



91, Rue du Faubourg Saint-Honoré 75008, Paris, France

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# Brand DNA

- La France, Paris, les drapeaux tricolores

# ‘The Selfish Gene’

## Extraordinary from Birth

A brand that, for the 2040 generation  
with a unique perspective and different viewpoint,  
creates its own class based on the superiority of the brand  
rather than relying on famous celebrities and Big & Bold marketing.

Core  
Target

2040  
Trend Setter

Market  
Positioning

High Vale  
French Preppy  
Origin

Key  
Claim

The Selfish Gene  
From Paris



# Martine Golf

## STORY

A premium

French-sentimental golf

wear brand

which before Martin Golf,

at the Chloe's creative

director, Martine Citbon's design

house spread out.

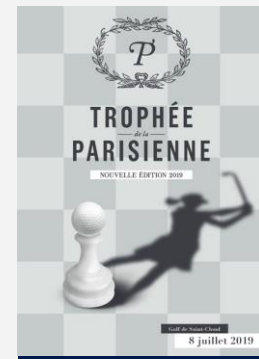
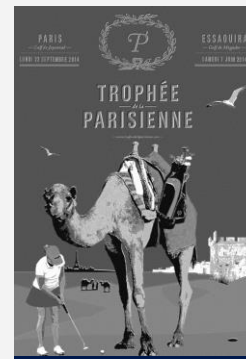
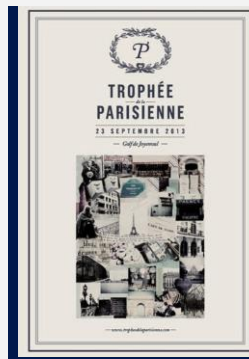


Paris 91 rue Faubourg Saint-Honoré, 75008, Paris, France  
Cannes 42 Av. Prince de Galles, 06400, Cannes, France

  
**TROPHÉE**  
— de la —  
**PARISIENNE**  
18 SEPTEMBRE 2012  
[www.tropheedelaparisienne.com](http://www.tropheedelaparisienne.com)



*Golf de Saint-Nom-La-Bretèche*



## Inspiration

The ‘Trophe De La Parisienne’, a women's amateur golf competition held once a year at a prestigious private golf club near Paris, is a competition that shows Parisienne's attitude to the sport of golf. Wearing beautiful looking golf wear, meeting people, strengthening friendship, and enjoying golf.

Elegantly and slowly enjoy the game and do not dwell on the outcome. It is beauty itself to see not try to do well, have a good conversation with their opponent, and enjoy the game.

This beautiful heart of Parisienne's golf is Martin Golf's biggest motivation.

# Identity

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Parisienne, Martine, who loves golf and fashion.

The understated sensibility of "Martine Loves Golf" is expressed visually.

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## Type.01

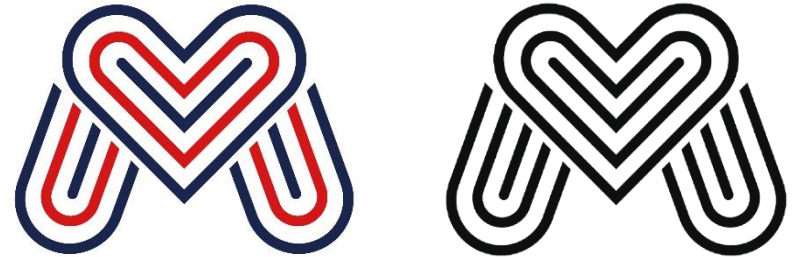
Typographic design imaged

"De Coeur & M" of Martine with simbol graphic elements by Martine Golf.

## Type.02

Simbol with all the brand's DNA combined, containing Drapeaux Tricolores, Golf and Paris, and is a design expressed as a curved line that emphasizes femininity.

