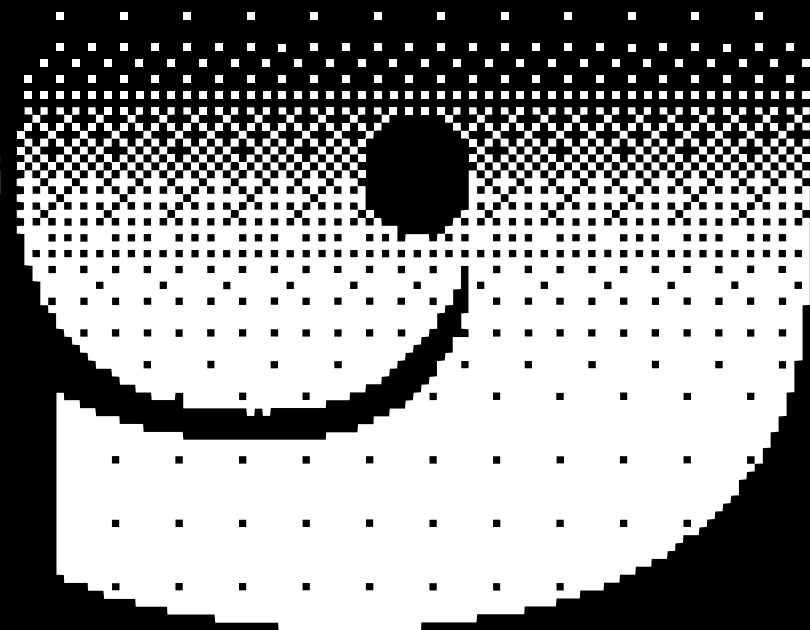
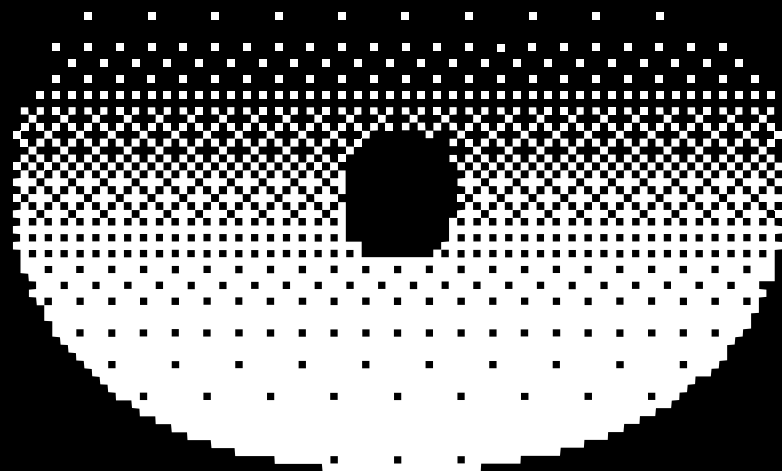
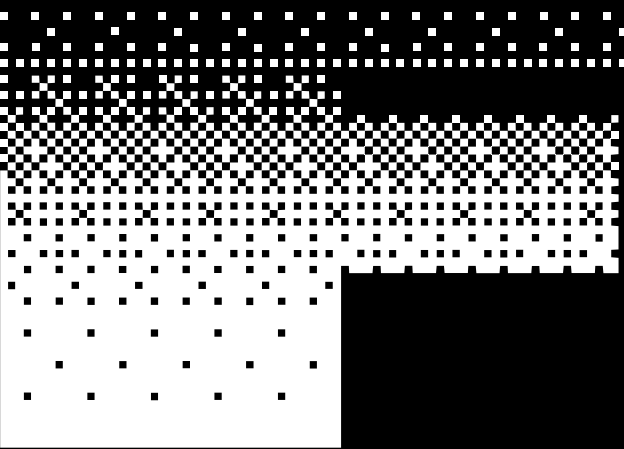


HAUS



**hausFOG
BRAND BOOK
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02 hausFOG

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03 CONTACT

Suede

LAYER의 자회사로 설립된

SUEDE는 내면과 외면의 사이를 조화롭게 연결하는

패션&라이프스타일 브랜드를 만듭니다.

우리의 제품은 다양한 문화와 일상에서 얻은 영감을 원료로 삼아

정교한 디자인으로 완성합니다.

우리의 철학은 실용과 미학의 적절함을 중점으로 두며,

이를 통해 단순한 제품 이상의 가치를 전달하고자 합니다.

