

 **SKONO**  
SINCE 2003

**PLAY WITH  
SKONO**



SKONOKOREA

WE ARE SKONO

# TODAY'S SKONO

## 'The Skono New Canvas Mary Jane!'



● 2022 SS LOOKBOOK



@SKONO\_OFFICIAL

● NEW UPDATED!

- FRENCH ROSE CANVAS MARY JANE
- FRENCH ROSE T-STRAP MARY JANE
- MATIN PENNY LOAFER
- DAVE BOAT SHOES

## 'Special Color Grunge Purple !'



● 2022 FW LOOKBOOK



@SKONO\_OFFICIAL

● NEW UPDATED!

- STANDARD BY BASIC
- POPULAR PREMIUM
- FRENCH ROSE MARY JANE
- MODA CHELSEA BOOTS

## 'The Skono Loafer Collection!'



● 2022 SS LOOKBOOK



@SKONO\_OFFICIAL

● NEW UPDATED!

- MORO PLANET M01
- MORO PLANET M02
- MATIN PENNY LOAFER
- DAVE BOAT SHOES

# skono®

## 'F.Rose Mary Jane Collection !'



● 2021FW LOOKBOOK



@SKONO\_OFFICIAL

● NEW UPDATED!

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- POPULAR PREMIUM
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- MODA CHELSEA BOOTS

## BRAND STORY



We are skono  
**skono**  
**skono**



Born in **Norway** in 2002 and launched in Korea in 2005, SKONO, which currently has about 70 off-line shops and other direct shops, is loved by customers for more than 10 years.

It has been attributed to a combination of the simple design that holds cheerful color sense and pattern and the honest production process which is directly inspecting all the products being released.

**SKONO**  
Design by **NORWAY**

2002년 노르웨이에서 탄생해 2005년 한국에 론칭한 스코노는 현재 70여 개의 오프라인 매장과 직영점을 운영하며 10년 넘게 고객들의 사랑을 받고 있는 패션브랜드 입니다. 경쾌한 컬러감과 패턴을 담은 심플한 디자인과 모든 제품을 직접 검수하는 정직한 생산 과정, 정직한 생산 공정이 스코노 브랜드의 패션철학입니다..

BRAND STORY



 SKONO

[스코노]는 감각적인 디자인과 실용적인 소재 선택을 통해 착용자의 삶을 가치 있게 만들어주는 패션 브랜드입니다. 또한 실용성을 강조하면서도 아름다움을 놓치지 않는 북유럽의 디자인 철학을 기반으로 합니다.

**SKONO** is a fashion brand that will make the wearer's life worthwhile through sensory design and practical material selection.

it is also based on the design philosophy of Northern Europe that does not miss beauty while emphasizing practicality.

## BRAND STORY

SKONO는 북유럽 노르웨이에서 태어났습니다.

자연 친화적인 디자인과 실용적인 가치를 결합하여 인간과 자연, 디자인의 조화로운 공존을 최고의 가치로 여기는 북유럽 노르웨이에서 탄생했습니다.

전 세계인의 사랑을 받은 북유럽의 디자인 철학을 감각적으로 녹여낸 스코노는 일상에 편안한 균형감과 경쾌한 느낌을 선사할 것입니다.

당신의 패션 라이프를 더욱 가치 있고 나답게 만들어줄 SKONO와 함께 스칸디나비안 디자인의 가치를 발견하세요.



*The Skono*   
The light of blessing

**SKONO** was born in Norway, Northern Europe, where the harmonious coexistence of human, nature and design is considered the best value through the combination of nature- friendly design and practical value.

SKONO will give you a comfortable sense of balance and light feeling in your life by sensibly melting the design philosophy of Northern Europe that has been loved by people all over the world.

Discover the value of Scandinavian design with SKONO which will make your fashion life more valuable and more like yours.

# BRAND STORY

신발장에 놓인 매력적인 컬러의 신발 한 켤레,  
나도 모르게 신발장에 놓인 종이 봉투 안의 신발.

바로 노르웨이의 '스코노'입니다.



 **SKONO**

**SKONO**  
REDESIGN PROPOSAL



**The Brand,  
I Wanted to Have and to Have It with Me.**

## ORDINARY HAPPINESS!

It is hard to explain the obsession  
with what you like.

Something that you want to have,  
something that you want to see often,  
and something that you want them to  
be around you.

That is the power of the brand, isn't it?

It wants to get closer to customers,  
wants to be together forever and  
wants to spend the same time with  
customers.

A pair of shoes with attractive color in  
your shoe shelf, the shoes inside a  
paper bag which placed in your shoe  
shelf without even notice.

