



FOR YOUR SUPERIOR LIFE

**Established in 1967 as a garment manufacturing factory,
Superior Group's heritage is unique as one of the oldest fashion company in Republic of Korea.
Since our founding, we have been focused on running our business in a responsible manner.
The world is changing, and Superior Group is changing with it,
yet we continue to approach our business and profitability with a long-term view.
We carry responsibility to consider our employees, the communities we are present in and future generations,
as we work towards creating a positive, lasting impact on our quality of life.**

**As the world is changing at a faster pace than ever before,
We bring together different people and ways of thinking, to explore, learn and create.
We have defined several strategic priorities that help us to focus our efforts to achieve a bigger impact.**

BRANDS WE HAVE

FASHION & LIFE STYLE



EYEWEAR



CULTURE & ART



FASHION & LIFE STYLE



THE SUPERIOR MALL

FASHION & ART

THE SUPERIOR MALL is a FASHION & ART shopping mall where you can meet all kinds of SUPERIOR GROUP brands at once.

It is full of a variety of products that reflect the latest trends, such as golf wear, golf equipment, men's/women's/casual clothing, shoes, bags, living goods, and works of art, and a wealth of benefits to enhance shopping pleasure and satisfaction.

We invite you to THE SUPERIOR MALL, specially prepared for you.

SUPERIOR | BRAND



A golf wear brand inspired by the French lifestyle. It is a casual style brand that blurs the boundary between the field and everyday life in the golf wear market as the target of MZ generation golfers.



As a professional golf wear, SGF67 uses the best functional materials so that golf players can show their best skills on the field. Functional materials such as 3D pattern, sweat perspiration, quick-drying, UV blocking, waterproofing, and water repellency minimize the resistance during golf swing, and provide both functionality and fashion sense with bright & cool colors and aggressive color schemes.



It is the first golf wear in Korea launched in 1979.
The combination of fashion and function has
received constant love from many golf fans in Korea
and abroad.
It aims for harmony between applying new
materials and maintaining Heritage without fear of
joining the trend.



F e r r a r o

MILANO

Like Italian men who love fashion, a brand that can unleash a variety of styles with just a few items.

Ferraro Milano aims for a style that can be enjoyed by Italian men who have long pursued a lifestyle of romance and leisure.



K | J CHOI

It is a luxurious and sophisticated golf & sports brand that applies Choi's PGA Tour experience, know-how, and infrastructure and technical skills to its products for consumers who prefer a highly functional yet youthful and sporty style.

Some of the proceeds from the sale of K.J. CHOI Golf & Sports will be donated to the Choi Kyung-ju Foundation, which will be used to improve the quality of life for children and teens in difficult home environments and to develop potential players. KJ CHOI Golf & Sport products are available on major home shopping channels and online.



-- Martine SITBON ...
P A R I S

HANDBAGS



SHOES





VENDÔME

PARIS

Under the theme "Select your own bag," this is DIY bag where you can show your individuality by mixing and matching one body bag with various straps and handles.



Williamsburg® NEW YORK CITY

EST. YESTERDAY

Williamsburg New York City, which is based in New York City, is a natural and free-spirited city. We hope it will be a brand that can get closer to everyday life in line with modern trends. We are inspired by nature, by people., and by all the authenticity and values that we can get from our daily lives.



PETS ROCK™

GOLF LONDON

Pets Rock is a pop art brand created in 2008 by British pop artists Mark and Kate Polyblank to create new artworks by adding fun to the external features of celebrities and live-action images of pets.

Pets Rock Golf, which utilizes dozens of Pets Rock characters, was inspired by the British street sensibility and is a unisex content brand for young golfers who enjoy the street mood and pursue novelty.

With differentiated graphics and witty details, we express individuality and uniqueness that cannot be expressed in existing golf wear, sharing each other's tastes, and designing a pleasant golf life.



LIVING | MARTINE SITBON
PARIS.FRANCE

French fashion living designer brand “MARTINE SITBON_LIVING” created by translating design philosophy of Martine Sitbon with MARTINE SITBON’S French designer philosophy, French-style and modern emotion motive by models living life backstage, stylist and fashion-editor French-living life style shop expressing their life style.





VENDÔME

PARIS

Ranked in the most beautiful plaza top 100 because of its harmony between world-famous luxury jewelry brands and the traditional building.