## Logo Type. 01



## Logo Type. 02



# MARTINE GOLF Global Business Map



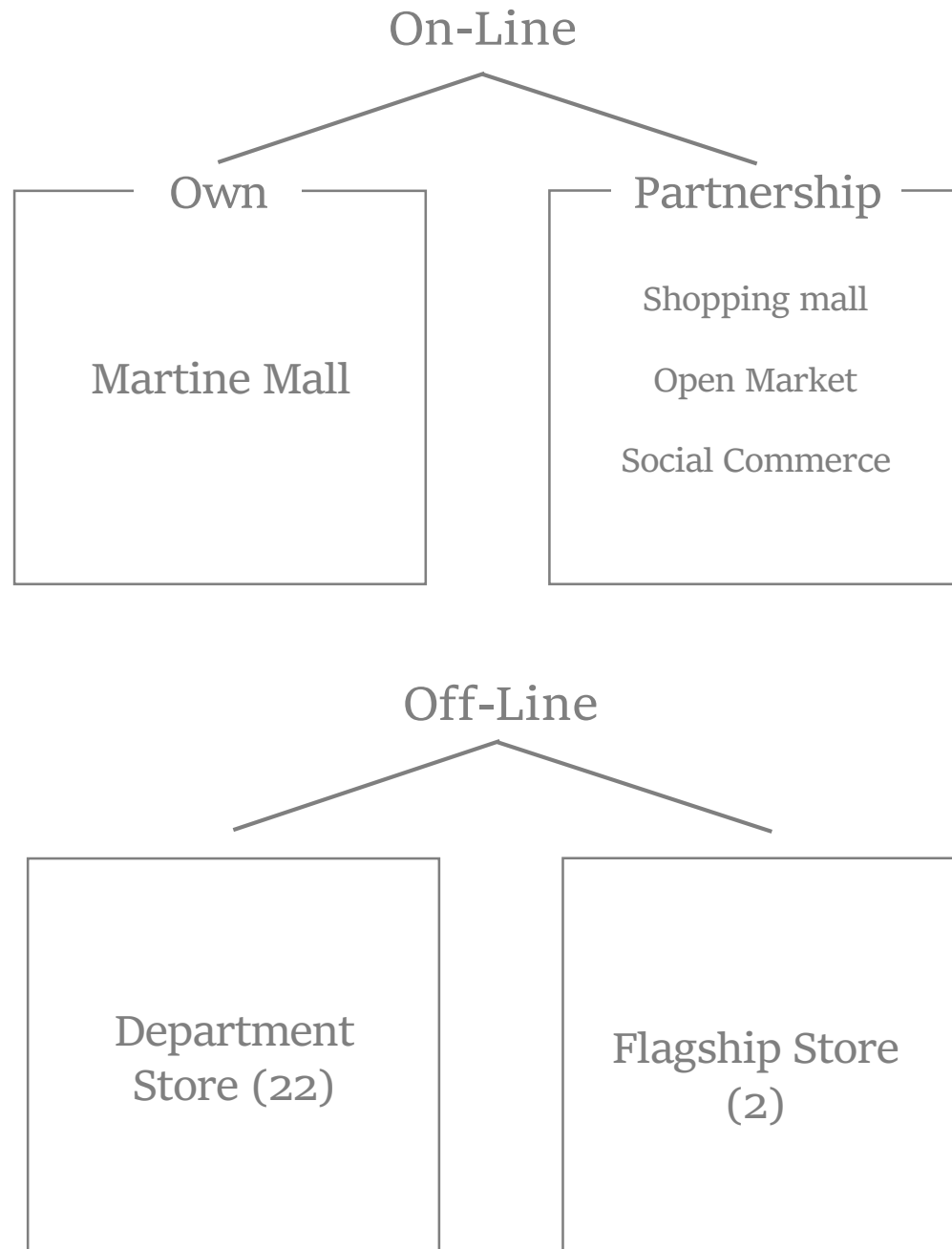
✓ Paris 태생의 글로벌 Premium brand

✓ 2021 f/w 부터 KOREA Launching ( 자체 기획,디자인,생산 제품 line up \_ FIT,ITEM 등 국내 실정에 맞는 기획 )

# MARTINE GOLF KOREA Sales Channel

#On-Line

#Off-Line



# Classy French Preppy

Martin Golf, which is based in Paris, France, can be worn stylishly with a comfortable fit anytime, anywhere without any boundaries between the field and daily life, is a golf wear brand that offers a design that naturally permeates everyday life and sports with newness that is not confined to a frame rather than artistic clothes that are uncomfortable to wear.

