After the presentation, the local response has been favorable and sales contracts with the high-end department stores in the U.S. are under discussion. Fashion celebrities visited ABC, an unfamiliar brand, during the New York Fashion Week, where global designers’ fashion shows are being held. “I was so impressed that ABC has been doing material business since 1950s,” said Natalie Lexica, a Fashion Director from Niman Marcus, who watched the presentation on the day. She added, “Based on quality materials, price competitiveness, and minimal design, ABC is expected to bring positive outcome in New York.”

Starting with ABC, the global business in the recent Korean fashion is proceeding in the high-end market. A fashion industry official said, “In the past, the target was mainly focused on the market in China and South East Asia with the K-pop and Korean Wave fever. Now an increasing number of designers and brands are willing to confront the U.S. and Europe market. With K-fashion affected by not celebrities but the clothes itself, exports are also showing an upward trend as they strike high-end markets. According to the Korea International Trade Association (KITA), the exports of fashion apparel in the first half of his year (January to June) rose by 18.4 percent from the same period last year. The exports of bags and belts to the U.S. and Japan increased by 17.6 percent and 22.8 percent respectively.