OKTK



Designing memories for dogs and their guardians.

Designer & Founder: MINGYEONG JEONG
OKTK | Premium pet & guardian couple look brand

Company Overview

Company Name: Forhandstail

Brand Name: OKTK

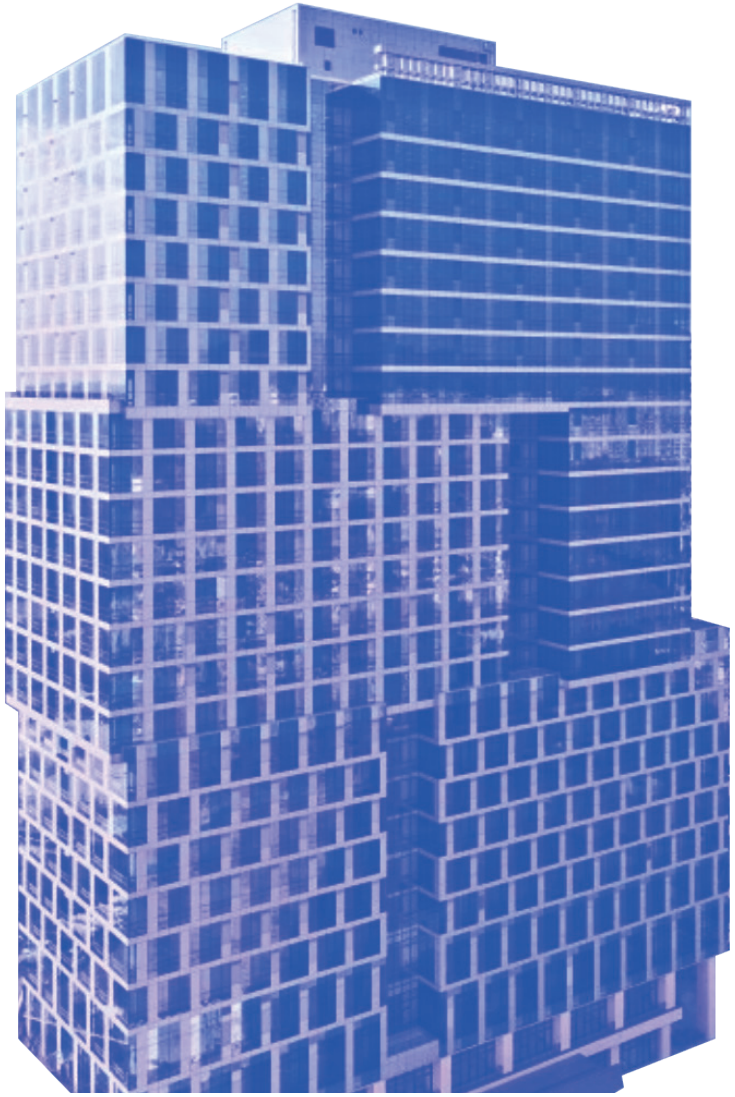
Founded: 2024

Team Composition

- Designers 2
- MD 1
- CS 1
- Logistics 1
- Sewing Operators 2
- Cutting Technician 1

Own Factory Operation

Full in-house process: Design → Production → QC



408, Building A, Heuks U Tower,
Giheung-gu, Yongin-si, Gyeonggi-do

OKTK's Growth

460%
Year - over - year revenue growth

460%
Average annual growth rate

41%
Monthly repeat purchase rate



Taiwan | China | Malaysia | Hong Kong

Thailand | Singapore | Spain | German

Corporate Milestones

2022

- Launched domestic pet brand design prototype and completed initial survey
- Defined the brand tone and manner, created the style guide, and planned the overall concept.
- Advanced the service and product design for the pet apparel brand

2023

- Established OKTK brand identity
- Conducted market trend research and consumer survey
- Researched pet apparel materials and developed patterns
- Established brand communication channels
- Completed brand identity and logo design

2024

- Feb: Launch of OKTK pet apparel brand
- Apr: Implemented same-price policy for all sizes
- May: Released Korea's first Hanji dog apparel
- Aug: Participated in major domestic pet fairs (MegaZoo, K-Pet, etc.)
- Sep: Registered as a certified women-owned business