Witty details coexist in the flexible silhouette, and it presents a complete look that reinterprets the iconic sportswear of the 1970s with a modern sense.

Under the slogan "French Preppy," we propose a design that can reveal the various charms of female young Golfer. It combines classic design elements representing a trendy American preppy look with mainland sensibilities in Paris, France, to showcase products with a minimal yet sophisticated mood.





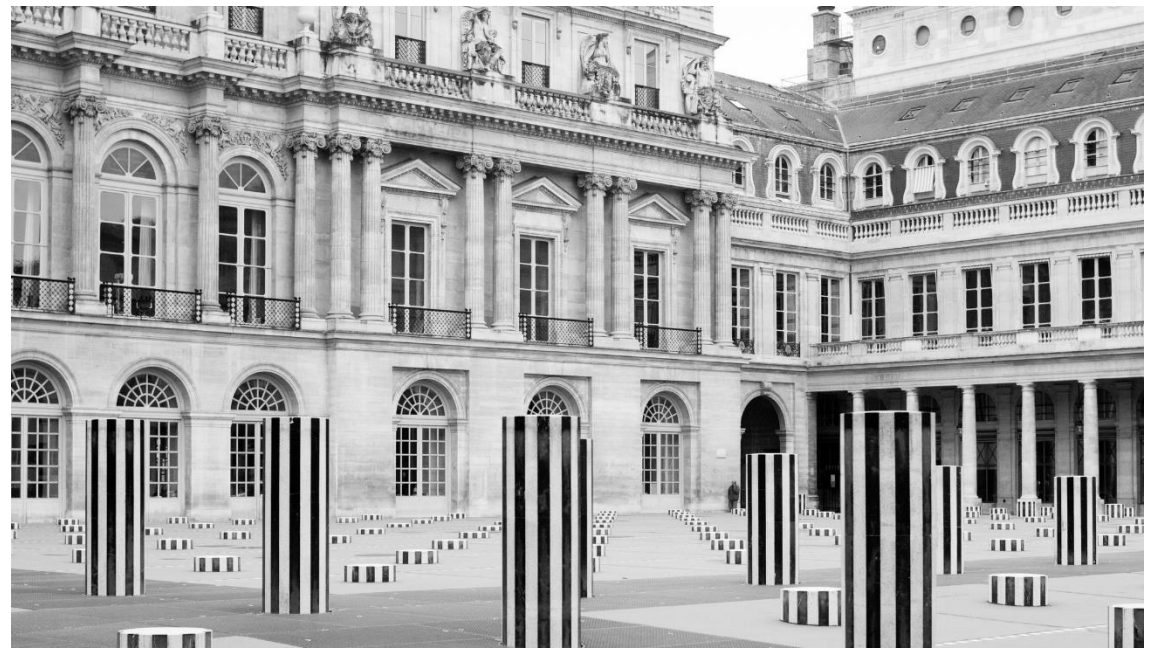
# French History in martine Golf

The Domaine National du Palais-Royal is a historic site in Paris, France. The Palais-Royal has a rich history and has undergone various changes through the centuries.

The Palais - royal house features classical architecture and is known for its arcades, gardens and central gardens.

In addition to its historical significance, the architecture reflects the style of the time it was built, Palais-Royal continues to be a vibrant cultural space, holding events, exhibitions, and performances, and gardens are used as popular lively places for relaxation.

Martine Golf is inspired by the Palais-Royal, which melts French history and culture, and is melting it into the store concept.



