SECOND WHITE

DESIGN

Only the Essentials



SECOND WHITE

DESIGN

Second White is an international design consulting company based in an everchanging creative city, Seoul of South Korea.

Our team of diverse and talented designers devote our passion and determination to create innovative products, services and design strategies for prestigious clients worldwide; projects including electronic devices, domestic appliances, creative gadgets, and cosmetic branding.

We work closely with our clients to help them achieve beyond their potential and constantly aim to inspire the world with new experiences through our core design philosophy.

SECOND WHITE

DESIGN



CEO

Cyndi – Art Director DK - Creative Director

Corporate History	Business Area	Awards	
2021 Excellent Design Company(KIDP)	Product Design	105\	2022 International Design Awards
2021 Design Korea Selection	Cosmetic Design	13.1	Sanny Holdings Sanitizer
2021 SecondWhite HangZhou	Graphic Design	il-	
2021 CBME Brand Exhibition	Product Identity Design	_	
2019 Design Korea Festival	Brand Identity Design	②	2021 Good Design Award Solove Mosquito Swatter P2
2018 SZIDF Shenzhen	Design Consulting		
2017 IXDC Shanghai		Ø	2021 Good Design Award Solove Humidifier H
2017 Maijonobjet Paris			
2017 Seoul Design Festival		Ø	2021 Good Design Award
2016 SeconWhite Seoul			Solove NeckbandFan F7
		Ø	
Website	Client List		_ 2021 Good Design Award Husum Electric Toothbrush F
www.secondwhite.com	APPLE	Ø	
E-mail Info@SecondWhite.com	ALIBABA		_ 2021 Good Design Award Solove_Stand Mosquito Killer
	AMIRO	Ø	
	BYTEDANCE		_ 2021 IF Design Award
Telephone	COWAY	iF	Solove_Stand Mosquito Killer
T) +82 02 514 1461	OPPO		_ 2020 IF Design Award
F) +82 02 514 1462	LOTTE	iF	Husum_Electric Toothbrush
	LG	n la	_ 2019 Design Korea Festival
Address	LIBY	DK	The Best Selected Company
35, Jeungga-ro, Seodaemun-gu,	NETEASE	رو	- 2019 Reddot Award Solove Portable Mosquito Killer
Seoul, Republic of Korea	PHILIPS		
	SAMSUNG		_ 2017 Penta awards Epiqual_Toothbrush
	SUPOR	U	
	XIAOMI		_ 2016 Good Design
	HYUNDAI	Ø	Cube Speaker

Our Partners











SUPOR

coway

LOTTE







PHILIPS

NETEASE

MI

Midea

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"Fuorisalone & Vision of Secondwhite"