Martine Sitbon Living's premium line motivated by Napoleon monument and structure shape. Collaboration with Vendome's design & luxurious image and Martine Sitbon Living's modern and chic philosophy.





-- .Martine_SITBON
Living • PETPPY

EYEWEAR

SUPERIOR | **BRAND**



MLB EYEWEAR

MLB Eyewear completes a modern and sporty style by reinterpreting the classic heritage of Major League Baseball in a modern way.



MLB *KIDS* **EYEWEAR**

It is an eyewear brand of a differentiated kids line that maximizes individual expression in the fashion style of active young generation.



EYEWEAR | MARTINE SITBON **PARIS.FRANCE**

Based on the philosophy and originality of French designer Martine Sitbon, it presents a Parisian style with a chic and comfortable sensibility.

CULTURE & ART



SUPERIOR GALLERY

Superior Gallery is a cultural space being operated by SUPERIOR, a fashion distribution enterprise that witnessed Korea fashion history for the past half century.

On May, 2012, starting from the best works of national treasure class writers of Korea including Moo-hwan Lee, Wol-jong Lee, Chang-ryel Kim, Hyeong-woo Bae, Chi-gyoon Oh, Suh-bo Park to the works of middle standing writers and pop art writers including Yoon-mo Ahn, Gi-soo Gwon, SUPERIOR Gallery will do its best in order to sort out the best domestic works so that it may be rooted as a cultural space of diversified customers.



WORLD GOLF HISTORY MUSEUM

This museum is operated by SUPERIOR, a history of Korea golf wear. SUPERIOR that manufactured golf wear for the first time in Korea, officially sponsored Superior Open Golf Contest, KPGA Korean Tour and discovered/forested global Pro. Golfer KJ Choi has established and operated golf museum for the first time in our country in commemoration of enhanced Korean golf status in the world.

In this museum, visitors may watch world golf history at one glance from the origin of world golf to profiles of famous golfers and history of 4 major games together with that of golf club and ball and Korean golf history is also well presented in this museum.

In addition, as Hall of Fame for Korean Pro. Golfers is located here, visitors may watch famous pro. Golfers of Korea in detail.



F & B



F&B
MAJESTEA
TAVALON TEA LOUNGE



INVESTMENT & FINANCE



ASSET DESIGN

In the midst of the changes of the times, the Asset Design investment sector seek to maximize profits by discovering various investment opportunities that are undervalued compared to their value.

FOUNDATION



Superior foundation

Superior foundation

The Superior Foundation was established in May 2014 under the belief of service, and as part of a project to commemorate the life and spirit of Pastor Kyung-Jik Han.

We select and support those who sacrificially serve and teach with true education among dedicated working groups and neighbors in need.

ADVERTISING



Empowering our clients to engage connect with their audience. We are a creative digital display agency empowering our clients to engage and connect with their audience. LED Media offer the very latest in LED display solutions that provide dynamic, eye-catching and exciting ways for you to communicate with your audience. Innovation is in our DNA, and we are passionate about sharing our knowledge and expertise to deliver solutions that are proven to build your brand, drive business growth and deliver unparalleled results.



BURBERRY
LONDON ENGLAND

SAINT LAURENT



CELINE

1895
BERLUTI
PARIS

BOUCHERON
PARIS

TIFFANY & Co.

BVLGARI

DIOR

GUERLAIN



GARMIN®



EMPORIO ARMANI



ARTISTS AGENCY & NFT PLATFORM



SUPERIOR NEXT

A NEW CLASS OF DIGITAL ASSETS

We build both the NFT worlds of the future and the infrastructure that makes them possible. We believe truly unique digital creations, by the World's Most Creative Minds. Every digital creation available through Superior Next is an authentic and truly unique digital creation, signed and issued by the creator — made possible by block chain technology.

Our journey won't be easy. It'll be cold. But eternal glory and recognition await for those that walk the road with us. At SUPERIOR NEXT you'll help build things the world has never seen.