Domaine National du Palais-Royal

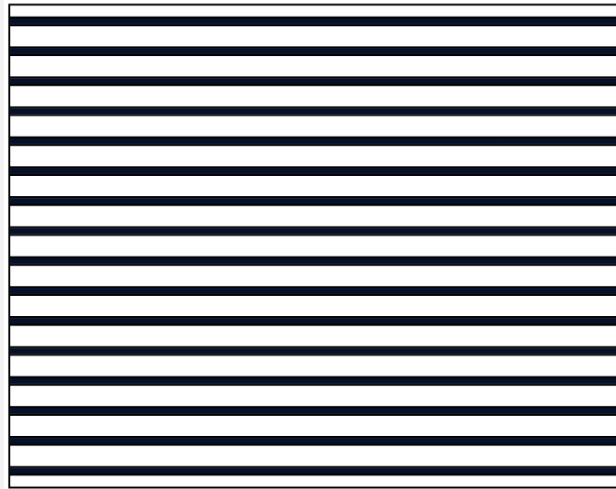


LOTTE World Mall Pop-up Display

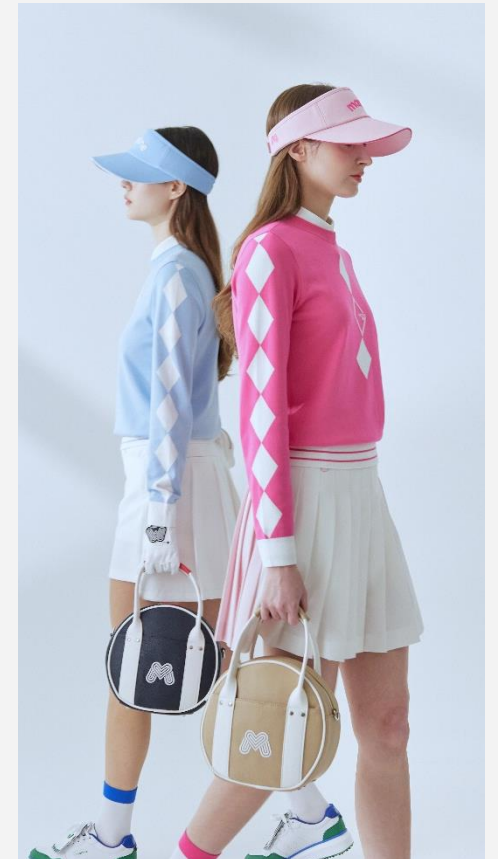
