

GUÉMÉE

A lifestyle brand where tradition meets
modernity

Brand Director: Heesun Lim

GUEMEE's Brand Profile

GUEMEE



Introductuion

Our brand is lifestyle brand that makes the bathroom space more special by unlocking the aesthetics of Korean tradition with a modern sense. The brand name 'GUEMEE' means 'a wonderful word to call her in the novel' and provides value as a design object with a crafty sensibility beyond simple bathroom items.



Brand Philosophy

With designs inspired by the shapes and textures of traditional pottery, Korean beauty can be experienced in the bathroom, and even soap is elevated from a simple cleaning product to an object of artistic value. We also meticulously research scent, color, and feel to provide a bathroom experience that allows sensory enjoyment in your daily life. In particular, we will present a differentiated product that transforms the bathroom into a single interior space by combining soap and ceramic soap, and will continue to focus on handmade methods and delicate craftsmanship, as if the product was handmade.

GUEMEE's Identity

GUEMEE

Brand Color

	Cream White (Off White / Ivory)	#F4F1ED	A warm, refined backdrop that embodies both tradition and minimalism
	Charcoal Blue	#3A3F58	A sophisticated, weighty elegance that highlights form when paired with white

Packaging Design Features



GUEMEE's Products

GUEMEE

Product Line-up



Moon Jar soap (135g)

Moon jar soap is made of pink, yellow, and green clay, and each color has a sensual scent that matches it.



The forest novel, Her own fragrance(50ml)

The natural harmony of Citrus and Woody is a scent that relieves daily fatigue and finds peace of mind like the main character in the novel.



Low-pH Shampoo & Facial soap(110g)

Formulated with a mild, low-pH balance, gentle on both scalp and skin for daily use.
Enriched with plant-based oils and naturally derived ingredients, it creates a rich, soft lather while leaving hair and skin moisturized and healthy after cleansing.

Proposed Products: 3 Types of Moon Jar Soap



Dansim Pink

A love story that began in a cornelian cherry orchard on an autumn night in Joseon

Key Ingredients: Triple Hyaluronic Acid, Panthenol, MSM (Methylsulfonylmethane), Natural Betaine, Pink Clay
Fragrance Notes: Sweet Osmanthus & Wild Grape



Onyu Yellow

The warm memories of home and the gentle scent of friendship

Key Ingredients: Triple Hyaluronic Acid, Panthenol, MSM (Methylsulfonylmethane), Natural Betaine, Yellow Clay
Fragrance Notes: Yuzu & Earthy Patchouli



Sanjeong Green

The serene respite of scholars and the peaceful

Key Ingredients: Triple Hyaluronic Acid, Panthenol, MSM (Methylsulfonylmethane), Natural Betaine, Green Clay
Fragrance Notes: Fresh Mountain Artemisia & Warm Cedarwood



An intimate exhibition in my bathroom



Price List & Terms

Inspired by the Korean belief that placing a Moon Jar in your home brings wealth and good fortune, we proudly introduce the first-ever premium handmade soap shaped like a traditional Moon Jar to the UK market. More than just a cleansing product, it is a symbolic object of luck and prosperity, offering a unique cultural touch to both the bathroom and the gifting market.



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