2025

- Feb : Doosan Bears collaboration
- Mar: Expanded domestic distribution (Starfield, Nollo)
- Apr: Taiwan Pet Expo participation
- May: Major department store pop-ups
- Oct: Pet Variety Thailand participation
- Nov : Hong Kong export agreement completed
- Dec : Germany & Singapore distributor proposals received

2026

- JAN : Established textile R&D division
- Jan: Filed 2 functional fabric patents (Hanji & cooling fabric)
- Jan: Participated in Hong Kong Pet Show
- Jan: Received exclusive distributor proposals from 3 Taiwan buyers



Brand Story

**Until every dog feels loved,
OKTK proposes a world without price discrimination**

CEO MINGYEONG JEONG

The story of how the brand started

When I raised my two blue-eyed dogs, they were often misunderstood because of their appearance. People would say things like, “They look scary,” or “Do they bite?”
Every time I heard that, it broke my heart as their guardian.

One day, I realized something: “Maybe a small piece of clothing can change how people see them.”
That moment became the beginning of OKTK.

I wanted to create a world where every dog, regardless of appearance or size, can be loved without prejudice.
With that belief, OKTK grew into “a brand that dresses dogs in love.”



Couple Wear

"Wear the same heart"

OKTK is a brand specializing in matching outfits for pets and their guardians, allowing them to share the same color and style.

- Same fabric with a unified tone and mood
- Seasonal themed collections
- Couple looks perfect for walks, travel, and everyday life





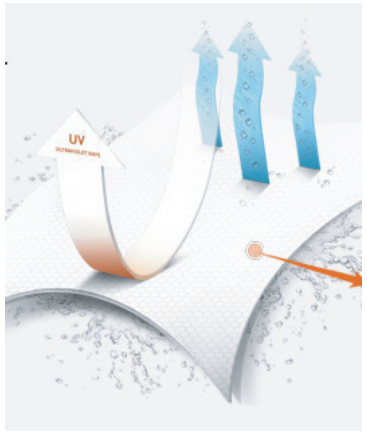
OKTK SHOOTING STAR HOODIE



EVERYDAY OKTK·EVERYDAY OKTK·EVERYDAY

Differentiation

In-house Fabric Development



01

ASKIN Cooling Fabric

A cooling fabric blended with ASKIN yarn (92%), spandex (8%), and ultra-fine marble powder.
Delivers a refreshing “cool stone” sensation and is featured in OKTK’s SS25 “COOL SUMMER” Collection.

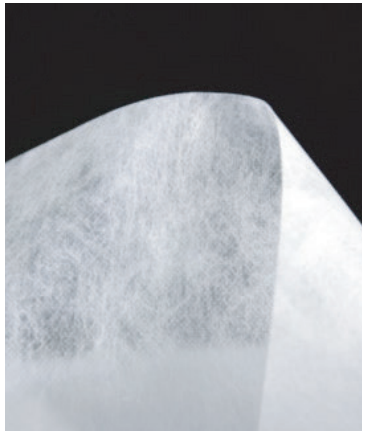
***Holds proprietary patents**



02

Anti-Fur Fabric

A fur-resistant fabric applied to everyday hoodies, shirts, and sweatshirts.
Used in the FW25 “Preppy”



03

HanjiAir™ Natural Fiber

Natural fiber made from Korean traditional paper, breathable and eco-frien dly, applied to premium pet apparel