SUEDE creates a fashion and lifestyle brand that harmoniously connects inner essence with outward expression.

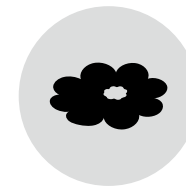
Our products are crafted with intricate designs, drawing inspiration from diverse cultures and the rhythms of daily life.

Guided by a philosophy that balances practicality with aesthetics, we aim to deliver value beyond just products.

LAYER.

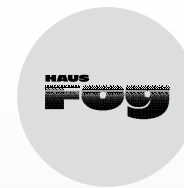


MARITHE FRANÇOIS
GIRBAUD



DAISY SYNDROME

Suede



hausFOG



LOST MANAGEMENT
CITIES



TILLDAWN

hausFOG

hausFOG는
도심의 신비로운 안개와 스모그의 질감을
모티브로 특유의 미감을 담은 LOOK&FEEL 브랜드입니다.

독특한 상상으로부터 파생된 새로운 무드와 룩을 통해
hausFOG만의 판타지를 만나보세요.

다양한 영역의 경계를 넘나들며
익스클루시브 트랙을 전개하는 hausFOG가
우리들의 일상을 점진적으로 변화시키길 바랍니다.

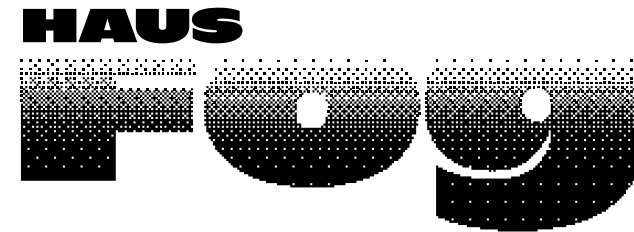
TOUCH UP YOUR FOG!

hausFOG is a LOOK&FEEL brand with a
unique aesthetic inspired by the texture of mysterious
fog and smog in the city.

Experience hausFOG's fantasy through new moods and
looks derived from unique imagination.

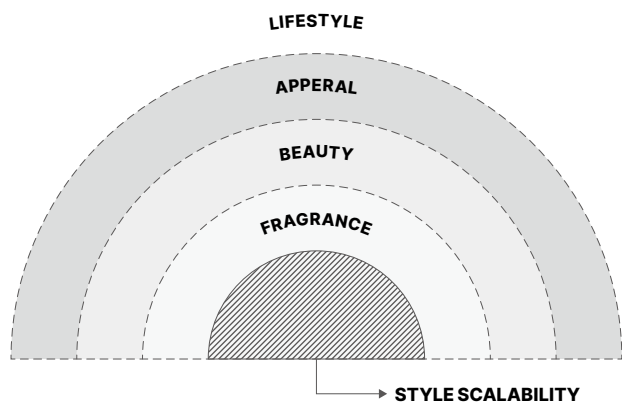
We hope that hausFOG, which pioneers new paths by
crossing the boundaries of various fields, will gradually
change our daily lives.

TOUCH UP YOUR FOG!



