

New-Normal jewelry

Brijin

The Introduction of Dajin Jewelry

The New Era of Art Jewelry

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1. Business Overview

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a. Company Overview




Company	Dajin Jewelry
CEO	Yong Ho Kim
Main Biz	Manufacturer & distributor of Jewelry
Brand Name	BRIJIN
Established	Nov. 13, 2014
Years of Work in Jewelry Industry	43 yr's
Factory Registration	1497-5883-6514-5947
Address	3 rd fl. 294 bun gil, kwangmeong-Ro, Joongwon-gu, Sungnam City, Kyunggi-Do, 13181 Korea
Web Site	www.dajingem.com
Email	dj6965kr@naver.com
Tel	+82-31-741-6788
Fax	+82-31-741-6789
CP	+82-10-3231-6965

b. Product Introduction

Product Overview

- The self-developed unique casting method creates the 'stone' an ornament of jewelry, in an atypical and asymmetrical shape with various colors and artistry.
- Also increases the value and productivity of the jewelry and enables diversified small-quantity production.
- This innovative product BRIJIN is not only a differentiated Art jewelry but also upgrade the brand power.

Product Features

- After a decade of R&D, Dajin figured out creative ways "casting method" that creates various shapes and colors of jewelry
- Crystal, cubic, rare earth and natural mineral materials are dissolved at 1700 degrees same as magma, so that light and luster are not permanently tarnished.
- Almost same strength as natural jewel also variety of shapes and colors have established as an epoch-making new gemstones.
 We're naming it "Minerite", a compound word of mineral and light
- It is the world's first man-made-stone gem jewelry created using nature-friendly natural minerals.
- It is unique technology in the world that cannot be copied or produced even by world-famous jewelry companies..
- It is a high value-added product with no competitors

1. Business Overview

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c. Differences

		Existing jewel	Dajin Jewel
Production Method		Simplified Cutting	Melting – Casting
		All manual process	3D printing
Output		Small	Large & Multi products
Variety		Monotonous shape	Infinite Shape & Coloring
Price		High	Reasonable
Major customer		Rich (ex: Top 10% Target)	Popularization (ex: top 30% Target)
Customizing	shape		O
	color	X	O
Competitor		Lot	none
Risk for the illegal Reproduction		Existing	None
Quality		General	High
Others		Natural gemstone	Natural Artwork gemstone



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2. Marketing

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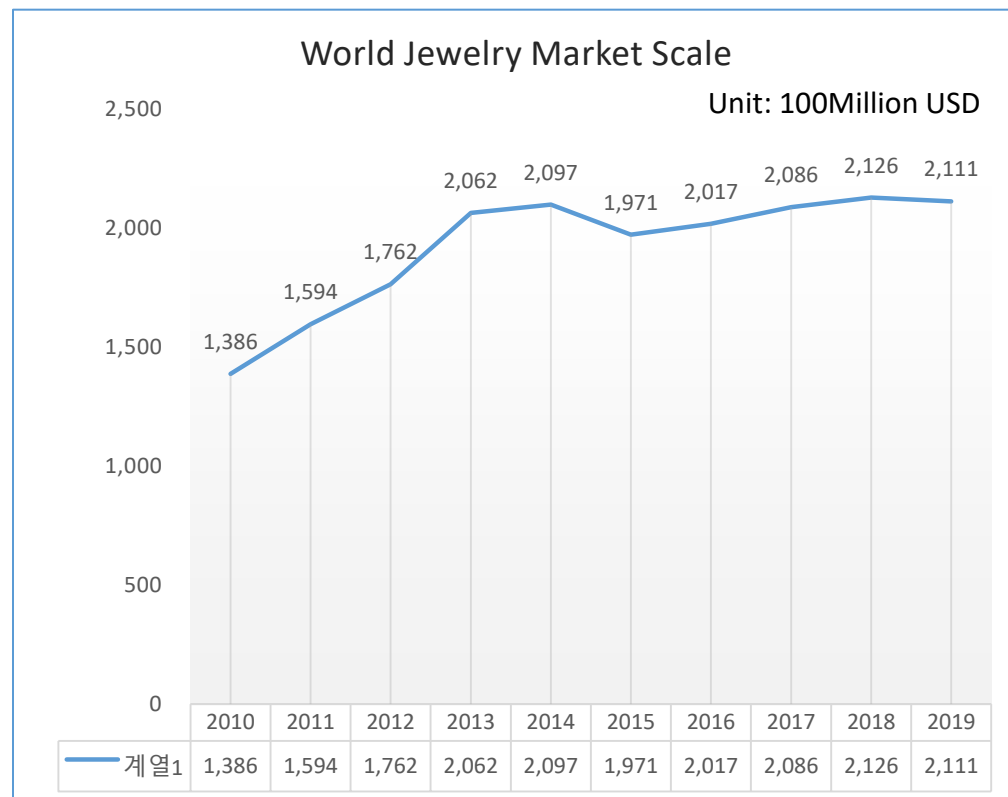