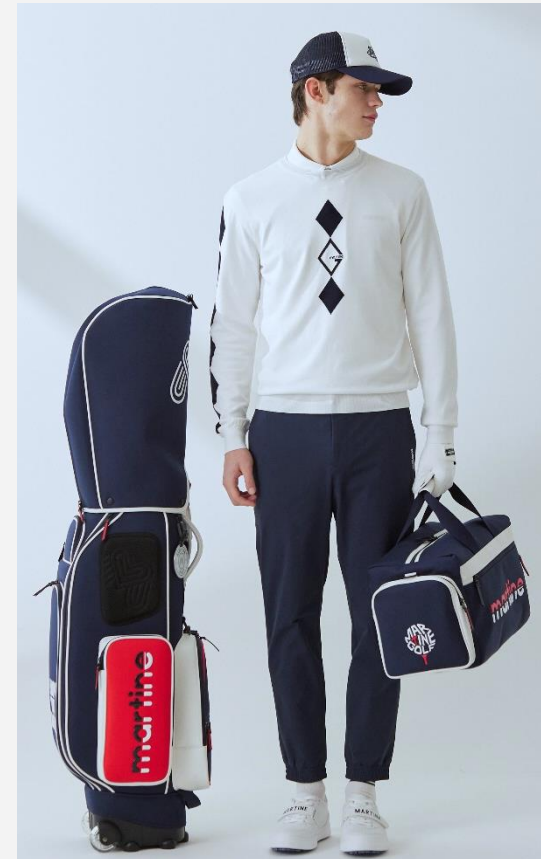
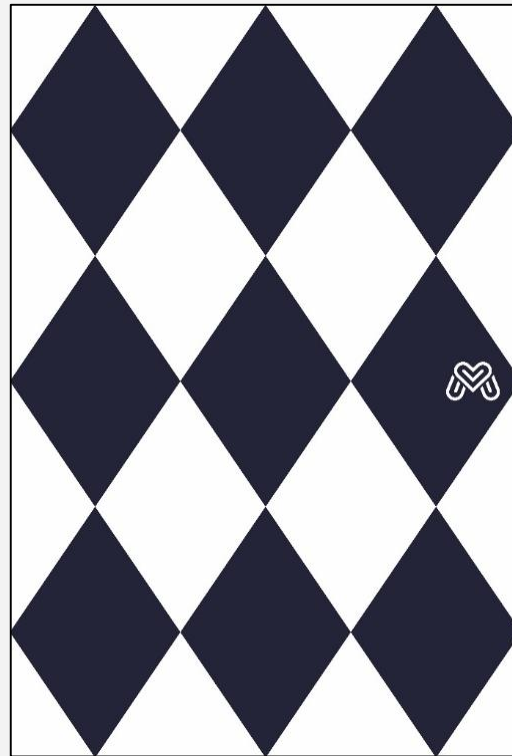
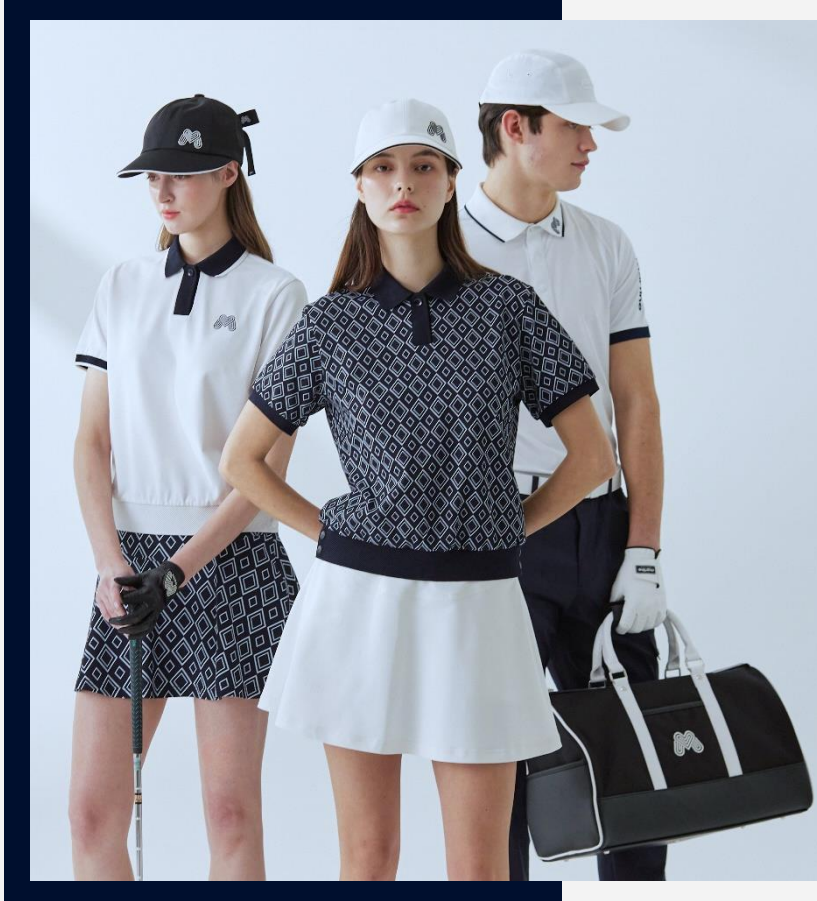
Signature de martine