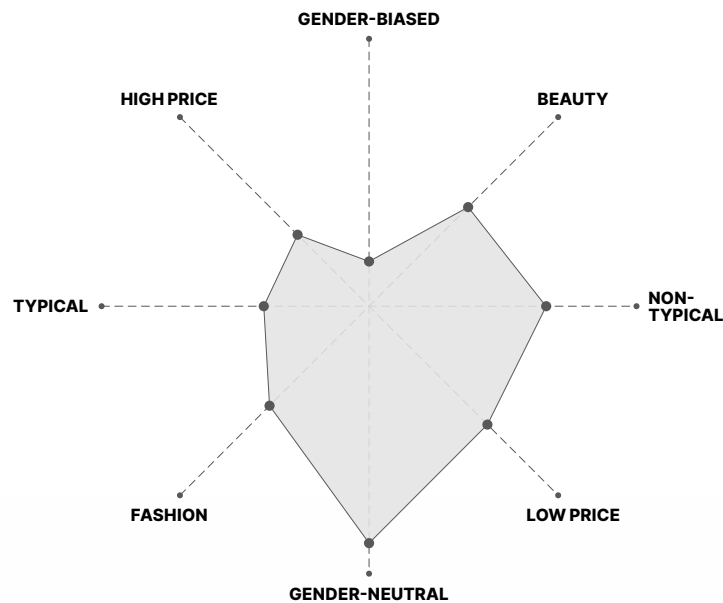


VISION



향이상을 나누는 브랜드
Sharing more than scent

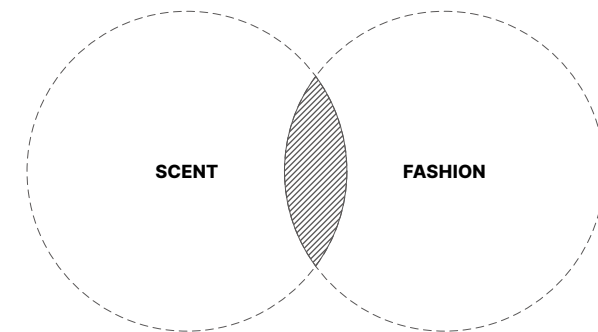
POSITIONING



웨어러블 프래그런스
Wearable Fragrance

Gender-neutral 젠더 뉴트럴
Fashionable 패셔너블한
Non-typical 전형적이지 않은
Reasonable Price 접근성 좋은 가격

BENEFIT



향과 패션의 페어링
Pairing scent and fashion

Magnetic Santal

우아한 메탈릭 샌달우드 어코드

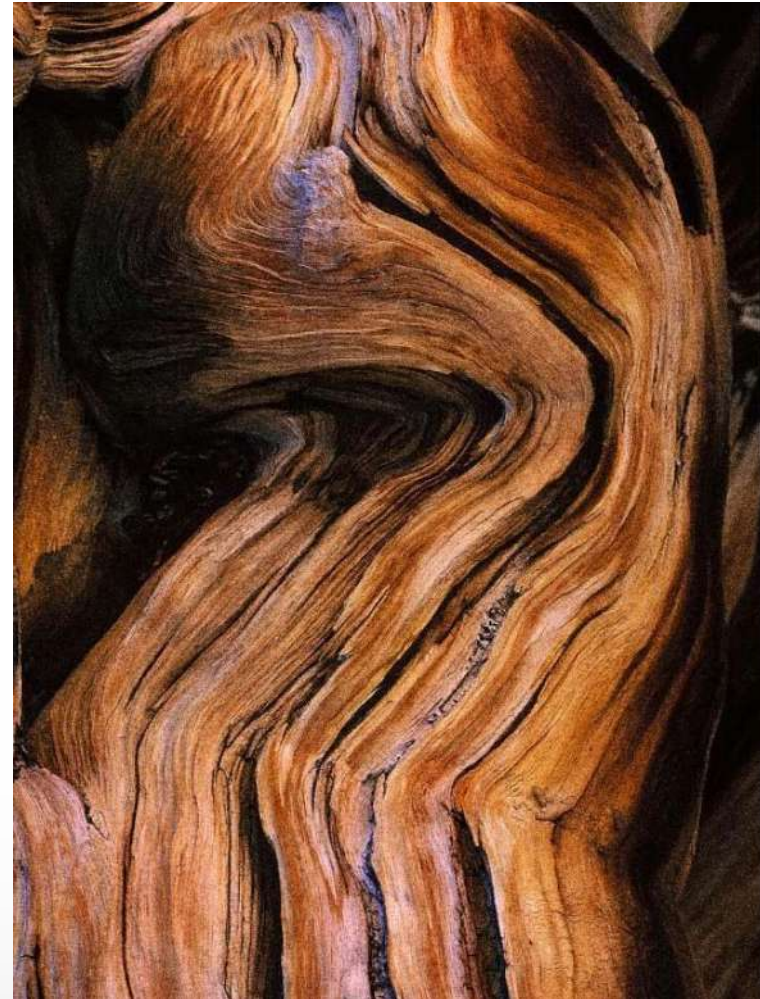
처음으로 마주하게 되는 스파이시함과 차분하게 내려앉는 앰버리 향조가 중독적인 살내음으로 번져갑니다. 달큰함과 서늘함의 오묘한 조화를 시작으로 밀키한 우드 향이 부드럽게 포물선을 그리듯 코 끝을 맴돌며 우아하지만 메탈릭한 샌달우드 어코드를 완성합니다.

Gorgeous Metallic Sandalwood Accord

The alluring, calming, and spicy scent of Ambury, which you may not have ever smelled before, clings to your skin and obsessively draws attention to itself. It wafts under the nose with a milky wood fragrance that begins with an unusual harmony of chilly and sweet. It brings together an impressive yet metallized sandalwood accord.



