono®



Marketing





NEW
MORO REVOLUTION
WHAT IS YOUR COLOR?



skono®

Product



 **SKONO**



Marketing



 **SKONO**



skono[®]

Product



SKONO

Designed by Norway

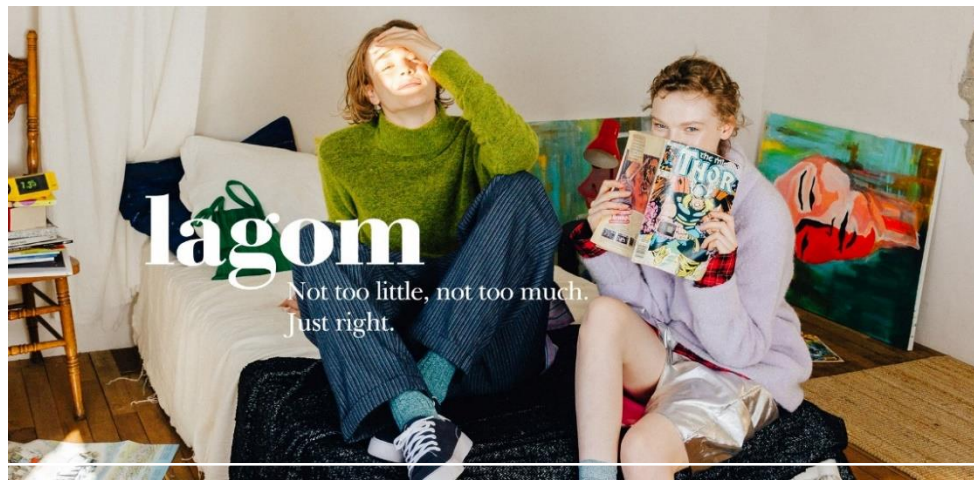
 **SKONO**



Marketing

lagom

Not too little, not too much.
Just right.



skono®



BAG



BBP9547RD11 / 99,000won



BBP9547RD41 / 99,000won



BBP9547RD71 / 99,000won



BBP9548RD11 / 89,000won



BBP9548RD41 / 89,000won



BBP9548RD81 / 89,000won



BBP9549RD11 / 89,000won



BBP9549RD21 / 89,000won



BBP9549RD41 / 89,000won



BET9545SQ41 / 29,000won



BET9546SQ41 / 29,000won



BET9545SQ01 / 29,000won



BET9546SQ01 / 29,000won

Marketing

skono®



CLASSIC®
SNEAKERS

skono



Ordinary and Comfortable

Marketing

SKONO
RENEWAL
STORY



skono®



Share Your Daily Look

안녕 스킨노피플! 밴스 남자는 데일리룩을 공유해주세요,
시상 1000원 스타일링 키트 100% 당첨 기회까지



here



@skono_official

SKONO

Design by NORWAY

SKONO

REDESIGN PROPOSAL



Collaboration



NEW MORO REVOLUTION

WHAT IS YOUR COLOR?



