LOVA INTERNATIONAL

COMPANY PROFILE

Well-made things, brought to Korea.

Tableware and living goods from makers abroad, imported into Korea. Import filing, Korean labelling and the shops that sell them, all in one place.

Busan, Republic of Korea · www.lovaintl.com



Arranged in the order brands usually ask.

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POSITIONING

Tableware first, and done properly.

LOVA INTERNATIONAL is an import and distribution company in Busan, Korea. The category is tableware: cutlery, glassware, ceramics, table linen and table decor.

Many of the best pieces come from makers abroad that are not yet properly represented in Korea. Bringing them in, and selling them well, is the job.

Starting with tableware was deliberate. This category taught us which products survive a Korean dishwasher cycle, and what import filing and Korean labelling ask for. A new category starts once we can answer questions at that level.

BASED IN

Busan, Republic of Korea

REPRESENTATIVE

Anna Jeong (정성혜)

BUSINESS REGISTRATION

335-42-00871

CATEGORIES

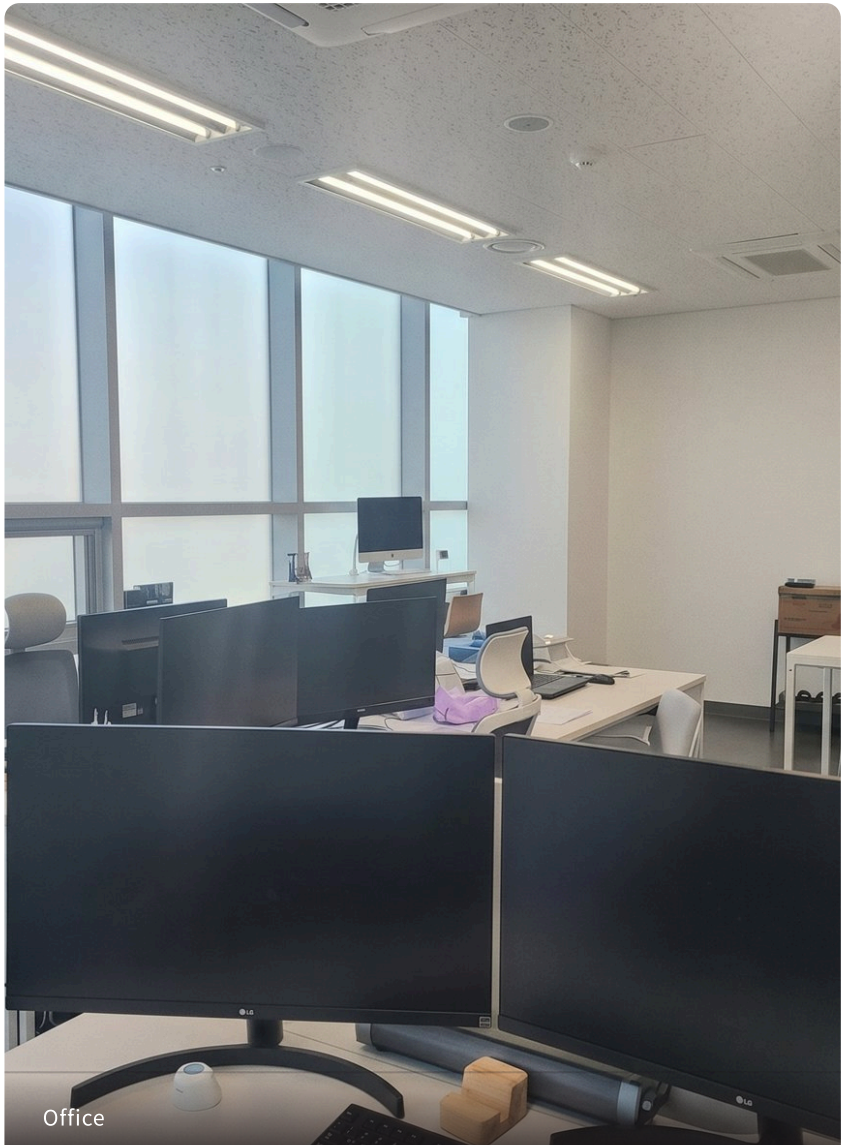
Tableware — Cutlery · Glassware · Ceramics · Table linen · Table decor

BRANDS HANDLED TO DATE

8

CHANNELS SOLD THROUGH

22



Office



Anna Jeong (정성혜)

Founder, LOVA INTERNATIONAL

Anna Jeong

“I cooked the food. What it was served on decided the rest of the meal.”