- TOP** | Bergamot Oil / Cardamom / Clove Leaf Oil
HEART | Fig / Rose / Cypress Oil
BASE | Cedarwood Oil / Sandalwood Oil Caledonian / Ambergis



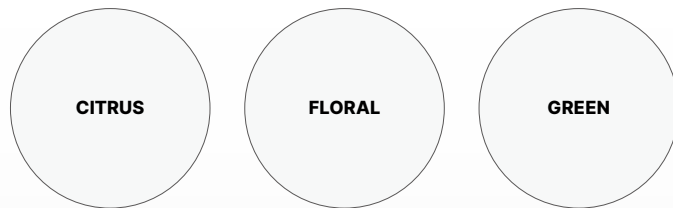
Matcha Made

생기있는 어시 마차 어코드

싱그러운 향 위로 풀잎들의 그리너리한 향조가 어우러져 생동감을 만들어 냅니다. 오렌지의 싱그러움, 플로럴의 향긋함을 베이스로 촉촉한 흙과 나무의 향을 품은 어시함이 은은하게 베어 있습니다. 시트러스와 플로럴 그리고 그린 노트 조합은 쌉싸름하지만 편안하게 변주하는 마차 어코드를 느끼게 합니다.

Refreshing Earthy Matcha Accord

The balance of the reviving and greenery perfume of green leaves enlivens you. The scent of moist ground and tree is blended with a smooth earthiness accentuated by the sweet flowers and refreshing orange notes. Citrus, florals, and greens combine to create a bitter taste that develops into a gently transforming Match harmony.



TOP | Basil / Orange / Green Leaves

HEART | Matcha Accord / Violet / Jasmine

BASE | Vetiver Oil Haiti / Sandalwood / Cedarwood



Magnetic Santal



Magnetic Santal Eau de Parfum
50ml / KRW 119,000 / USD 128.00



Magnetic Santal Hand Cream
50ml / KRW 25,000 / USD 27.00



Magnetic Santal Hand Wash
300ml / KRW 36,000 / USD 39.00



Magnetic Santal Body Wash
300ml / KRW 38,000 / USD 41.00



Magnetic Santal Body Lotion
300ml / KRW 43,000 / USD 46.00

Matcha Made



Matchamade Eau de Parfum
50ml / KRW 119,000 / USD 128.00



Matchamade Hand Cream
50ml / KRW 25,000 / USD 27.00



Matchamade Hand Wash
300ml / KRW 36,000 / USD 39.00



Matchamade Body Wash
300ml / KRW 38,000 / USD 41.00



Matchamade Body Lotion
300ml / KRW 43,000 / USD 46.00



Moisture



Magnetic Santal Hand Cream
50ml / KRW 25,000 / USD 27.00



Matchamade Hand Cream
50ml / KRW 25,000 / USD 27.00



Magnetic Santal Body Lotion
300ml / KRW 43,000 / USD 46.00



Matchamade Body Lotion
300ml / KRW 43,000 / USD 46.00



Moisture Lip Balm
3.9g / KRW 19,000 / USD 20.00



Moisture Item

Body Lotion / Moisture Lip Balm



Body Lotion
Magnetic Santal / Matchamade



Moisture Lip Balm





Magnetic Santal GIFT SET
KRW 198,000 / USD 213.00



Matcha Made GIFT SET
KRW 198,000 / USD 213.00



Magnetic Santal Eau de Parfum & Hand SET
KRW 144,000 / USD 155.00



Matchamade Eau de Parfum & Hand SET
KRW 144,000 / USD 155.00



Hand Cream SET
KRW 50,000 / USD 54.00



Magnetic Santal Hand Care SET
KRW 61,000 / USD 66.00



Matcha Made Hand Care SET
KRW 61,000 / USD 66.00



Body Wash SET
KRW 76,000 / USD 82.00



FASHION

hausFOG LOOK

일상 속에서 마주하는 다양한 실루엣과 텍스처를
hausFOG만의 디자인적 영감으로 재해석합니다.
정제된 블랙 앤 화이트에 hausFOG만의 컬러를 입혀
일상의 색다름을 선보입니다.

The different silhouettes and textures encountered
in everyday life are reinterpreted through
hausFOG's unique design inspiration.
By adding hausFOG's unique colors to refined black and white,
we present a distinctive interpretation of everyday life.