a. Market Scale

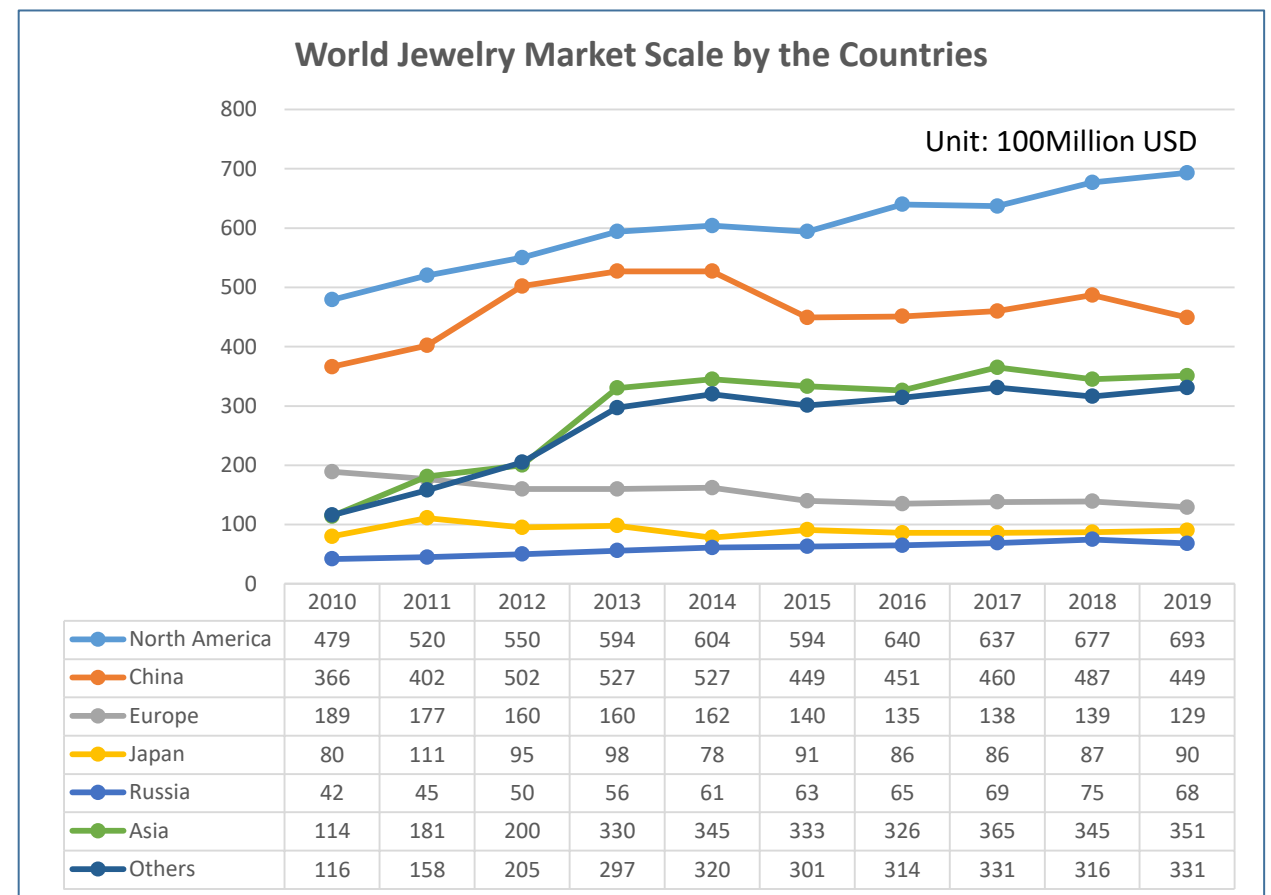
Market Situation

- The world's jewelry market shows continuously increasing trend.
- Difficulty in technology development due to labor-intensive industry
- The desire and demand for artistry and customized products are increasing. .