***Holds proprietary patents**

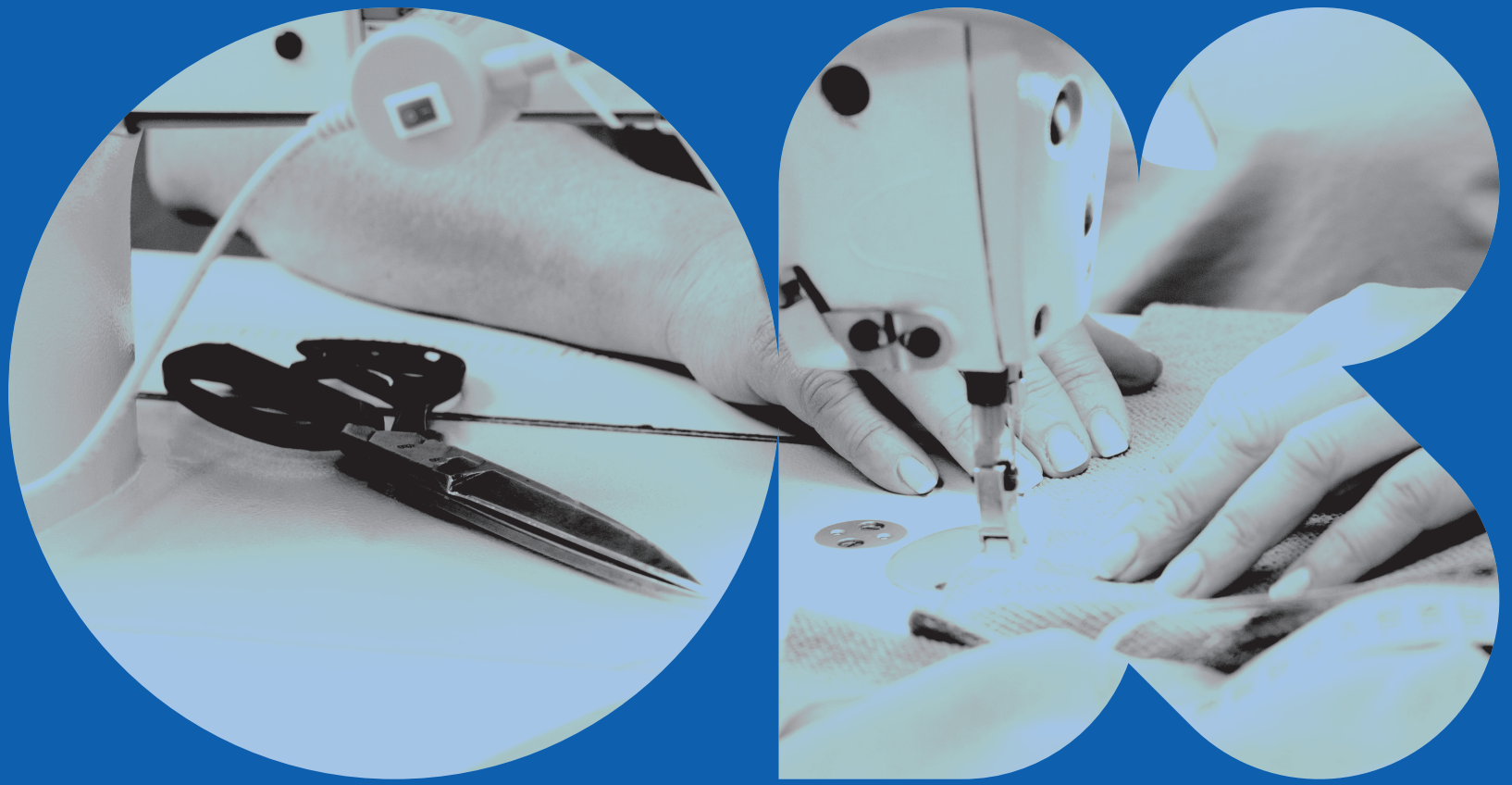


OKTK develops fabrics without using common synthetic fibers, ensuring safety standards equal to human apparel. From yarn selection to weaving and finishing, everything is managed in-house for premium quality.

Differentiation

100% Made in Korea

- From design to cutting, sewing, and packaging, all processes are handled in-house.
- Transparent supply chain for all products
- Protects OKTK's proprietary designs through internal manufacturing.



Differentiation

One Price for All Sizes

Unlike most pet apparel brands that charge extra for larger sizes, OKTK offers the same price for all sizes without discrimination. Every dog, regardless of size or body type, deserves the same quality and price.