LAYERED LONG SLEEVE (Beige)
KRW 69,000 / USD 74.00



LAYERED LONG SLEEVE (Black)
KRW 69,000 / USD 74.00



LOGO SCARF (Beige)
KRW 39,000 / USD 42.00



LOGO SCARF (Black)
KRW 39,000 / USD 42.00



MESH HAIR SCRUNCH (Black)
KRW 25,000 / USD 27.00



MESH HAIR SCRUNCH (Silver)
KRW 25,000 / USD 27.00



PUFFER POUCH (Black)
KRW 29,000 / USD 31.00



LOGO ECO BAG (White)
KRW 19,000 / USD 20.00



LOGO ECO BAG (Black)
KRW 19,000 / USD 20.00



TOUCH UP
YOUR FOG!





FOG LOVE TEE (White)
KRW 49,000 / USD 53.00

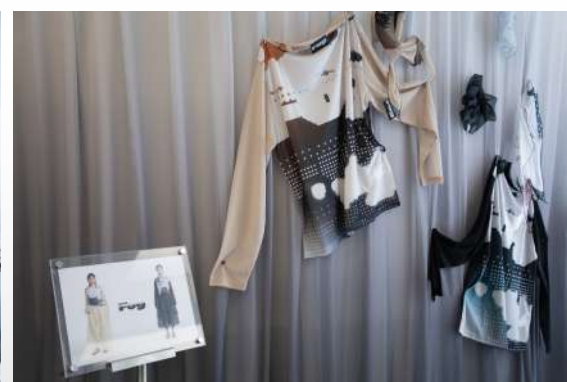


GIFT SHOPPING BAG 001.
KRW 2,500 / USD 3.00





POP-UP



PRESS



@dailyfashion_news



@eyesmag



@cosmopolitankorea



@harpersbazaarkorea

INFLUENCER



@mjbypp



@naras_



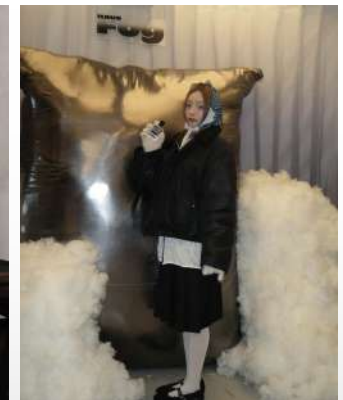
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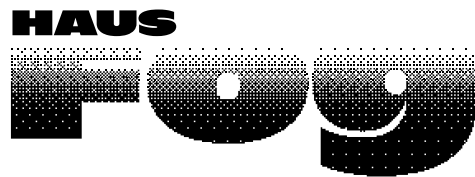
@inghwajang



@hanzyinx



@la6vish

**ONLINE STORE**

OFFICIAL STORE

www.hausFOG.com

29CM

www.29cm.co.kr

MUSINSA

www.musinsa.com

W CONCEPT

www.wconcept.co.kr**OFFLINE STORE****MARITHÉ FLAGSHIP STORE**

빌라 드 마리떼

VILLA DE MARITHÉ

명동 스토어

MYUNG DONG STORE

홍대 스토어

HONGDAE STORE

MARITHÉ DEPARTMENT STORE

타임스퀘어 영등포점

TIMES SQUARE

YEONGDEUNGPO

현대 무역점

HYUNDAI

TRADE CENTER

신세계 센텀 시티점

SHINSEGAE

CENTUM CITY

스타필드 하남점

STARFIELD

HANAM

스타필드 수원점

STARFIELD

SUWON

롯데 수원점

LOTTE

SUWON

롯데 부산본점

LOTTE

BUSAN MAIN

롯데 광복점

LOTTE

GWANGBOK

스퀘어원 인천점

SQUARE1

INCHEON



Café, Boutique, Fine Stay 등 다양한 RAUM(공간)에서 hausFOG의 향을 만나볼 수 있습니다.
hausFOG's fragrance can be experienced in various raums such as cafés, boutiques, and fine stays, etc.

CONTACT

OFFICE	3F , 139, Dosan-daero, Gangnam-gu, Seoul, Republic of Korea
CONTACT	fog_contact@layercoltd.com
CS	cs@layercoltd.com
WEB SITE	hausfog.com
INSTAGRAM	@hausfog