- The online market is getting bigger

Trend of Retail Market



※ Source: Yano Research Institute(Japan)



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2. Marketing

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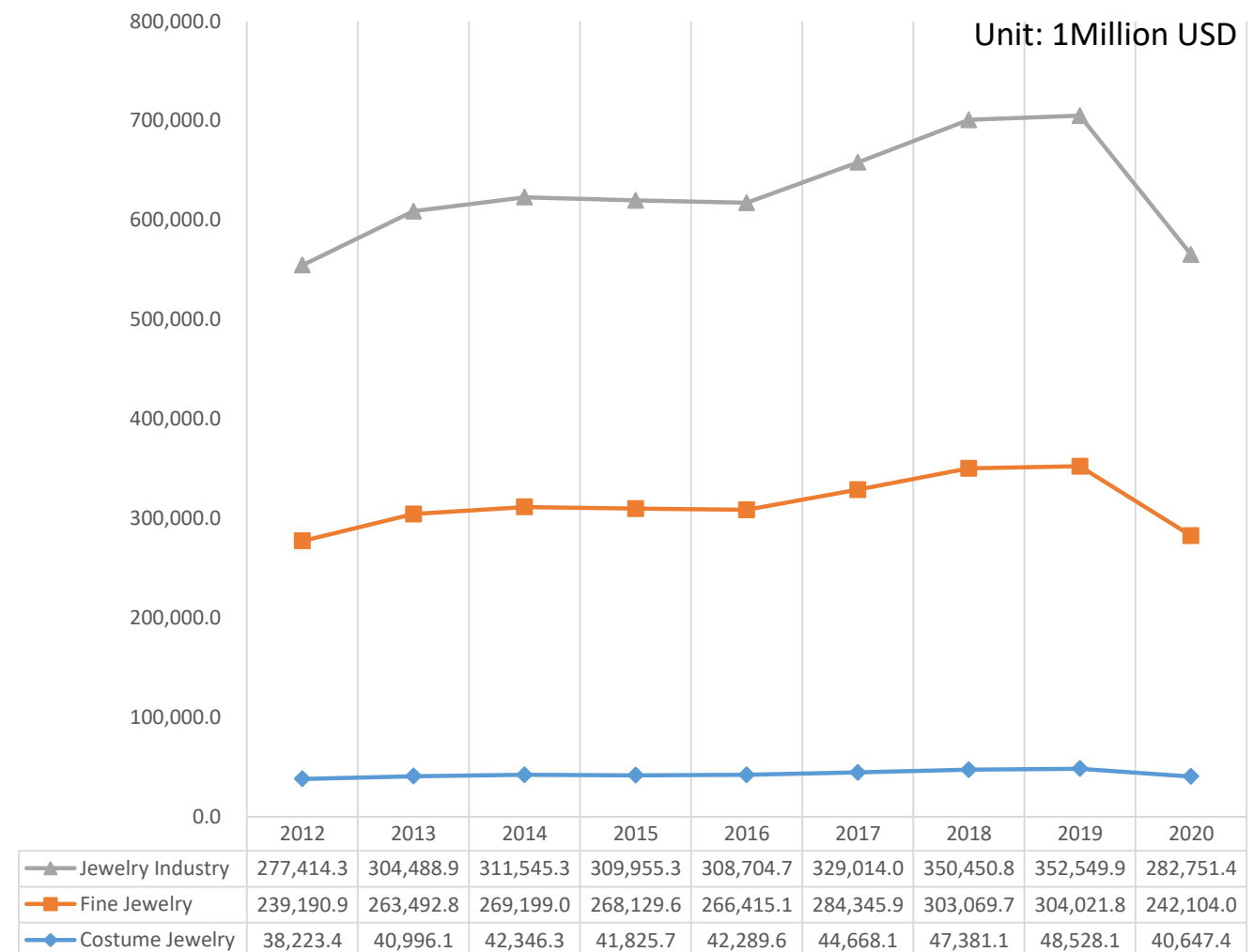
Market Scale by the Products