ARCHIVE

COLLABORATION

ARCHIVE - COLLABORATION

PETS ROCK™
GOLF LONDON



SMILEY®  **HAPPY DECOR**

Disney

SJYP

 **ARTNOM**

ARCHIVE

MODELS

ARCHIVE - MODELS



Kim Hee Sun



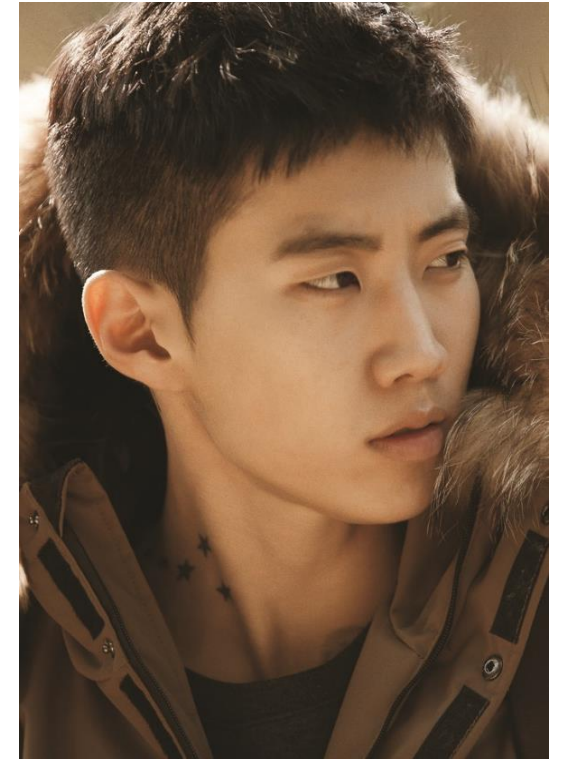
Lee Min Jung



Lee Bo Young



Park Ha Sun



Jay Park



Yoo Sun



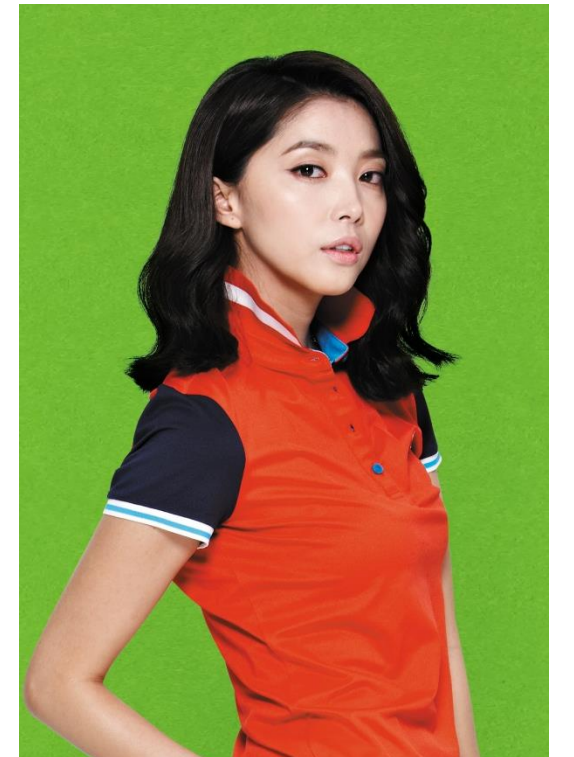