**That is 'SKONO' from Norway.**

# BRAND STORY

마음을 편안하게 하는 디자인

SKONO가 탄생한 노르웨이의 디자인 미덕은 단순합니다. 세 가지 핵심 가치를 재현하기 위해 노력합니다.

심플하고 실용적이며 기능성을 놓치지 않는다. 일상에 활력을 주는 밝은 컬러를 표현하면서도 화려함보다는 심플함을 선호하는 SKONO는 형태마저도 단순합니다.



# SKONO

**The Mind-Soothing Design / STABILITY OF MIND**

Design virtues of Norway, where the SKONO was born, are simple.

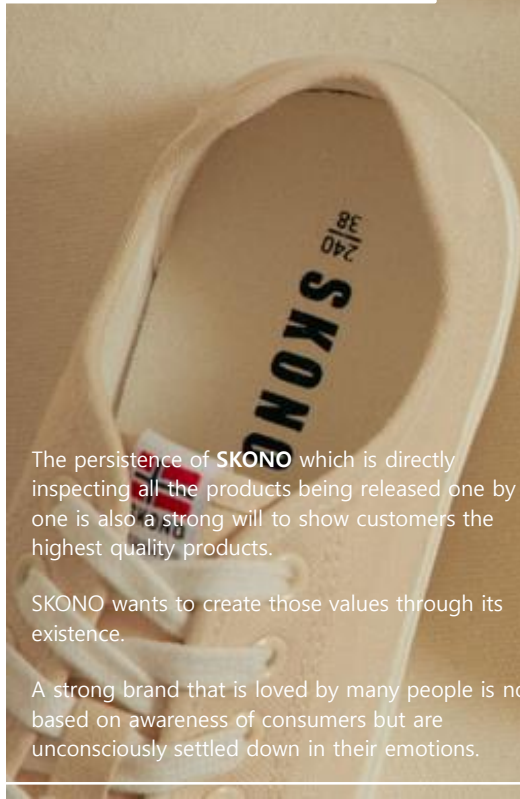
It strives to reproduce the three core values;

Simple, practical, and do not miss functionality.

Though it expresses the light color which is a energy for your routine,

SKONO prefers simplicity to fanciness and even its form is simple.

## BRAND STORY



The persistence of SKONO which is directly inspecting all the products being released one by one is also a strong will to show customers the highest quality products.

SKONO wants to create those values through its existence.

A strong brand that is loved by many people is not based on awareness of consumers but are unconsciously settled down in their emotions.



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# skono®

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# SKONO

 Design by **NORWAY**



  
SKONO

Norway's color ;  
Forward  
with **Nature**

COLLECTUON

# SKONO

Design by NORWAY

SKONO X kauniste

SKONO X KAUNISTE

The Collaboration work of Northern Europe.  
The first collaboration work of Norway fashion brand SKONO and Danish Textile brand KAUNISTE.  
The product of Northern European Beauty has created by SKONO and KAUNISTE.



SKONO  
SPRING & SUMMER  
COLLECTION 2014

Norway's color



COLLECTION

Norway's color ;  
**Earth**Balance



SKONO  
SPRING & SUMMER  
COLLECTION 2014

Norway's color

SKONO  
[www.skonokorea.com](http://www.skonokorea.com)