Category	General Brand	**OKTK**
Pricing Policy	Extra charge for larger sizes	One price for all sizes
Consumer Perception	“Big dogs cost more”	“Everyone is loved fairly!”
Fabric Quality	Different fabrics and quality by size	Same fabric, same quality applied
Brand Position	Focus on low price	Premium quality + functional design
Customer Loyalty	Low loyalty, low repurchase rate	High loyalty, high repurchase rate
Overseas / Domestic	Limited	Maintains 100% premium quality



Differentiation

Unisex Free Size

**“Couple look without size worries,
anyone can wear together.”**

All OKTK adult apparel is designed in a unisex one-size fit, maximizing inventory efficiency and offering a natural oversized silhouette for both men and women.
The relaxed, trend-proof fit flatters various body types and adapts to any style, providing stronger price credibility and customer value compared to
other pet apparel brands.





Spring Collection



96 CLUB SPORT

Gray / Skyblue / Pink

SKU : 15

RACING T-SHIRT

Blue / Red



DENIM BALL CAP

Denim



GOODDAY BALL CAP

Blue



96 BASKETBALL

Pink / Navy



POCKETBALL T-SHIRT

Blue / White



SCHOOL POOP BAG

Blue / Pink / Orange / Green



Summer Collection SKU : 18

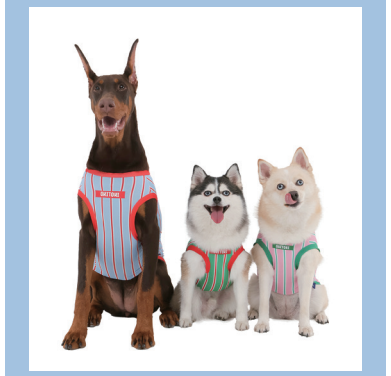
ICED SUPER FRESH
Blue / Red



NERD CHECKER
Blue / Red



HAWAIIAN SUMMER
Blue / Green / Pink



DENIM ALL IN ONE
Blue / Red



COOL-SCARF
*Cherry (Pink, Green, Blue)
*Heart (Blue)



COOL - BANDANA
Pink / Green / Blue



ICE SOCCER PK
Blue / Pink



Fall Collection



BALLET CORE FLOWER

Pink / Gray

SKU : 14

PREPPY CLUB T

Navy / Pink



ENGLAND SPORT

Orange / Blue / Green



CATCHLUV JAKET

Red / Green / Navy



RACING T-SHIRT

Blue / Red



POCKETBALL T-SHIRT

Blue / White



Winter Collection SKU : 12

AIR-LIKE PADDED
Blue / Pink



ZIPUP FLEECE
Pink / Yellow



HOLIDAY PAJAMAS
Green / Red



DUMBLE VARSITY
Sky Blue / Pink



CAMPUS HOODIE
Mocha Mousse / Blue



SHOOTINGSTAR HOODIE
Gray / Navy



Offline

Shinsegae Starfield Suwon
Hyundai Department Store Daegu and Samseong
Galleria Department Store
Nice Weather in Sinsa-Store
multiple domestic pet fairs



Korea's No.1 pet-friendly premium lifestyle shopping destination


Korea's leading luxury department store.


Korea's most beautiful department store



A trend-leading select shop for the MZ generation



The No.1 most popular booth at the exhibition

Platfroms

Biteme: www.biteme.co.kr
Pobls: www.pobls.app
Naver: smartstore.naver.com/oktk
Official web site: www.oktk.kr

BITE ME
Korea's No.1 pet lifestyle platform

Pobls
A curated pet lifestyle platform

NAVER SmartStore
Korea's most-used online shopping platform



OKTK Official Online Store

Project History



"Designing memories for dogs and their guardians"

OKTK delivers clear brand messages both online and offline with high-quality designs. It has received positive responses and strong interest from many pet owners.

Retail Store Locations

Animal Medical Center : Time Animal Medical Center
Pet Culture & Lifestyle Hub : Knollo squre Sinsa
Pet Boutique Store : PawPawFix



Operated by Dr. Seol Chae-Hyun, Korea's top star veterinarian, with strictly curated products.



Time Animal Medical Center, a leading veterinary hospital in Korea.



a premium pet lifestyle select shop with curated products."

Cooperation

Promotion: Doosan Bears official promotion
Collaboration : PEPETONG Limited Edition Petwear





Doosan Bears, the professional baseball team representing Seoul, South Korea.



