

GLOBAL NO.1 SHOES COMPANY

the max

Footwear Design & Merchandising



UGLY BEAVER
Unfamiliar

MAKE YOUR OWN PERSONALITY

About THE MAX



Dreaming of the best shoes agency in Korea
The Max Co., Ltd.

It is our will to constantly create new values with new ideas.
We will increase the possibilities by developing new ideas for shoes.

"Provide more experience and value than the brand expects."
We will do our best to provide pride and impression by providing unique designs and technologies that exceed expectations for time and brand trends.

A proposal for a leading shoe culture, this is the direction we are heading.
Give trust and trust to the brand through transparent work
Design outsourcing, in-house development, based on our expert knowledge,
we will do our best to be recognized by the industry
with reasonable price and fast maneuverability.

History

2011

09 Contracted with Elle outdoor
07 Established MAX

2012

09 Contracted with THE REDFACE

2013

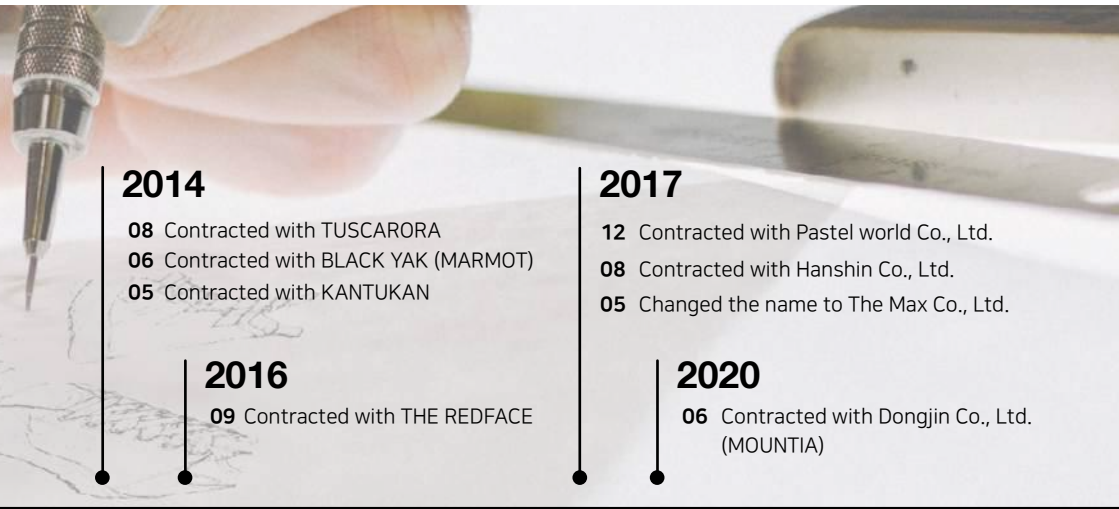
11 Contracted with Sejung Co., Ltd.
(CENTERPOLE)



We can design, develop, product various type shoes.



※These products were manufactured by THEMAX after receiving OEM from domestic brands.



2014

- 08 Contracted with TUSCARORA
- 06 Contracted with BLACK YAK (MARMOT)
- 05 Contracted with KANTUKAN

2016

- 09 Contracted with THE REDFACE

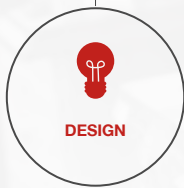
2017

- 12 Contracted with Pastel world Co., Ltd.
- 08 Contracted with Hanshin Co., Ltd.
- 05 Changed the name to The Max Co., Ltd.