Lee Da Hae



Kim Hye Soo



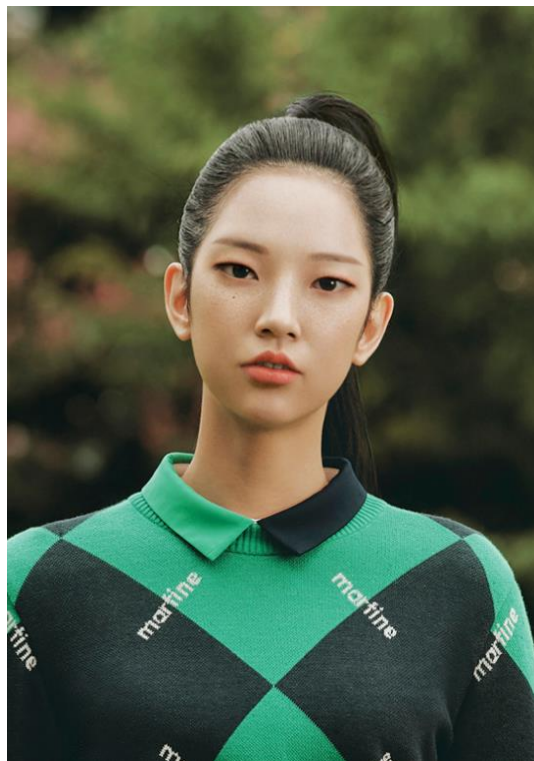
Daniel Henney



Oh Yoon Ah

SUPERIOR | BRAND

ARCHIVE - MODELS



Rozy



Jang Do Yeon



Cha Eun Woo



Heize



Ki Eun Se



Roy Kim

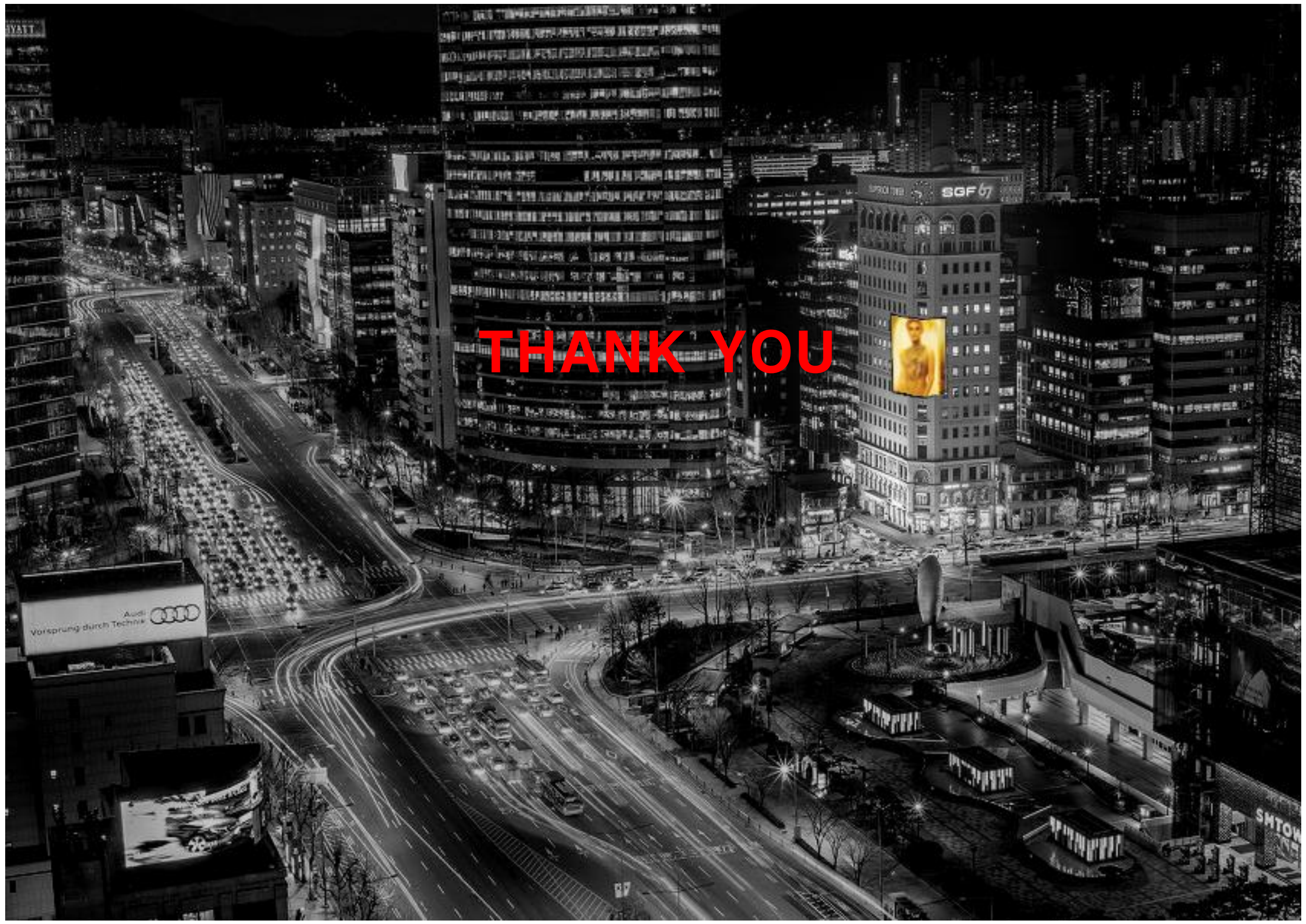


Han Hye Jin



Red Velvet







For Your **SUPERIOR** *Life*