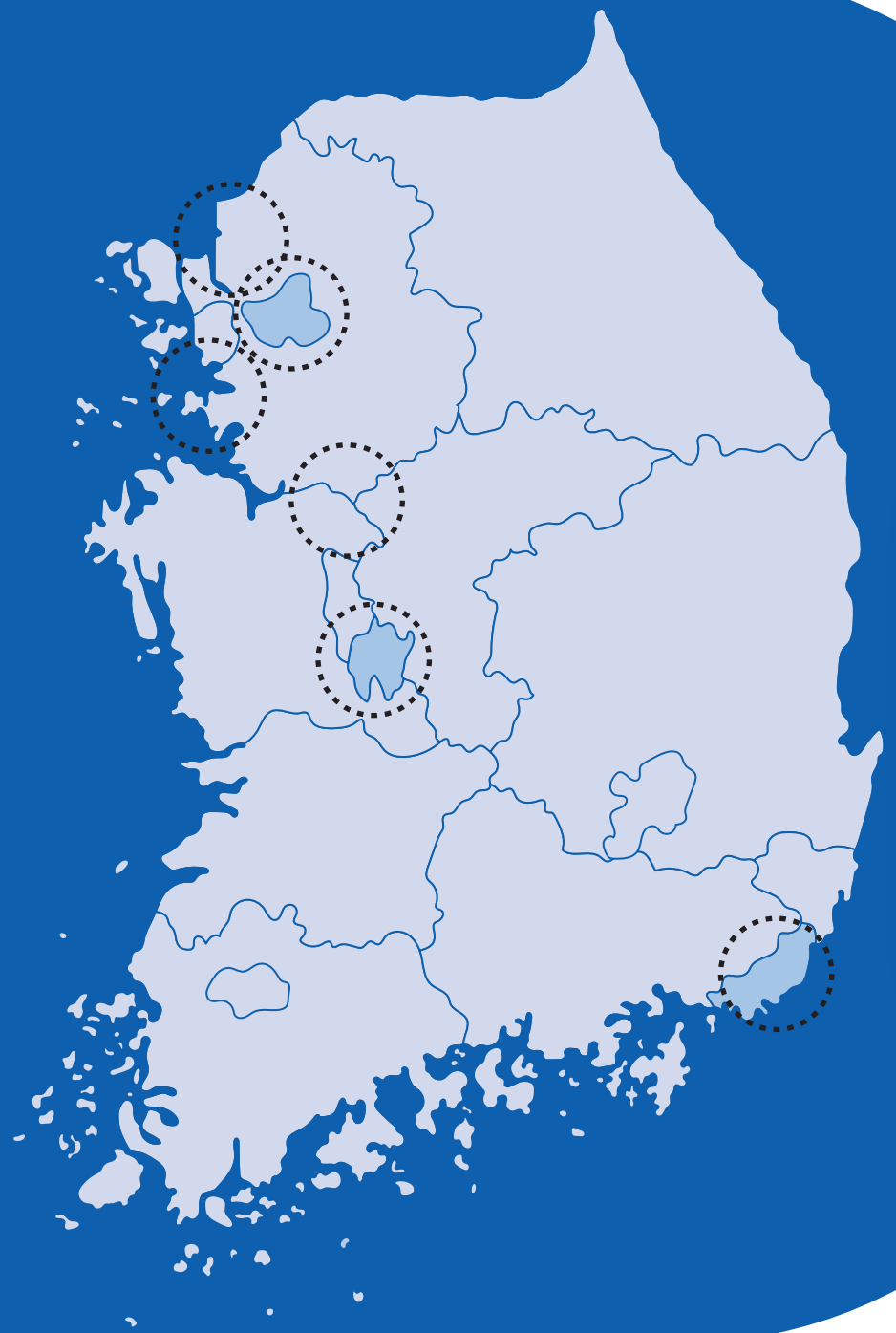
Pepetong, a dog leash brand.

