

nugu Japan

nugu Japan Co., Ltd.

Company Description

nugu Japan Co., Ltd. is a dynamic lifestyle enterprise that has rapidly emerged as a trendsetter among Digital Natives, particularly the Gen Z demographic. The company's flagship service, "nugu," is a revolutionary e-commerce platform that bridges the gap between social media influence and retail. Unlike traditional e-commerce sites that focus solely on product listings, "nugu" empowers influencers to act as creative directors, allowing them to curate and sell fashion and beauty items that resonate with their personal style and their followers' aspirations.

At the core of nugu Japan's success is the concept of "community-driven commerce." By leveraging the authentic voices of influencers and the deep trust they share with their audience, the company has transformed shopping into an emotional and engaging experience. This unique approach has not only driven significant online sales but has also manifested in massive offline success, with their pop-up stores frequently drawing thousands of fans, proving the brand's tangible cultural impact.

The company's mission is "Creating Beloved Brands." This philosophy goes beyond transactional relationships; it aims to provide users with special experiences that leave a lasting impression on their hearts and minds. Driven by this vision, nugu Japan is expanding its footprint into diverse lifestyle sectors. Their venture into the food industry, notably through the "Pekodak" brand—a specialized Korean salad chicken line—showcases their ability to identify and import successful lifestyle trends from South Korea to the Japanese market, catering to health-conscious and trend-aware consumers.

Furthermore, through its "nugu partner" initiative, the company supports influencers by connecting them with various brand collaborations and monitor programs. This ecosystem nurtures individual talent while simultaneously driving corporate growth, creating a win-win scenario for creators and the platform. Headquartered in the vibrant Ebisu/Hiroo area of Tokyo, nugu Japan fosters a workplace culture built on freedom, responsibility, and the pursuit of meaningful work. As a bridge between Japanese and Korean cultures, the company continues to innovate at the intersection of technology, social media, and commerce, positioning itself as a leader in the next generation of global lifestyle brands.

Company Details

Head Office

Japan

Main Business

ファッションEコマース事業 / 食品Eコマース事業

President

金 忠煥

Established

2020年6月

Capital

5100万円

URL

<https://corp.nugu.jp/>

Offices

Main Office

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