Signature PATTERN  
Martine stripe



Signature PATTERN  
Martine simple argyle





Signature Color  
Martine Green



Signature Point  
Martine Half & Half



# Collaboration

**martine**  
GOLF.PARIS

X



**BAYC**  
#312

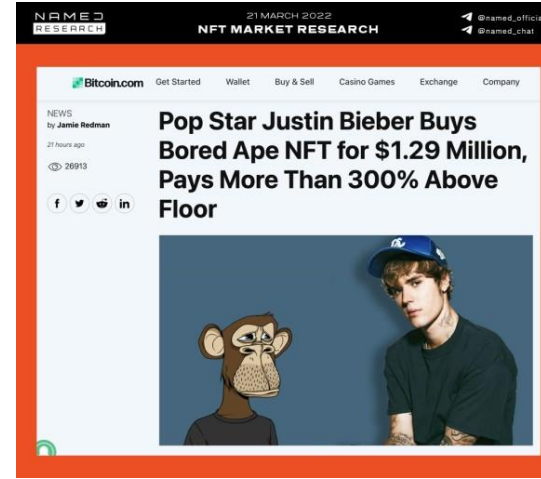


# BAYC #312

Bored Ape Yacht Club, an NFT project that made its mark in the world with four alphabets called BAYC.  
(BAYC, Bored Ape Yacht Club)

BAYC is evaluated as proving its value with culture and brand collaboration topicality created around the community and showing the possibility of utilizing NFTs.

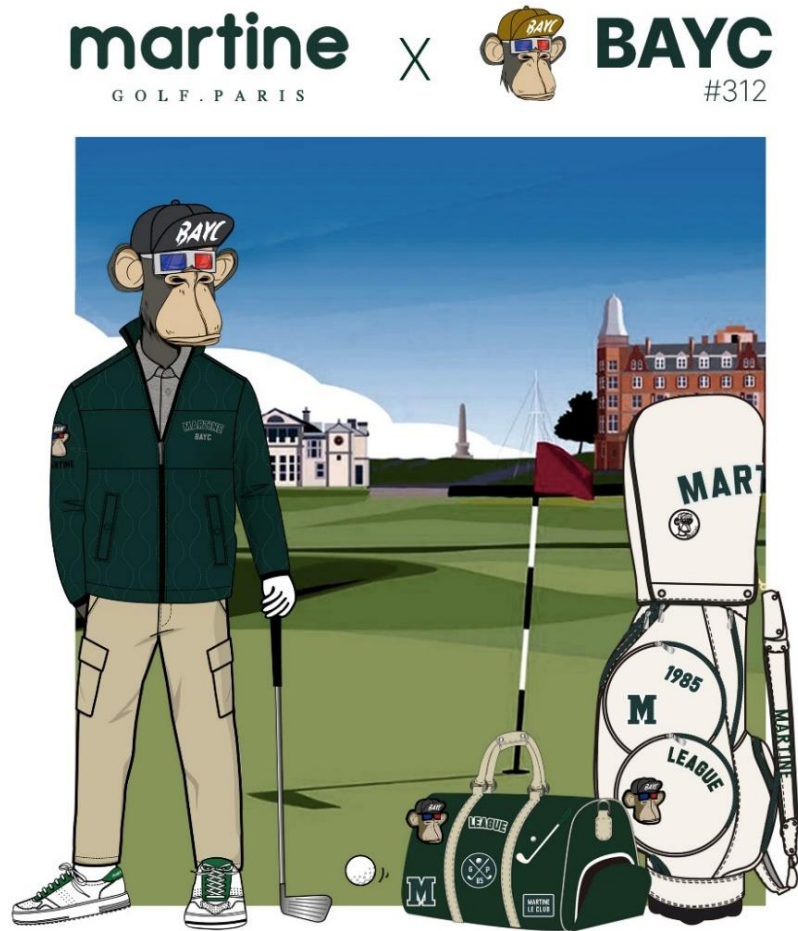
It has been reborn as a brand called NFT owned by successful people. Focusing on the NFT owner community, it is expanding the project's worldview and expanding its stage of activities across online and offline.