Project History



"Designing memories for dogs and their guardians"

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Domestic market Presence

Petfair Presence

Average monthly sales at pet fairs

15-20 million KRW

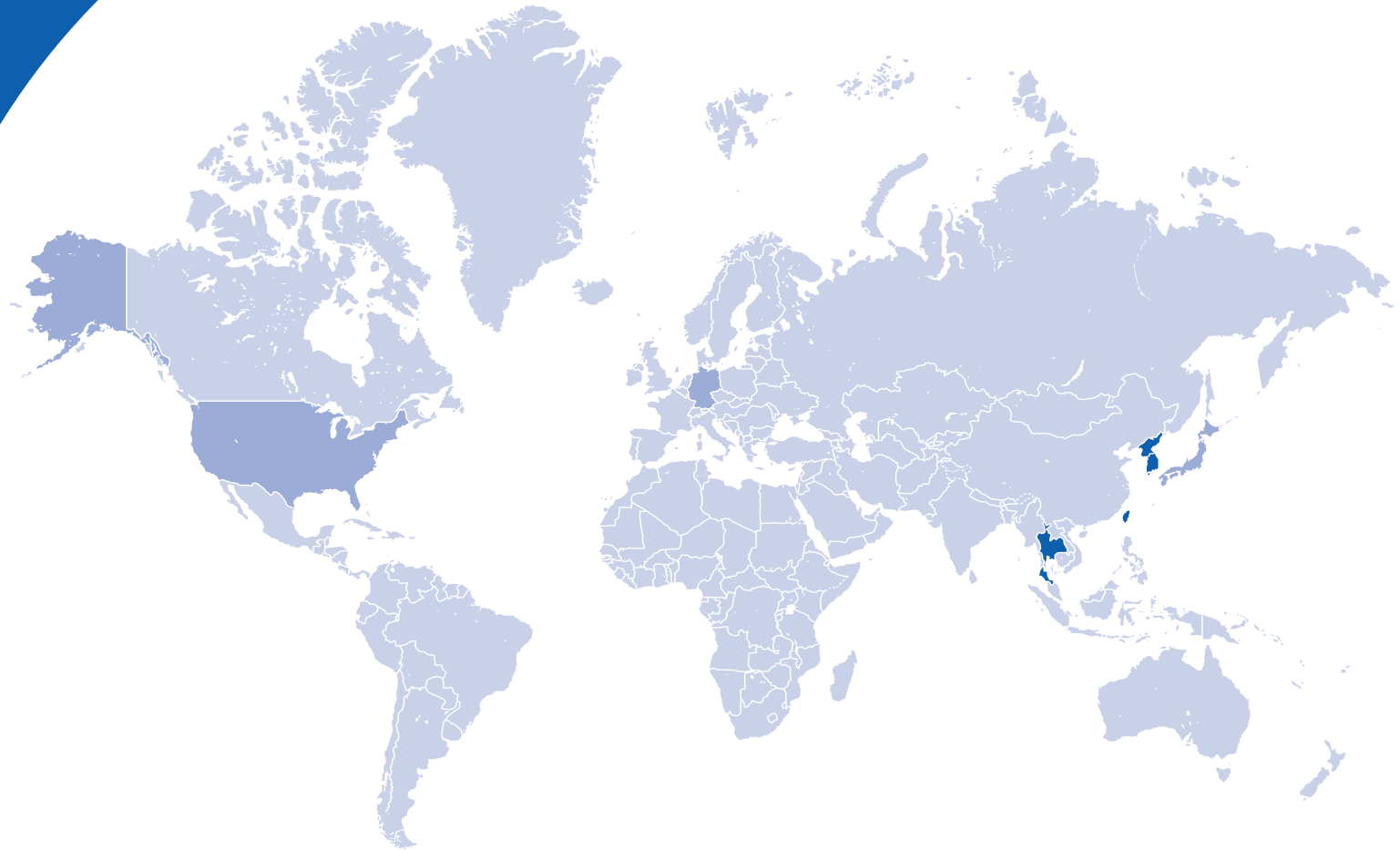
Based on 9m²booth size

NO.1 in Apparel Sales at Pet Exhibitions

January	My Pet Fair Ilsan Part 1
February	K-Pet Suwon
March	Pet Korea Ilsan, K-Pet SETEC
April	My Pet Fair Songdo, K-Pet Busan
May	K-Pet MegaZoo Ilsan (Upper)
June	Pet Show Suwon
July	K-Pet Suwon Season 2, Cheongju, Pet Korea Ilsan
August	K-Pet Seoul
September	My Pet Fair Ilsan Part 2, K-Pet Suwon Season 3
October	My Pet Fair Gwangkyo, Pet Show Busan
November	K-Pet MegaZoo Ilsan (Lower)