Marketing



SKONO

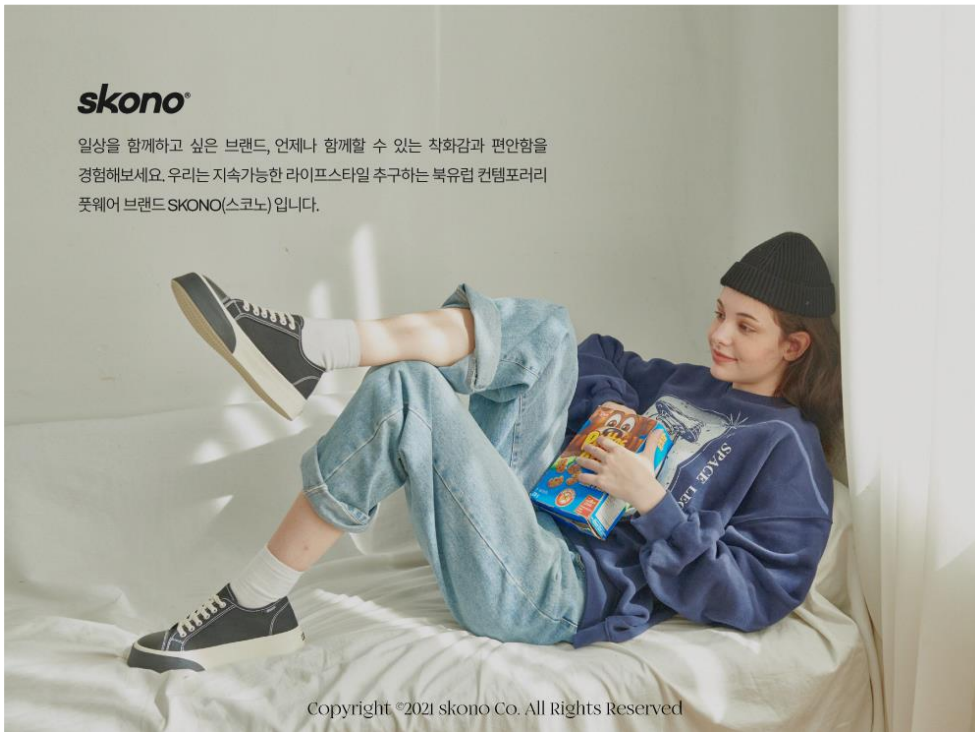


skono®



skono®

일상을 함께하고 싶은 브랜드, 언제나 함께할 수 있는 착화감과 편안함을 경험해보세요. 우리는 지속가능한 라이프스타일 추구하는 북유럽 컨템포러리 풋웨어 브랜드 SKONO(스코노)입니다.



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UNIK & COMFORTABLE

MORO ORIGINAL

· BEIGE · NAVY · WHITE · BLACK



FUN GOES TO MORO

MORO

Your — SKONO

SKONO OOTD

Opening

Marketing

SKONO

Design by NORWAY

KIDS

NOA Premium kids collection 2014



KIDS



SCF7950KD11 / W59,000
EUR 26-33.5 (150-210mm, Unit/10mm)



SCF7950KD21 / W59,000
EUR 26-33.5 (150-210mm, Unit/10mm)



SCF7950KD41 / W59,000
EUR 26-33.5 (150-210mm, Unit/10mm)



SCF7952KD11 / W99,000
EUR 25-33.5 (140-210mm, Unit/10mm)



SCF7952KD31 / W99,000
EUR 25-33.5 (140-210mm, Unit/10mm)



SCF7952KD41 / W99,000
EUR 25-33.5 (140-210mm, Unit/10mm)



SCF7952KD71 / W99,000
EUR 25-33.5 (140-210mm, Unit/10mm)



SCF7953KD11 / W99,000
EUR 25-33.5 (140-210mm, Unit/10mm)



SCF7953KD21 / W99,000
EUR 25-33.5 (140-210mm, Unit/10mm)



SCF7953KD41 / W99,000
EUR 25-33.5 (140-210mm, Unit/10mm)



SCF7954KD11 / W99,000
EUR 25-31 (140-190mm, Unit/10mm)



SCF7954KD41 / W99,000
EUR 25-31 (140-190mm, Unit/10mm)

WEAR



WTL7980MA11 / W79,000
S(90)-XL(105)



WTL7980MA41 / W79,000
S(90)-XL(100)



WTL7980MA71 / W79,000
S(90)-XL(105)

KIDS

KIDS



WTL7970MK11 / W59,000
S(110)-XL(140)



WTL7970MK41 / W59,000
S(110)-XL(140)



WTL7982MK11 / W79,000
M(95)-XL(105)



WTL7982MK71 / W79,000
S(90)-XL(105)



WTL7981MK21 / W79,000
S(90)-XL(105)



WTL7971MK21 / W79,000
S(90)-XL(105)



WTL7971MK71 / W59,000
S(110)-XL(140)

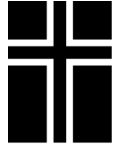


WTL7971MK81 / W59,000
S(110)-XL(140)

Marketing

www.i-licensing.co.kr

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 SKONO

 SKONO

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THANK YOU