BAYC #7298의 소유자 스티븐 커리가 소유한 NFT

# martine Golf X BAYC #312

Through COLLABORATION with BAYC #312 among Yuga Labs NFTs, the line released with trendy and kitsch sensibility.



BAYC(Bored Ape Yacht Club)



# Marketing Strategy

Sponsorship / Influencer



# Sponsorship



**양희영 (Amy Yang) / LPGA**

2008 LET 투어 독일오픈 우승  
2008 LET 투어 스칸디나비아안TPC 우승  
2011 KLPGA 투어 KB금융 스타 챔피언십 우승  
2015 LPGA 투어 혼다 타일랜드 우승  
2013 LPGA 투어 하나 외환 챔피언십 우승  
2017 LPGA 투어 혼다 타일랜드 우승  
2019 LPGA 투어 혼다 LPGA 타일랜드 우승  
2023 LPGA 투어 CME그룹 투어 챔피언십 우승  
외 LPGA, KLPGA 등 다수의 대회 우승



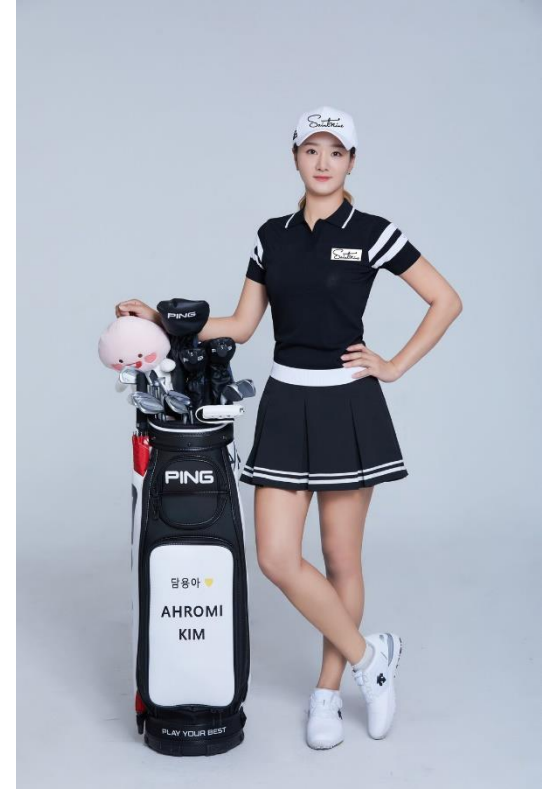
**김민주 (Min Ju Kim ) / KLPGA**

2021 KLPGA 호반드림투어 3위  
2021 KLPGA 엠씨스퀘어 군산CC 3위  
2022 KLPGA 투어 셀트리온 퀸즈 마스터즈 준우승  
2023 KLPGA 투어 SK쉴더스 SK텔레콤 3위  
외 다수의 대회 수상