Global Presence

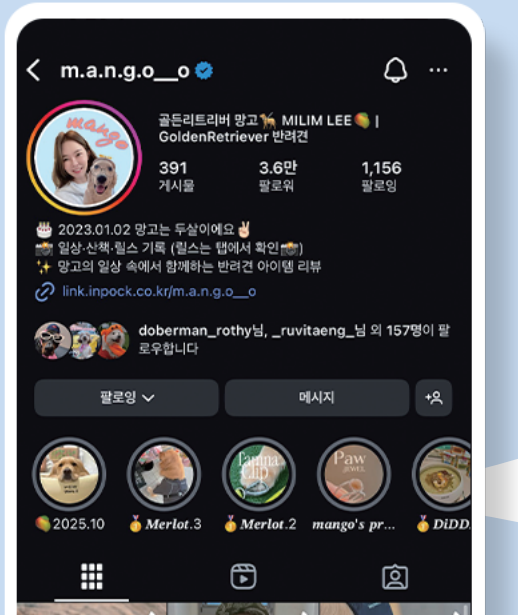
- **Overseas Pet Fair Participation:**
  - Taiwan Taipei Pets Show (Sales: 20 million KRW)
  - Thailand Pet Variety (Sales: 12 million KRW)
- **Planned for 2026**
  - Taiwan Chatzout Show
  - Germany Interzoo
  - USA Superzoo
  - Japan Interpet
- **Trademark registrations in progress**
  - USA, Japan, China, Taiwan, Singapore
- **C/O ownership for customs advantages in each country**

