

[KOREA] Emerging brand, asparagus_, achieving good results by taking all chances given

April 23, 2019

Following the first edition of Project Tokyo, which was held in March, we have decided to interview several brands selected out of the 270 exhibitors that made a strong impression on the organizers and visitors during the show.



Dreaming of finding success in Tokyo, the largest fashion city in Asia, many brands from overseas try to make inroads into the market. Many of them exhibit at trade show in Tokyo expecting get orders on site. However, the reality is that Japanese buyers tend to be cautious about starting initiating business with a new partner, with the result that new exhibitors might receive only a few enquiries on their first season. The disappointment can lead to frustration and confusion, with exhibitors ending up thinking "we wasted our money" . Such brands, hoping to meet ONLY Japanese buyers because they are exhibiting in Tokyo, tend not show interest in buyers from overseas, such as China, Korea, Europe, USA, etc.

However, what is the point of avoiding foreign buyers when PROJEC TOKYO puts a lot of effort into inviting and attracting buyers from around the world. Why not meet with domestic and foreign buyers and expand the range of possibilities? Today, we are introducing a brand from Korea, who reached out to every opportunity and took a huge step up to their next level.



★Who is asparagus_?

asparagus_ is a Seoul-based brand for men and women, launched in 2018. Our style is inspired by military and vintage looks, re-interpreting them into an avant-garde style.

The concept is...

<asparagus_ is a way to express every existing boundary referred to ambiguity. When pronounced, the word "asparagus" , describes our identity through the uncertainty felt from the nuance. from this point of view, the way we look at vintage and contemporary, viscosity expressed by femininity and masculinity, technical detail and artistic movement, and beauty and the opposite. The emotions expressed at the border of these extremes describes the style of asparagus_>

★Was this your first time exhibiting in Tokyo or Japan? Please explain why you decided to join Project Tokyo.

Project Tokyo is our first exhibition in Japan.We presented at the Seoul Fashion Week fw18 & ss19, Project Las Vegas ss19. Our reason to choose Project Tokyo is probably deriving from the successful experience in Las Vegas.

At the Project Las Vegas show, there are several brands getting on the act. We put our best efforts into becoming adept with each one of the brand' s unique features. Probably this was an aspect that helped us make an impression and led to our participation in project Tokyo.

★Did Project Tokyo reach your expectation? How?

Yes, it did. We are well aware of the time it is required for a brand to settle in Japan. It is our goal to build brand awareness by periodically participating in PROJECT. We have conducted quite a few meetings with Japanese buyers, and so far, we have many who are very much interested in our product.

PROJECT TOKYO is unique in how it maintains the channels of communication open before-hand which in turn delivers a better understanding of the brand itself. Also, the buyer matching program provides a high-quality experience even though the duration of the exhibition is short. Actually, we met a buyer from Europe through this program and already finalized signing the contract.



★What is your impression on our market?

I believe the Japanese market has a solid identity and expertise. It is undoubtedly trend-proof, with enough strength to maintain its feature. But this can be seen not only within the fashion industry but the Japanese culture overall. And probably this is one good reason why we want to enter the Japanese market.

★What was your major accomplishment at our show?

The main purpose was to experience first hand the Japanese market, such as the Japanese buy-ers, brands, fashion. This was bearing in mind the adequacy of asparagus_ in the Japanese Market. Bottom line, we will put our best efforts towards entering the Japanese market.

★Which items were popular during the show?



Two holes hoodie ss19



Asymmetric hoodie ss19



Oversized track jacket ss19



Multi-pocket oversized vest fw19



Multi pocket oversized fleece top fw19



Oversized track jacket ss19

★Our next show is in September. Will you come back and exhibit with us?

Surely we do. We want to be there.

★What will be your brand' s next step?

We' re scheduled to be at the Tranoi in Paris for June, in August in the Project Las Vegas and in September Project Tokyo fair. Periodically we' ll be present in Japan, US, and European Fairs, to start building our market.

★Any comment about the show, Japan, to your future fans in Tokyo?

We have many tourists from Japan who stop by our store in Seoul. Japanese customers are quite detailed and meticulous. From a seller' s viewpoint, not a convenient trait in a customer. But honestly, I appreciate those traits in clients. because our brand' s purpose isn' t established around mass producing wear.

The sum and substance of our brand are focused on the sensitivity of the brand feeling. And only a detailed soul can capture that essence. Taking one step at a time, and in detail.

For inspiration, we fly out to Japan, not for business but for travels. We actually have the Osaka Street printing in one of our t-shirts from the fw18 collection that was taken by designer.

We are hoping to officially make our entry into the Japanese market, and we ask for your support and best wishes!

asparagus_