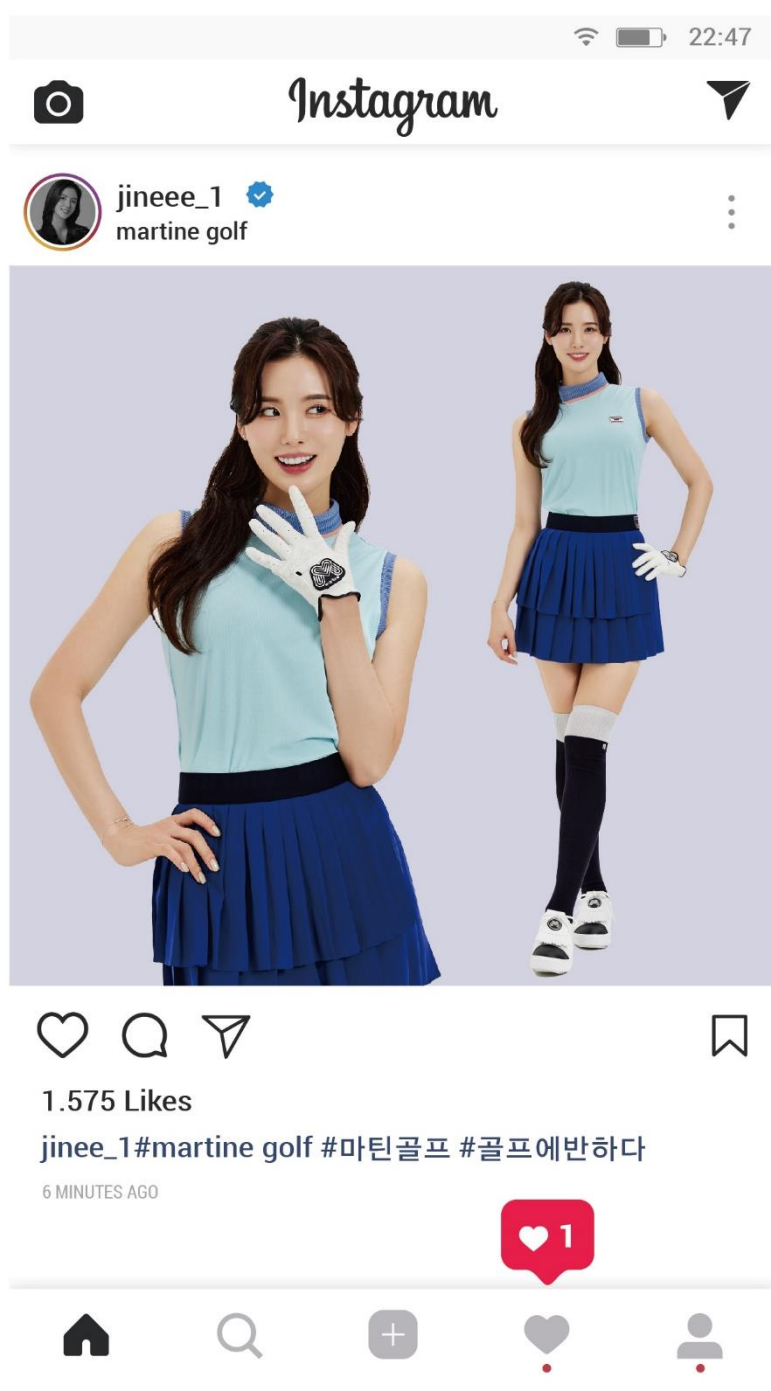
**김세로미 (Se Ro MI KIM) / KLPGA**

2017 KLPGA 제1차 그랜드 삼대인 점프투어 6차전 2위  
2019 KLPGA 군산CC 드림투어 6차전 2위  
2021 KLPGA 투어 BC카드 한경 레이디스컵 2위  
2021 KLPGA 투어 대유위니아 MBN 여자오픈 2위  
2023 KLPGA 쓰리에이치 드림투어 with  
이지스카이CC 우승  
외 다수의 대회 수상



**김아로미 (Ah Ro Mi KIM) / KLPGA**

2018 KLPGA 군산CC 드림투어 4차전 우승  
2018 KLPGA 군산CC 드림투어 1차전 2위  
2018 KLPGA 보이스캐디 백제CC 드림투어 14차전 3위  
2020 KLPGA 무안CC 올포유 드림투어 11차전 4위  
외 다수의 대회 수상



Media Professional Golfer

박진이 Park jin yi

SBS 골프아카데미

골프왕4

골프에 반하다

# Collection

Le preppy, Martine Golf

# 24 S/S Collection





# 24 S/S Collection





## 24 S/S Collection





# 24 S/S Collection





# 24 S/S Collection





# 24 S/S Collection





## 24 S/S Collection





# 23 F/W Collection





## 23 F/W Collection





23 F/W Collection





## 23 S/S Collection





## 22 F/W Collection





# 22 S/S Collection





## 22 S/S Collection



**GQ**  
KOREA



**GQ**  
KOREA



# 21 F/W Collection





# 21 F/W Collection





E.N.D