The showcase has drawn favorable responses and several contracts of sale with U.S. premium department stores are under discussion. New York Fashion Week, where holds worldwide designers’ fashion shows, saw a brand-new company ABC welcoming chief executives of fashion industry. Natalie Lexica Neiman-Marcus, a Fashion Director, said “I was impressed that the company ABC has been running a fashion resources business since 1950.” and added, “Company ABC is expected to bring a superior outcome in New York with high quality resources, price competitiveness, and simple design”

Recently Korean fashion global business with a leading company ABC has globally spread to a premium apparel market. The Fashion sources said, “Consistently growing number of designers and brands have been confident to have a presence in the U.S. market and Europe market, contrasting to a previous marketing strategy which targeted China market and East Asia market with K-Pop and Korean Wave(Hanryu) fever,” K-fashion has increasingly growing exports with a high-quality apparel itself, not with ‘Celebrity effect’. According to Korean International Trade Association, exports in fashion apparel of the first half period this year was up 18.4 percentage from the previous corresponding period. Export volume in bags and belts to U.S. and Japan market was up 17.6 percentage, and 22.8 percentage each.