Dajin Jewelry in G-Fair, Dubai 2019



World Jewelry Market Scale by the Products



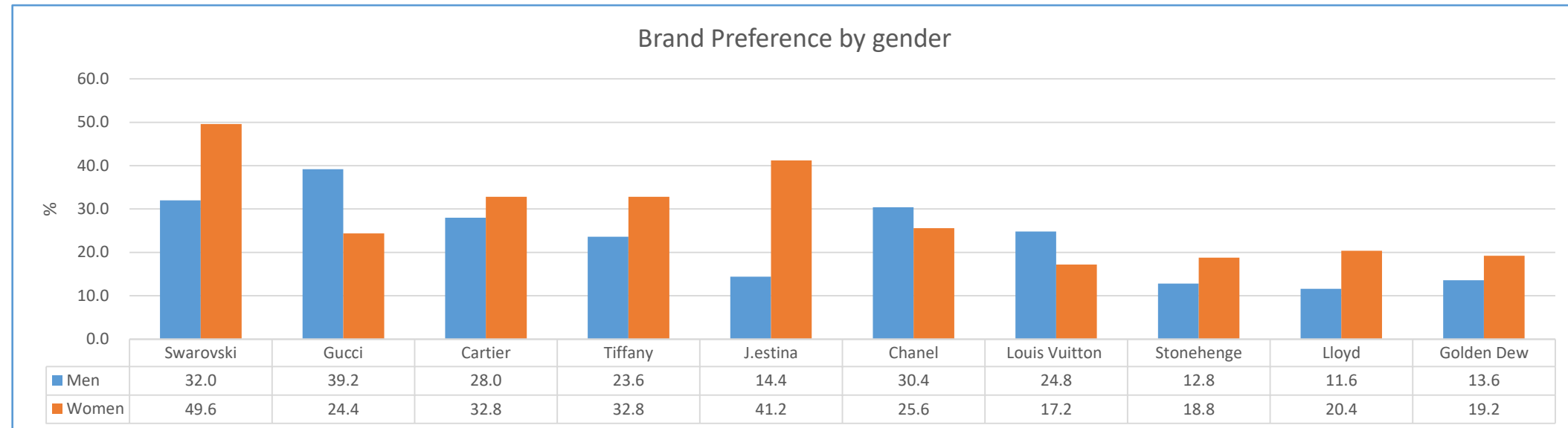
※ Source: Euromonitor

2. Marketing

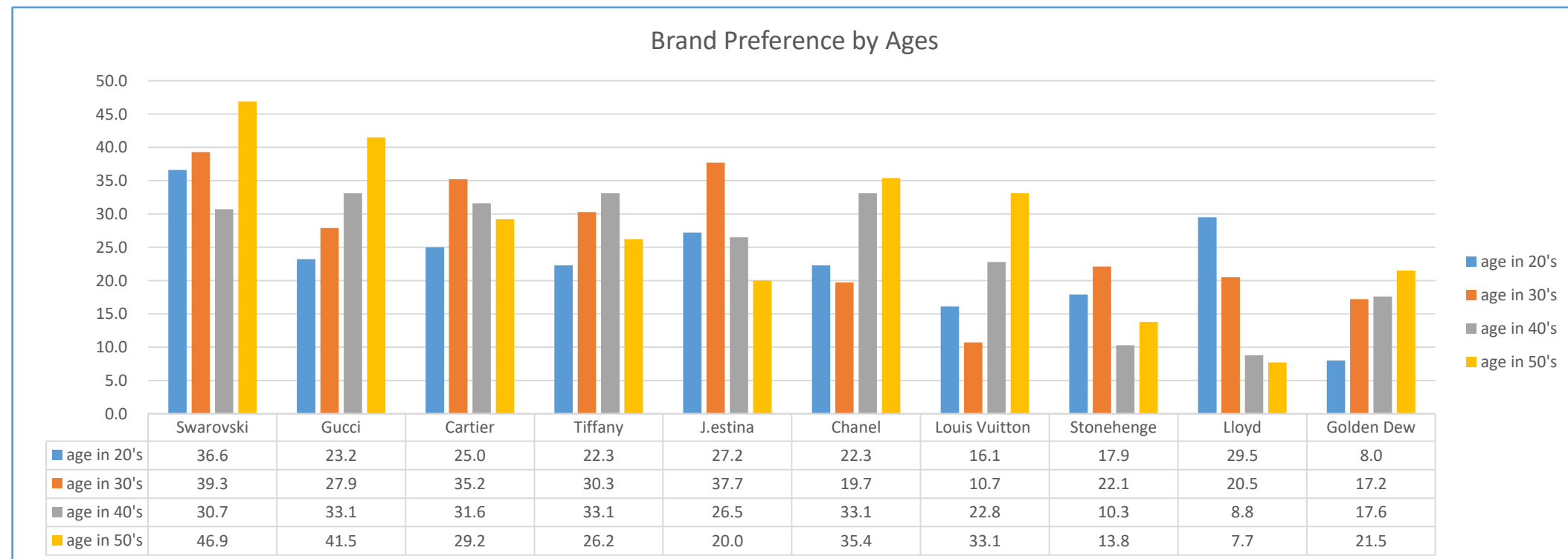
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Brand Preferences