Norway's color ;  
**Caramel**  
Lust

SKONO



COLLECTUON



Norway's color ;  
**Brown** Feeling

We are skono  
**SKONO**



Norway's color ;  
**Blue** Depth



| NOA PREMIUM  |   |  |  |
|--|---|--|--|
| Curlat - Heilig - Heilikon                         |   |  |  |
|  |   |  |  |
| NOA PREMIUM CLASSIC<br>NAVY / SC2809M42 / 220-260  | NOA PREMIUM CLASSIC<br>NAVY / SC2809M42 / 220-260     | NOA PREMIUM CLASSIC<br>RED / SC2809M42 / 220-260   |  |
|  |   |  |  |
| NOA PREMIUM CLASSIC<br>LIME / SC2809M42 / 220-270  | NOA PREMIUM CLASSIC<br>HOT PINK / SC2809M42 / 220-270 | NOA PREMIUM CLASSIC<br>BROWN / SC2809M42 / 220-260 | NOA PREMIUM CLASSIC<br>WHITE / SC2809M42 / 220-260 |
|  |   |  |  |
| NOA PREMIUM CLASSIC<br>TAN / SC2809M42 / 220-270   | NOA PREMIUM CLASSIC<br>NATURAL / SC2809M42 / 220-270  | NOA PREMIUM CLASSIC<br>BROWN / SC2809M42 / 220-270 | NOA PREMIUM CLASSIC<br>NAVY / SC2809M42 / 220-260  |
|  |   |  |  |
| NOA PREMIUM CLASSIC<br>LIME / SC2809M42 / 220-270  | NOA PREMIUM CLASSIC<br>NAVY / SC2809M42 / 220-260     | NOA PREMIUM CLASSIC<br>NAVY / SC2809M42 / 220-260  | NOA PREMIUM CLASSIC<br>NAVY / SC2809M42 / 220-260  |
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| NOA PREMIUM CLASSIC<br>WHITE / SC2809M42 / 220-270 | NOA PREMIUM CLASSIC<br>WHITE / SC2809M42 / 220-270    | NOA PREMIUM CLASSIC<br>WHITE / SC2809M42 / 220-270 | NOA PREMIUM CLASSIC<br>WHITE / SC2809M42 / 220-270 |
|  |   |  |  |
| NOA PREMIUM CLASSIC<br>NAVY / SC2809M42 / 220-270  | NOA PREMIUM CLASSIC<br>RED / SC2809M42 / 220-270      | NOA PREMIUM CLASSIC<br>NAVY / SC2809M42 / 220-260  | NOA PREMIUM CLASSIC<br>NAVY / SC2809M42 / 220-270  |
|  |   |  |  |
| NOA PREMIUM CLASSIC<br>NAVY / SC2809M42 / 220-270  | NOA PREMIUM CLASSIC<br>WHITE / SC2809M42 / 220-270    | NOA PREMIUM CLASSIC<br>BROWN / SC2809M42 / 220-270 | NOA PREMIUM CLASSIC<br>BROWN / SC2809M42 / 220-270 |



COLLECTIVE

Norway's color ;  
**Earth**Balance

Norway's color ;  
**Dessert**  
Dust



SKONO



Norway's color ;

**Pink**

**COLLECTUON**



NICK PEREMAN VABER  
MIS BRUCE - SKAPFOTOPH  
LOW CRY - SCOMI 2007H



Norway's color ;  
**Red** Feeling

 **SKONO**

SKONO  
SPRING & SUMMER 2015

**SKONO WAY**

**SKONO'S WALK**  
WALK PROBABLY / QUALITY HERE



**COLLECTUON**

## SKONO WAY

Seven stories of SKONO  
Its expressed unique and warm sensibility of Northern Europe.

**REST, WALK, DREAM, LOVE, TALK, WORK, THINK**

SKONO'S  
**REST**  
LIBERTY / BALZOLALB21  
DVL3212L341



We are skono  
**SKONO**



SKONO WAY

Seven stories of SKONO  
Its expressed unique and warm sensibility of Northern Europe.

SKONO'S TALK

RODZINNY / COMFORT / DODATEK



SKONO'S  
**LOVE**

RODZINNY / COMFORT / DODATEK



**COLLECTION**



**SKONO**



SKONO'S DREAM  
WOMEN'S COLLECTION

SKONO'S THINK  
WOMEN'S LIBERTY | SCHALLERSTRASSE



SKONO'S WORK  
LIBERTY | SCHALLERSTRASSE



**COLLECTUON**

**LIBERTY**

WOMEN'S LIBERTY | SCHALLERSTRASSE

|  |  |  |  |
|--|--|--|--|
|  |  |  |  |
| PAK022801<br>EUR 35-44 (220-230mm, 1x6.5") | PAK022801<br>EUR 35-44 (220-230mm, 1x6.5") | PAK022801<br>EUR 35-44 (220-230mm, 1x6.5") | PAK022801<br>EUR 35-44 (220-230mm, 1x6.5") |
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| PAK022801<br>EUR 35-44 (220-230mm, 1x6.5") | PAK022801<br>EUR 35-44 (220-230mm, 1x6.5") | PAK022801<br>EUR 35-44 (220-230mm, 1x6.5") | PAK022801<br>EUR 35-44 (220-230mm, 1x6.5") |
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| PAK022801<br>EUR 35-44 (220-230mm, 1x6.5") | PAK022801<br>EUR 35-44 (220-230mm, 1x6.5") | PAK022801<br>EUR 35-44 (220-230mm, 1x6.5") | PAK022801<br>EUR 35-44 (220-230mm, 1x6.5") |

EVERY DAY, MY DAY



FALL WINTER 2017



SKONO



COLLECTUON

Norwegian fashion shoe brand SKONO has selected Korea's best actress Kim So-hyun as its exclusive model and unveiled its 2017 SS season lookbook, Norway's Forest.



