

Commemorating 10 years of TRAVELER'S notebook sales in South Korea
TRAVELER'S COMPANY™ CARAVAN in KOREA

October 13 (Sat.) to 22 (Mon.), 2018

Special Event:

October 13 and 14 (Sat., Sun.)

Location: or.er

TRAVELER'S COMPANY, a product brand developed by DESIGNPHIL (headquarters: Shibuya, Tokyo, President: Ichiro Aida), is commemorating 10 years of TRAVELER'S notebook™ sales in South Korea with an official event for our loyal customers, TRAVELER'S COMPANY™ CARAVAN in KOREA, to be held from October 13 (Sat.) to 22 (Mon.) 2018 at café or.er in Seoul.

Sales of TRAVELER'S notebook first started in South Korea in June of 2008. Over the years since, we have been fortunate to become a beloved brand of many South Korean customers. Our fall TRAVELER'S COMPANY CARAVAN in KOREA event is filled with our gratitude to our customers for their support over 10 years of sales. It has been seven years since TRAVELER'S COMPANY (TRAVELER'S notebook and Company at that time) held our first international event in June, 2011.

This event is to be held at café or.er in Seongsu-dong, an area of Seoul that once flourished due to shoe-making, but whose factories and warehouses have been renovated into galleries and cafés. or.er is located within a vintage-feel building and accented with antique furniture and plants. Their gallery space will feature a TRAVELER'S FACTORY pop-up shop containing our originals, such as TRAVELER'S notebook and BRASS PRODUCTS. Korean themed, commemorative limited items will also be available, such as TRAVELER'S notebook Passport Size Refill "Local Things in KOREA", BRASS Tag "Local Things in KOREA", BRASS BallPoint Pen Solid Brass "Local Things in KOREA" and Masking Tape "Local Things in KOREA"

We will also be holding a Spiral Ring Notebook event, a popular caravan event, on October 13 and 14 (Sat. and Sun.). Our Japanese TRAVELER'S COMPANY staff will be in attendance, helping customers create one-of-a-kind notebooks made with their own personally selected paper. This event will also feature original limited edition cover designs available only at this South Korean event.



Commemorating 10 years of TRAVELER'S notebook in South Korea!

Seoul is a charming travel destination that is a mix of new and old where modern skyscrapers and refined cafés stand alongside traditional temples, stalls and eateries. We hope our event will be enjoyed by both locals and travelers in the area.

We plan to begin Japanese sales at TRAVELER’S FACTORY NAKAMEGURO, AIRPORT, STATION and TRAVELER’S FACTORY ONLINE SHOP starting October 25 (Thurs.) of this year.

For more details, please visit the official website of TRAVELER’S COMPANY (www.travelers-company.com).

【About the Event】

■Name of event:

TRAVELER’S COMPANY™ CARAVAN in KOREA

■Event period:

October 13 (Sat.) to 21 (Sun.) 11:00 am to 9:00 pm and October 22 (Mon.) 11:00 am to 5:00 pm

Spiral Ring Notebook Event

October 13 (Sat.) 11:00 am to 6:00 pm and October 14 (Sun.) 10:30 am to 6:00 pm

■Venue:

or.er

18, Yeonmujang-gil, Seongdong-gu, Seoul, Korea

Tel: 82-2-462-0018

www.instagram.com/or.er

■Features

- ✓ TRAVELER’S FACTORY pop-up shop
- ✓ TRAVELER’S FACTORY original product sales
- ✓ limited items on sale, such as TRAVELER’S notebook Passport Size Refill Local Things in KOREA, BRASS Tag Local Things in KOREA, BRASS BallPoint Pen Local Things in KOREA, Masking Tape Local Things in KOREA
- ✓ TRAVELER’S COMPANY CARAVAN’s popular Spiral Ring Notebook Event
Create your very own notebook with an event-only original logo foil stamp on the cover and a selection of paper varieties. Once everything is ready, staff will spiral-bind your notebook on the spot, completing your one-of-a-kind original notebook!
- ✓ Customization area for personalizing your notebook with original stamps and stickers.
TRAVELER’S COMPANY staff will be on-hand to help you decide on the perfect customizations.

Limited Products

TRAVELER’S notebook Passport Size Refill Local Things in KOREA, BRASS Tag Local Things in KOREA, BRASS BallPoint Pen Local Things in KOREA, Masking Tape Local Things in KOREA

TRAVELER’S COMPANY has produced limited notebook and customization item designs inspired by daily use products, foods and other items we discovered in South Korea. We hope these items will be enjoyed by both locals and travelers to the area, alike.



Limited Products



Original limited edition cover design

About the Spiral Ring Notebook Event

Have you ever wanted a notebook different from everybody else's? This event will allow you to make your one and only notebook!

At our Notebook Bar, first choose your favorite cover from our different designs celebrating the two cities and commemorating the event. Next, you will find the section with papers arranged beautifully on a plate. We will offer our top papers including MD paper, paper with pockets, and other exclusive and colorful papers from Japan. As you stand facing our Notebook Bar, you may begin to feel as if you're standing in front of an elaborate hotel breakfast buffet. Pick your favorite papers, group them in the order you wish, and in the end, the ring binding craftsman will bind your notebook right in front of you! Please watch carefully so you won't miss out on the interesting technique. Once it's all done, your one and only notebook is ready to be used! Please take advantage of this opportunity to make your own notebook.

About TRAVELER'S notebook™

TRAVELER'S notebook™ was released in March 2006 with the central theme of "traveling through one's daily life." The simple design and texture makes customizing easy, and the more one uses this notebook, the more it acquires taste. This reflects the characteristics of each of the notebook users, and this is one of those aspects that have gained support. There is a flagship store in Nakameguro, Tokyo called TRAVELER'S FACTORY™, and in July 2014, the third store opened in Tokyo Station.

TRAVELER'S FACTORY™ NAKAMEGURO/AIRPORT/STATION: www.travelers-factory.com

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