※ Source: Wolgok Jewelry Foundation(Korea), Korea GALLUP, 2017



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2. Marketing

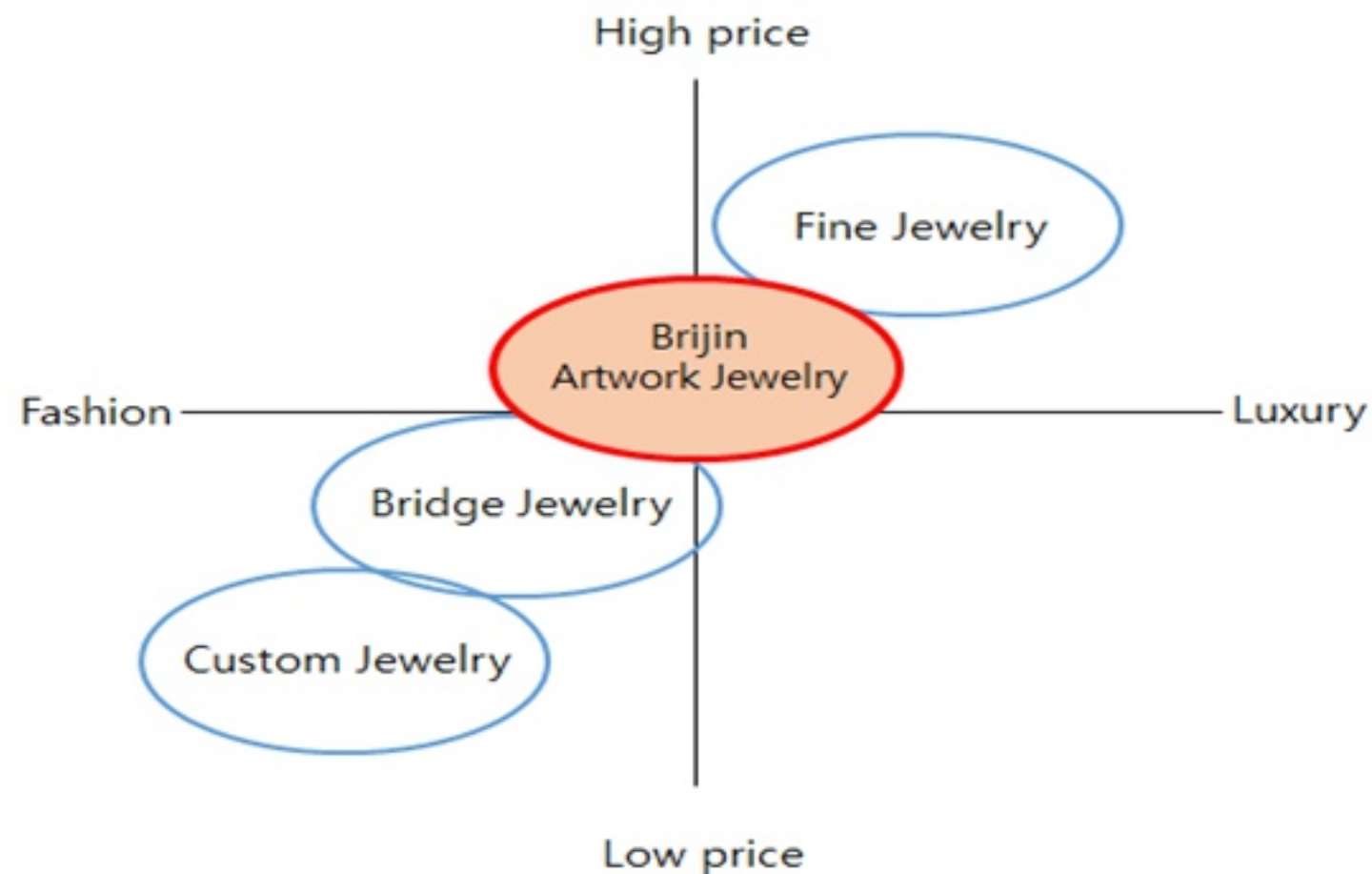
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b. Marketing Strategy

Product positioning

- In the global jewelry market, luxury Art jewelry continues to increase.
- Expanding consumer desire for products with colorful artistry and strong individuality.
- BRIJIN luxury Art jewelry is located between fine jewelry and bridge jewelry with almost the same quality as conventional fine jewelry.
- Having core production technology makes it differentiated from general products.
- It can greatly expand the Art jewelry consumer market.



b. Marketing Strategy

Induce the daily life of wearing jewelry/open the era of customized jewelry for one's own

- Possession of key technology and differentiation from existing products
- Variety of products and reasonable price
- Provide ON-DEMAND service
- Unique and innovative new germ "MINERITE"
- Branding the Art Jewelry.
- Inducing the daily life of wearing jewelry /Open Customized Jewelry era for oneself.

c. Marketing Method

- Establishment domestic market and global sales network .
- Establishment of online and offline sales platform
- Maximize the Social network Service
- Strategic alliance with global companies
- Active participation in exhibitions and conferences.

c. Overseas Market

Core Plan	Countries	Why?
Overseas sales – Local distributor	UAE, India	<p>1. UAE</p> <ul style="list-style-type: none"> • UAE is the business hub and Arabs highly interested in the jewelry that ensure a lump sum of rich customers. • UAE is the cornerstone of market entry for neighboring countries such as Saudi Arabia, Kuwait, Qatar etc. • Export negotiations are in progress with several potential distributors <p>2. INDIA</p> <ul style="list-style-type: none"> • Over 1.3 billion population, the size of the jewelry market is very large, and big demand in artwork jewelry. • Export negotiations are in progress with several potential distributors
Showroom	Dubai, London, Hong Kong, New York	<ul style="list-style-type: none"> • Establishing showroom in the world big four jewelry trading hub, Dubai, London, Hong Kong, New York. • Partnering with a promising local distributors • Direct operating
Partnership		Increasing business partners for other countries



Certification .