# SKONO



COLLECTION

Nonwegian fashion shoe brand SKONO has selected Korea's best actress Kim So-hyun as its exclusive model and unveiled its 2017 SS season lookbook, Norway's Forest.



 **SKONO**  
WAY TO NORWAY



Norwegian fashion shoe brand SKONO has selected Korea's best actress, Kim So-hyun as its exclusive model and unveiled its 2017 SS season lookbook, Norway's Forest.

# SKONO



SKONO

Spring/Summer 2018

# Always Like Saturday

 SKONO

COLLECTUON

Skeppsbron 4,  
211 20,  
Malmö,  
Sweden

Stortorget,  
211 22,  
Malmö,  
Sweden

Always  
Like  
Saturday  
in  
Malmö



Contents  
Campaign 4  
Lookbook 28  
Product 58



LA VAGABONDA

19



LA SCARABEIA

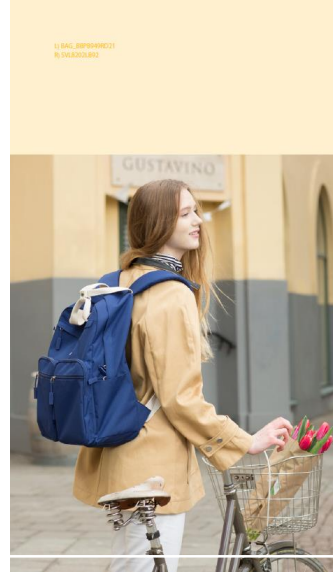


21

# SKONO



25



LA BELLA DIFFERENZA  
IN CASCADURA



COLLECTUON



SKONO

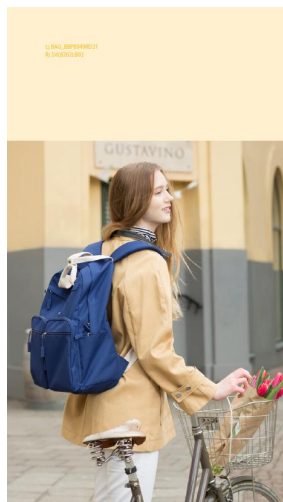
# Spring/Summer Lookbook

Models : Yea Seul Chun, Eun Seo Kim, Ji Seop Lim  
Styling : Kook Hwa Kang  
Photography : Beom Suck Won



SVL8202LB71

COLLECTUON



# TODAY'S SKONO

## 'The Skono New Canvas Mary Jane!'



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# skono<sup>®</sup>

Shop



MARKETING

SKONO



MARKETING

*The Skono*   
The light of blessing

SKONO KOREA

*We are skono,  
your skono*

*The Skono*   
The light of blessing

MARKETING

WHAT IS YOUR COLOR?

 **SKONO**

*We are skono*  
**Skono**  
*lab*



@skono\_official



**SKONO**  
Design by NORWAY



WHITE

The Skono  
The light of blessing



\*POPOLA PREMIUM / WHITE



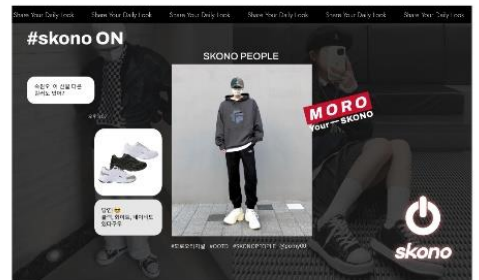
MARKETING



skono ON

### Share Your Daily Look

안녕 스코노피플! 썬스 넘치는 데일리룩을 공유해주세요.  
시계열 정보 및 뉴스 기사를 위한 수업을 참여하면 바로 여기서



@skono\_official

**SKONO**  
Design by NORWAY

Skono Classic Sneakers

**skono®**



**MARKETING**

**French Rose**  
*Mary Jane*



THE SKONO F. ROSE EDITION  
NEW ARRIVAL

LET'S CHEER FOR THE NEW TOMORROW

**I'm a freshman,  
Skono.**

We are skono Your skono



MARKETING



 **SKONO**

**WAY TO NORWAY**



**Product**

 **SKONO**



 **SKONO**

**WAY TO NORWAY**



**Product**

 **SKONO**



 **SKONO**

**WAY TO NORWAY**



**Product**

 **SKONO**



We are skono  
**Skono**  
**lab**



SKONO is a fashion brand that will make the wearer's life worthwhile through sensory design and practical material selection. It is also based on the design philosophy of Northern Europe that does not miss beauty while emphasizing practicality.