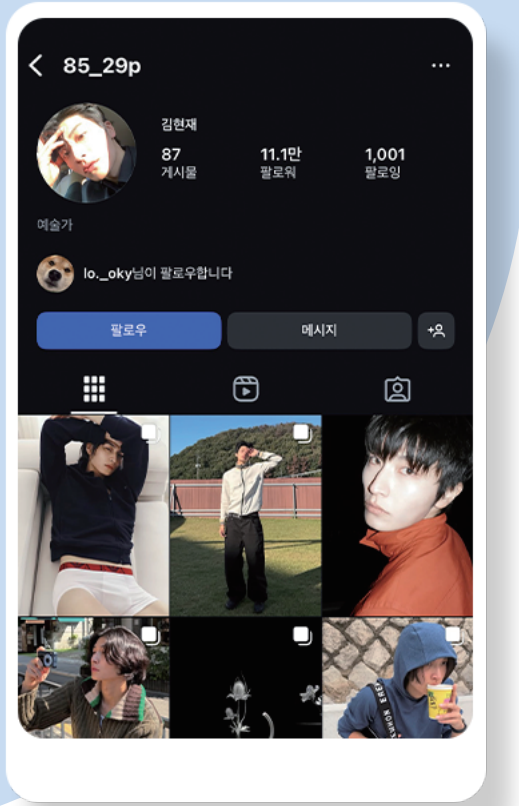


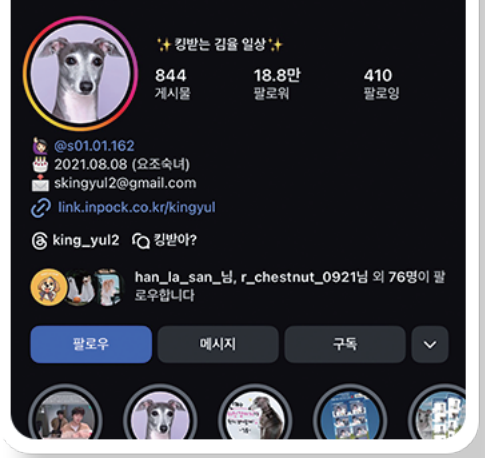
Community & Influencers

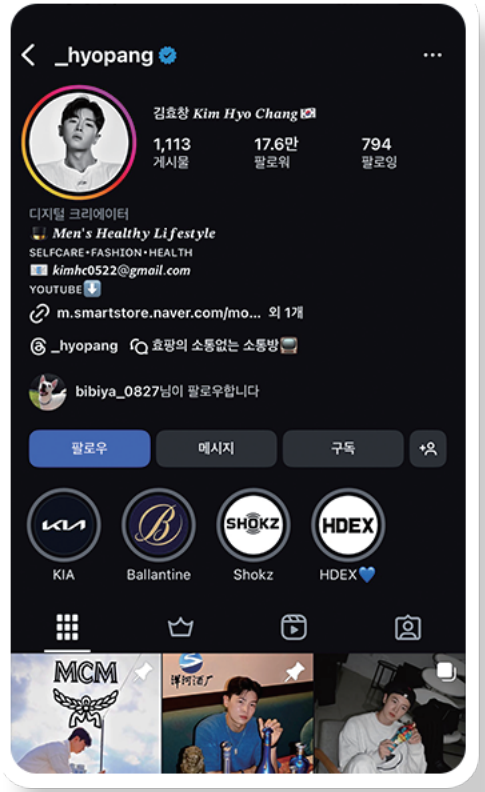
- **Over 20,000 cumulative reviews**
- **40% repurchase rate**
- **A combined 800,000+ Instagram followers from real customers**
- **Influencers, models, YouTubers, actors, and more**

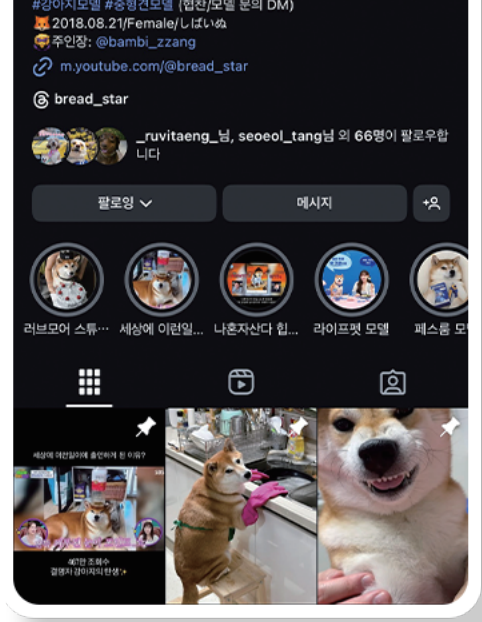
"A strong community is one of OKTK's greatest assets.
Rather than simply selling products, OKTK cultivates a cultural movement called 'OKTK CLUB.'
Our customers organically create content and continue to grow alongside the brand."

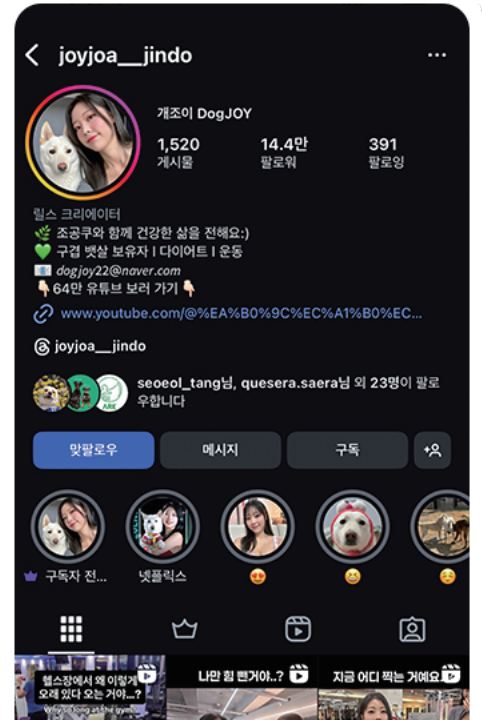












Community & Influencers

Brand Positioning Table

	General Brand	OKTK
Concept	Focus on cuteness	Couple look, highteen, sporty
Fabric	Imported from China	In-house developed and produced
Production	Outsourced	Own factory
Pricing	Size-based variation	One price for all sizes
Guardian Line	None	Unisex free size
Brand Tone	Mass-market	Premium hig-hend, preppy



OKTK

Until the day when all dogs
in the world are loved

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www.oktk.kr

“Looking forward to partnering with you to share love together.”