I like to cook. Moving the finished dish onto a plate, setting the spoon down beside it. At some point it became obvious that the same dish felt different depending on what held it. That is the whole reason this company exists.

Looking for pieces like that, I kept finding makers abroad with no route into Korea. Filings, testing, Korean labels, buyers who each want something slightly different. The company was built to do that job.

What a brand gets from me is plain. If I do not know something, I say so first. I do not promise numbers I cannot answer for. Results come to you unchanged.

MARKET BACKGROUND

Three changes turned the Korean table into a market for imported goods.

Households got smaller

Meals for one or two are now the norm, and storage at home shrank with them. Rather than buying a full set at once, people replace the few pieces they use often.

Home cooking became something to look at

Food made at home gets plated, photographed and shared. The plate is part of the meal now, so shoppers look at design, material, weight and finish.

Buying happens on a phone

Most purchases start and finish on a mobile screen. The decision is made from what sits on that screen, before anyone holds the product.

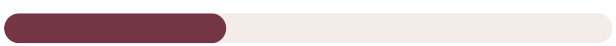
This page describes the market in general terms. The figures behind it are on the next page, with sources.

EVIDENCE

Korean government statistics, as published.

36.6%

of Korean general households are one-person households. 8.24 million out of 22.50 million.



Ministry of Data and Statistics, 2025 Population and Housing Census (register-based). Published 28 July 2026, reference date 1 November 2025.

25.1tn

Korean won of online shopping in a single month, July 2026.



Ministry of Data and Statistics, Online Shopping Trend Survey, July 2026: ₩25,095.4 billion. Held in KOSIS.

78%

of that spending happened on a phone rather than a desktop.



Ministry of Data and Statistics, Online Shopping Trend Survey, July 2026: ₩19,571.6 billion on mobile, 78.0% of the total.

Pack size matters. A set built for six or twelve reaches fewer homes than the same design sold in twos and fours.

The product page is the shop. Most of this spending never passes a physical shelf. Korean copy and accurate material information do the selling.

The first three thumbnails make the click. Photography is cropped for a phone screen, not for a catalogue.

REGULATION

Tableware that touches food is regulated in Korea. That work sits on our side.

What the factory sends

- Material composition, item by item and part by part
- Existing test reports, if any were issued
- Manufacturer name and production address
- Care information: heat, dishwasher, coating

No Korean entity and no separate registration are needed on the brand side.

Timing

Once the material documents arrive, you get the rules that apply to those items and the list of tests they need. Testing runs on the schedule of an accredited Korean laboratory, so the lead time you receive is the one the laboratory gives us, in writing.

What we handle

- **Business registration.** Goods come in on our registration as a food import and sales business with the Ministry of Food and Drug Safety.
- **Declaration per shipment.** Item, material and manufacturer are declared before clearance.
- **Testing by material.** Migration and heavy-metal testing against Korean standards for food-contact articles.
- **Korean labelling.** Item name, material, country of origin, importer, heat and washing information, produced and applied here.
- **Non-food and children's items.** Separate rules apply, with KC certification where it is required. Reviewed item by item before an order.

Scope depends on material and on how each item is classified. What applies to your items is confirmed before the first order, not after it ships.



Meeting room

PARTNERSHIP

You talk to the person who decides.

No account manager sits between a brand and the answer. Questions about price, timing or paperwork are answered by the founder, in English.

01 **If we do not know, you hear that first**

Anything unconfirmed is reported as unconfirmed. Answers on regulation come after they have been checked.

02 **No numbers we cannot answer for**

Sales forecasts without a basis stay out of our proposals. The commitment is to the work, not to someone else’s sales curve.

03 **Slow months are reported as slow months**

Sell-through, returns and the reasons behind them go back as they are. A weak month is reported in the same format as a strong one.

END TO END

From finding the maker to keeping the product selling.

Brand sourcing

Makers whose material, price band and capacity fit a real Korean shelf. Brands that only work on a mood board are left out.

Import and distribution

We act as importer of record. Clearance, the domestic warehouse, channel listings and stock allocation are run from one place.

Korean market entry

Price structure, SKU selection and packaging adjustments, with a straight read on where the brand stands next to what is already here.

Regulatory work

Filing, testing and Korean labelling for food-contact articles, handled on our registration.

Marketing in Korean

Product copy and detail pages, photography direction for local platforms, and campaign timing for the seasons when tableware sells.

Line decisions

Which lines to widen next season and which to stop. The proposal comes with the sales record behind it, and the call is made together.

Stock sits in a domestic warehouse. A follow-up order ships straight from there, so it does not go through the import process again.

BRAND PROTECTION

Four promises that protect your brand in Korea.