Patent

4. Certificate and Patent

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By applying lost wax casting with paraffin, formed stone is attaching to the metal frame of art jewelry (see the picture below).

Development of special casting method enables to produce small quantity multi production and a prestige colors and various shapes of stones with high productivity.



MINERITE




- ❖ Patent No . 11180:
 - Method for casting the shape of a molten material based on silica
- ❖ Patent No . 0332336:
 - Fluorspar processing method
- ❖ Factory register No.:
 - 1497-5883-6514-5947
- ❖ National gold and silver craftsmanship designatee No.:
 - 2002-5호 (Ministry of Labor)
- ❖ In 1988, Received a silver medal in the jewelry processing section of the Seoul Craft Competition
- ❖ An unrivaled Luxury **Art jewelry**



5. Comparison of Process

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	Process	Differences
Art Jewelry	 <p>주조 결과물 → 연마 → 광택 → 조립 완성</p>	The characteristics of patented technique: By setting a group of color stone enables to produce various shapes at once.
Existing Jewelry	<p>원석 재단 → 그라인더 → 연마·광택 → 조립·완성</p> 	Existing hand-made products require a lot of time to grind and to fit the frame, and the price is expensive due to small production.
Fashion Jewelry	<p>파라핀 주입 → 형상 주형 → 형상 매물 → 주조작업 →</p> 	

6. Workshop

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Hidden Champion, Dajin jewelry



Mineral Analysis Laboratory



Design Room



Mineral Melting Room

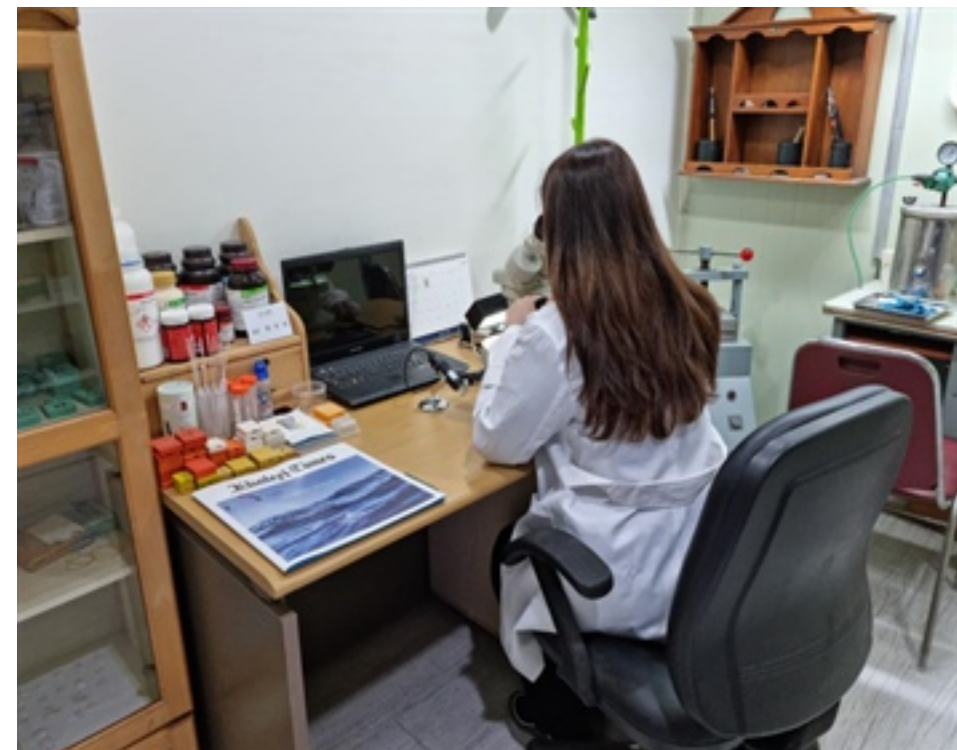


6. Workshop

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Polishing + Assembling



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THANK YOU