2020

- 06 Contracted with Dongjin Co., Ltd. (MOUNTIA)

Organogram



Trend investigation
Monitoring
Consumer Research
Buyer consultation
idea sketch
Graphic design
Edit sample



Sample Development
Preparation
for production
QC



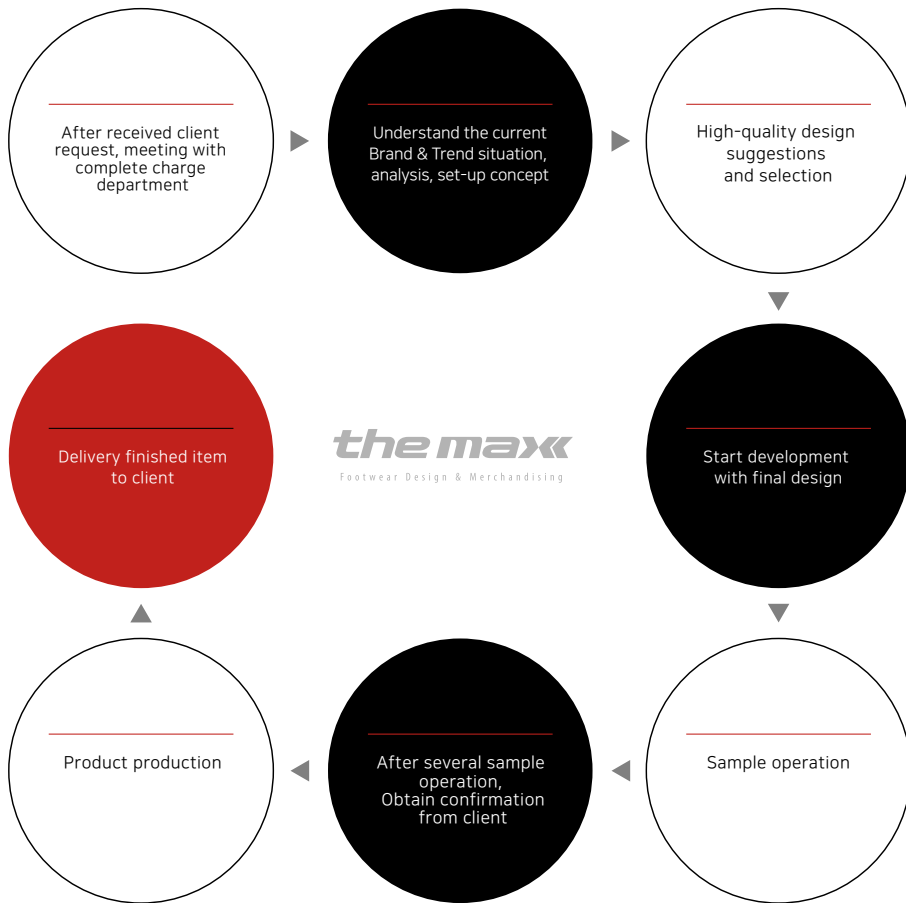
Production
Management
QC
Unstoring
Exchange / Return
Product Repair



Accounting
Facilities and vehicle
management
All office work

Process

We are responsible for the beginning and end of the shoes.



About UGLY BEAVER



Ugly Beaver

Grown up from shoe agency to Brand

Uglybeaver started with the motto,

"Can't be pretty or beautiful to everyone."

We constantly think about "Why I'm so ugly?" and "How I can be perfect for everyone?"

This concern is the power and driving force of design shoes with the highest quality and cutting edge technology.

Slogan

”
**Build
a
footwear**

Brand slogan "Build Shoes" is Uglybeaver's expression of will to become a lifestyle shoe brand that combines technology and style with the best ratio, accumulation, emphasis, and balance.

Product

Ryker Runner

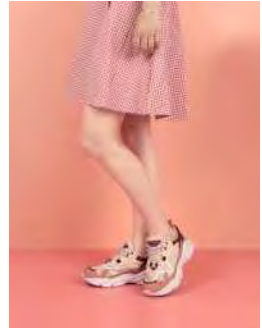
| Black / White

Running shoes that freely easy to resize with a dial system.



Stately | White / Pink

Training shoes with retro mood in modern design.



Delphine | Black / White

Bending sneakers with basic and always fashionable designs.



Luther | Black

Water-repellent and protecting the feet against the cold weather are the functions of luther-padding slip-on.



Adira | Black / Grey

Women's padded boots with waterproof and water-repellent functions.





Felix | Black / Navy / Pink / Skyblue

140g light daily running shoes with optimum fitting.



Callum | Black / Grey

Two-tone knit mesh slip-on with simple pattern combination.



Humphery | Navy / White

Socks-fit knit running shoes with a light and stable fit.



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