**Product**

 **SKONO**



The Skone   
The light of blessing



Product

 SKONO



Product

 **SKONO**



 **SKONO**

**WAY TO NORWAY**



**Product**

 **SKONO**



NEW MORO REVOLUTION  
WHAT IS YOUR COLOR?



# skono®

Product



 **SKONO**



**Product**



 **SKONO**



**skono**<sup>®</sup>

Product



 **SKONO**



Product



**lagom**

Not too little, not too much.  
Just right.



We are skono  
**skono**  
 100%



**BAG**



BBP89478D11 / 99,000won



BBP89478D41 / 99,000won



BBP89478D71 / 99,000won



BBP89488D11 / 89,000won



BBP89488D41 / 89,000won



BBP89488D71 / 89,000won



BBP89498D11 / 89,000won



BBP89498D21 / 89,000won



BBP89498D41 / 89,000won



BET89455Q41 / 29,000won



BET89465Q41 / 29,000won



BET89455Q01 / 29,000won



BET89465Q01 / 29,000won

**Product**

skono®



CLASSIC® SNEAKERS

skono



Ordinary and Comfortable Product

SKONO RENEWAL STORY



skono®



Share Your Daily Look

안녕 스킨노피플! 밴스 남자는 데일리룩을 공유해주세요. 시종일관 스킨노 스타일링을 위한 스킨노를 만나세요.



here



@skono\_official

SKONO Design by NORWAY

# SKONO

REDESIGN PROPOSAL



NEW **MORO REVOLUTION**

WHAT IS YOUR COLOR?



**Product**

Collaboration



SKONO



skono®



skono®

일상을 함께하고 싶은 브랜드, 언제나 함께할 수 있는 착함감과 편안함을 경험해보세요. 우리는 지속가능한 라이프스타일 추구하는 북유럽 컨템포러리 풋웨어 브랜드 SKONO(스코노)입니다.



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UNIK & COMFORTABLE

MORO ORIGINAL

· BEIGE · NAVY · WHITE · BLACK



FUN GOES TO MORO  
MORO  
Your — SKONO

SKONO  
OOTD

Opening

Product

# KIDS













NOA Premium kids collection 2014






Product



## KIDS

- |  |   |   |   |
|--|---|---|---|
|  |  |  |   |
| SCF7950KD11 / W59,000<br>EUR 26-33.5 (150-210mm, Unit/10mm)                        | SCF7950KD21 / W59,000<br>EUR 26-33.5 (150-210mm, Unit/10mm)                         | SCF7950KD41 / W59,000<br>EUR 26-33.5 (150-210mm, Unit/10mm)                         |   |
|   |   |  |  |
| SCF7952KD11 / W99,000<br>EUR 25-33.5 (140-210mm, Unit/10mm)                        | SCF7952KD31 / W99,000<br>EUR 25-33.5 (140-210mm, Unit/10mm)                         | SCF7952KD41 / W99,000<br>EUR 25-33.5 (140-210mm, Unit/10mm)                         | SCF7952KD71 / W99,000<br>EUR 25-33.5 (140-210mm, Unit/10mm)                         |
|   |   |  |  |
| SCF7953KD11 / W99,000<br>EUR 25-33.5 (140-210mm, Unit/10mm)                        | SCF7953KD21 / W99,000<br>EUR 25-33.5 (140-210mm, Unit/10mm)                         | SCF7953KD41 / W99,000<br>EUR 25-33.5 (140-210mm, Unit/10mm)                         | SCF7953KD11 / W99,000<br>EUR 25-31 (140-190mm, Unit/10mm)                           |
|   |   |   |   |
| SCF7954KD41 / W99,000<br>EUR 25-31 (140-190mm, Unit/10mm)                          |   |   |   |

## WEAR

- |   |   |   |   |
|---|---|---|---|
|   |   |   |   |
| WTL7980MA11 / W79,000<br>S(90)-XL(105)  | WTL7980MA41 / W79,000<br>S(90)-XL(100)  | WTL7980MA71 / W79,000<br>S(90)-XL(105)  |   |
|  |  |  |  |
| WTL7970MK11 / W59,000<br>S(110)-XL(140)   | WTL7970MK41 / W59,000<br>S(110)-XL(140)   | WTL7982MK11 / W79,000<br>M(95)-XL(105)  | WTL7982MK71 / W79,000<br>S(90)-XL(105)  |
|  |  |  |  |
| WTL7981MK21 / W79,000<br>S(90)-XL(105)  | WTL7981MK81 / W79,000<br>S(90)-XL(105)  | WTL7971MK21 / W59,000<br>S(110)-XL(140)   | WTL7971MK81 / W59,000<br>S(110)-XL(140)   |

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