One price structure

One price structure across channels. A brand should never be undercut by its own product two clicks away.

Channels in order

Channels open one at a time. Position and price hold steady while volume grows.

Only approved material

Images, product copy and brand story stay as the brand approved them. Korean copy written here is checked with you before it goes live.

Reports without edits

The brand sees the same numbers we work from. Reorder quantities come out of that record.

These are the promises we have kept. Contract clauses are drawn up once the items and the channels are settled.

FACTORY TO TABLE

Seven steps, in the same order every time.

01

Samples and material

Material and finish
Quality at volume

02

Regulatory check

Rules that apply
Tests and documents

03

Terms

Price, MOQ, scope
Contract term agreed

04

First order

Quantity agreed
Channels selected

05

Import and clearance

Filing and testing
Labels and warehouse

06

Channel rollout

Opened in order
Sell-through watched

07

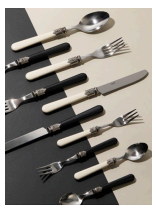
Report and reorder

Report to the brand
Reorder from record

Steps 01 to 03 usually take four to eight weeks. It depends on how quickly the material documents arrive from the factory.

SELLING EXPERIENCE

Brands we have handled in Korea.



Abert
CUTLERY



Belo Inox
CUTLERY



Himmel
CUTLERY



Bormioli
GLASSWARE



Crownford
CERAMICS



Pasabahce
GLASSWARE



Masi Firenze
TABLE DECOR



Roebenhoff
SERVEWARE

Products we sold to Korean consumers. Brand names appear here to describe that distribution experience.

CHANNELS WE HAVE SOLD THROUGH

Four kinds of channel, four different jobs.

9 **Online marketplaces**

Volume and price comparison. Images, option structure and the stock feed set the ranking.

6 **Lifestyle and design platforms**

Curation over volume. The story of the maker gets read before the spec table.

2 **Offline retail**

Packaging has to survive a shelf and a cart. Barcodes, carton sizes and delivery windows are fixed.

5 **Department stores**

Slower and stricter, better for position. The Chuseok and Lunar New Year gift seasons carry much of the year’s volume.

Why this matters to a maker

Each channel asks for something different. Images, price structure and stock rhythm are all separate. One export catalogue will not satisfy four of them, so each listing is prepared from what those channels have already asked of us.

Opening them in order comes from the same place. Open everything in one month and the same product shows four prices, and the market remembers the lowest one.

Read this page as experience, not as access. The channels listed here are ones we have sold through. Which channels a given brand can enter depends on its category, its price band and each buyer’s decision, and is agreed case by case.

WHERE THE PRODUCTS ARE SOLD

Twenty-two channels across four types.

ONLINE MARKETPLACES

NAVER · coupang · 11st · Gmarket · AUCTION. · LOTTE ON · SSG.COM · kakao · ZIGZAG

LIFESTYLE AND DESIGN PLATFORMS

오늘의집 · 29CM · W CONCEPT · 10X10 · chapter 1 · roomaing

OFFLINE RETAIL

emart · LOTTE Mart

DEPARTMENT STORES

SHINSEGAE · LOTTE DEPARTMENT STORE · THE HYUNDAI · NC DEPARTMENT STORE · AK PLAZA

Logos are the trademarks of their owners, shown to indicate channels we have sold through.

THREE PHASES

Start narrow, read the result, then widen.

PHASE 1

Entry

Month 1–2

- Regulatory check on the items under review
- Price, MOQ, scope and term agreed
- Korean labels and product copy prepared
- First items and quantities set with the brand

PHASE 2

Reading the market

Month 3–5

- Two or three channels, not all of them
- Sell-through, reviews, breakage and returns tracked
- Images and copy revised from customer questions and reviews
- First report, with the full record

PHASE 3

Widening

Month 6 onward

- Channels added in order, price structure held
- Reorder sized from the record and production lead time
- Line extension proposed on the sales data
- Season and gift timing planned a quarter ahead

A typical schedule. Testing requirements, production lead time and channel calendars move these dates. Any change is flagged before the contract is signed.

WHAT WE NEED NOW

Send two things: your price list and your MOQ.

A price list on EXW or FOB terms, with the minimum order quantity per item, is enough to start. From there the work is ours.

First read on import

Which tests the items are likely to face under Korean food-contact rules. Confirmed once the material data arrives.

Korean retail price

Duty, VAT, freight and channel fees applied, to reach the price the product would carry here, with the channels that fit it.

Material data and images

Requested once the work is agreed. Nothing to prepare at this stage.

The review comes back within three business days.

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Scan to open WhatsApp

Answered by the founder, in English.