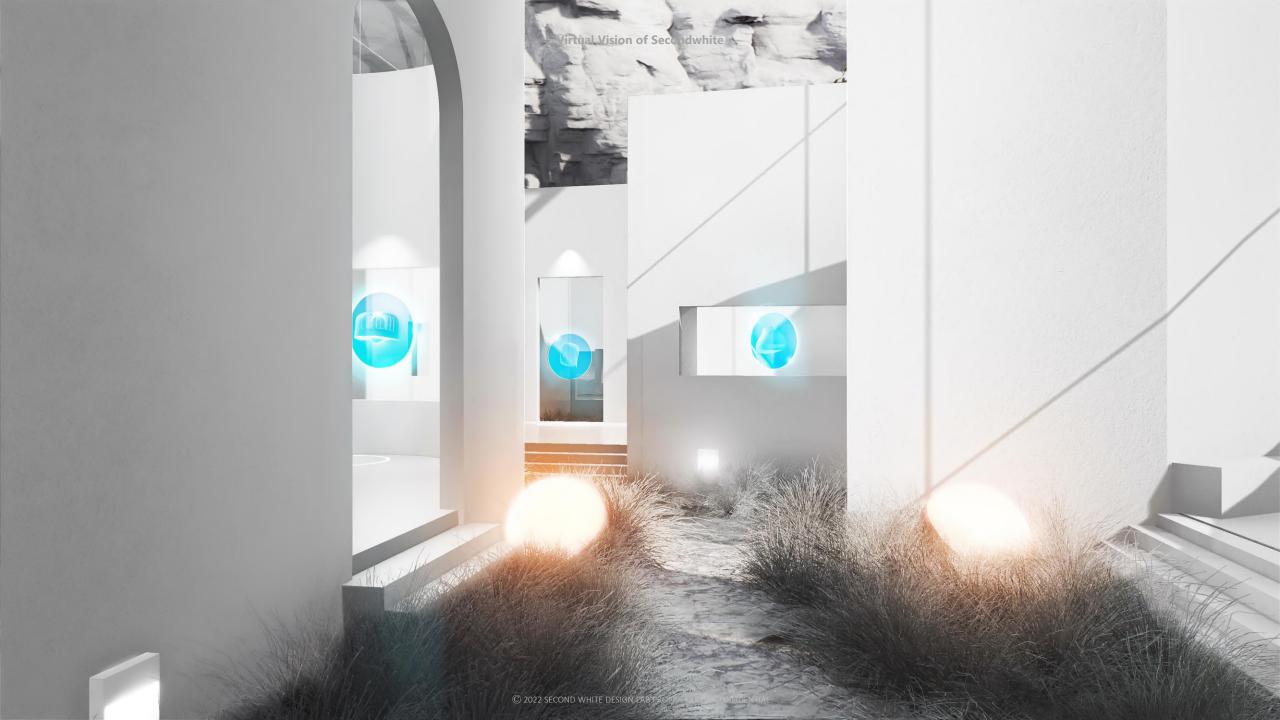


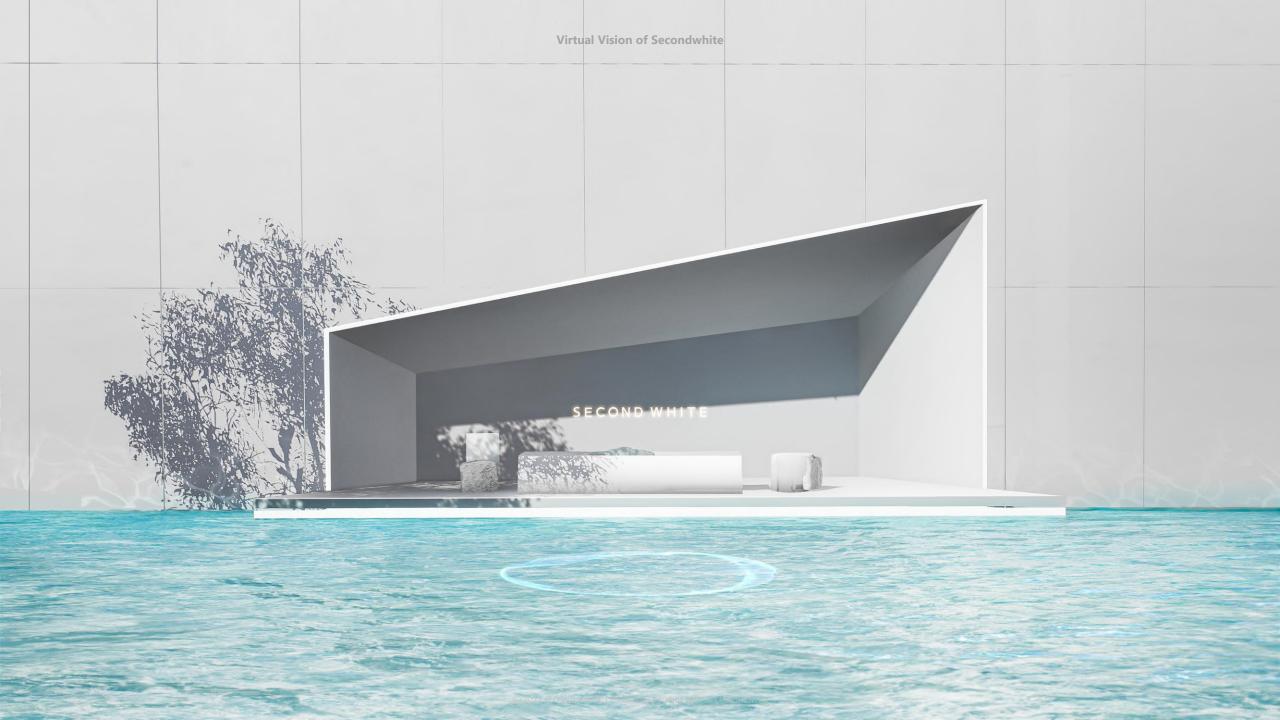


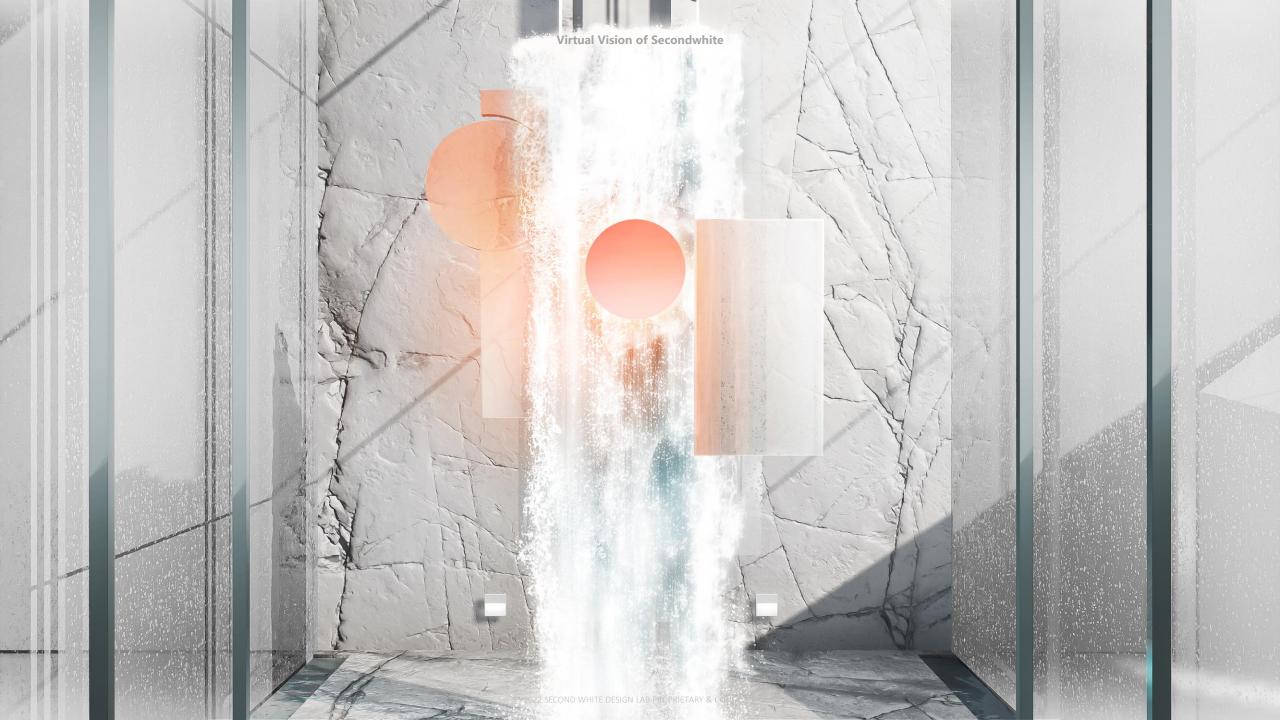
Virtual Vision of Secondwhite

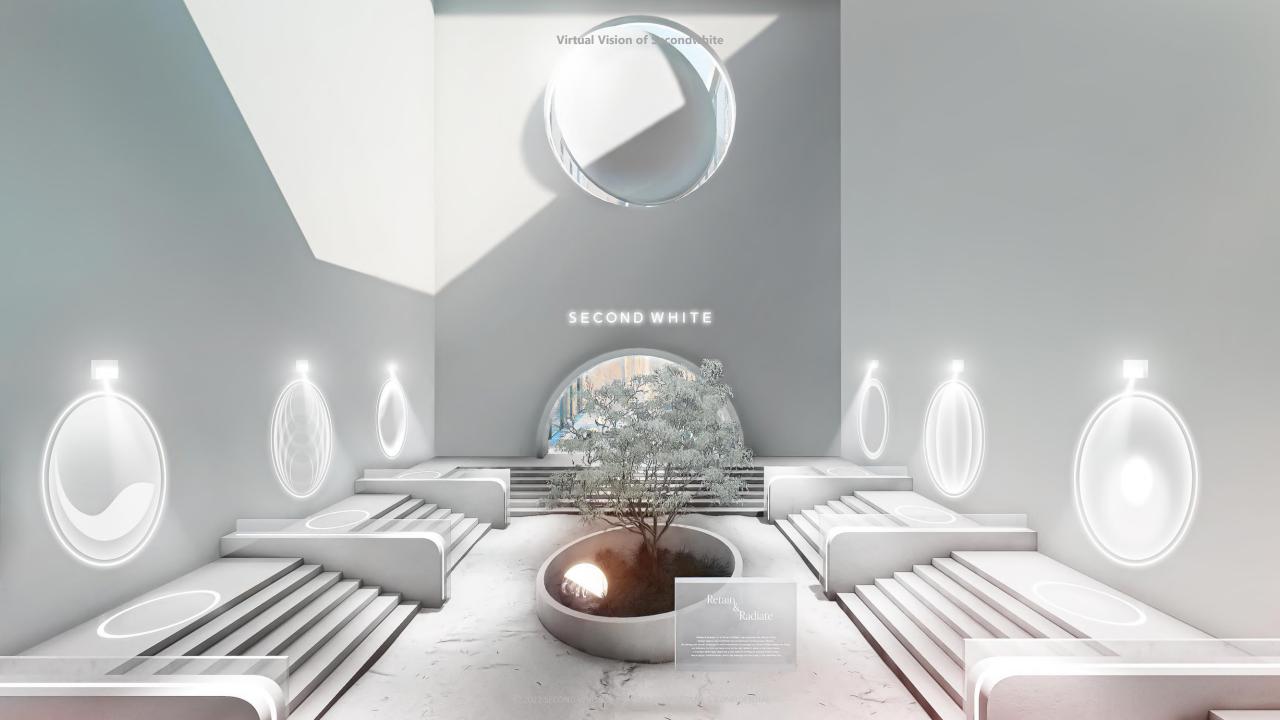
SECOND WHITE



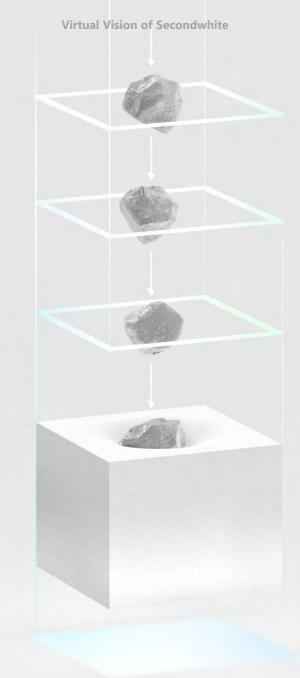








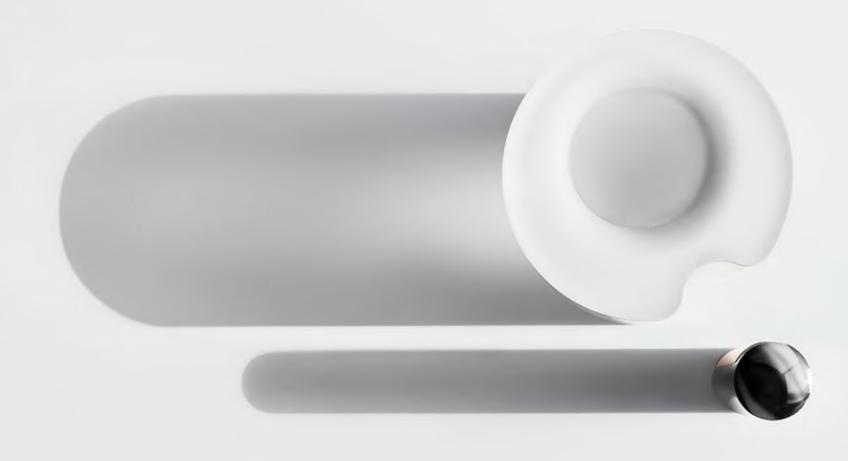




01

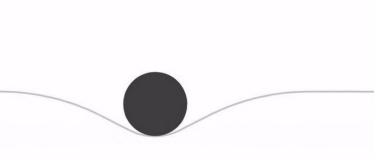
"Our design message"

First Collection



SECONDWHITE 2020





Harmony Balance Sophisticated

This work is our first collection containing Second White's values entirely. Raindrops, after a long time, refine solid rocks and change their shapes. As such, different properties in nature meet each other unaffectedly to make a certain form. We are convinced that these changing shapes in progress are the most natural and complete forms across time and places, as they convey familiar, natural, and stable feelings to us and the next generations constantly.

We are sure that one should find the standard of fundamental beauty from things which do not change for a long time. Instead of forcing familiarity when producing unfamiliar and completely new products, we aim to convey a different sense of novelty by focusing on the familiar and stable experiences; in other words, the beauty and familiarity as we think.



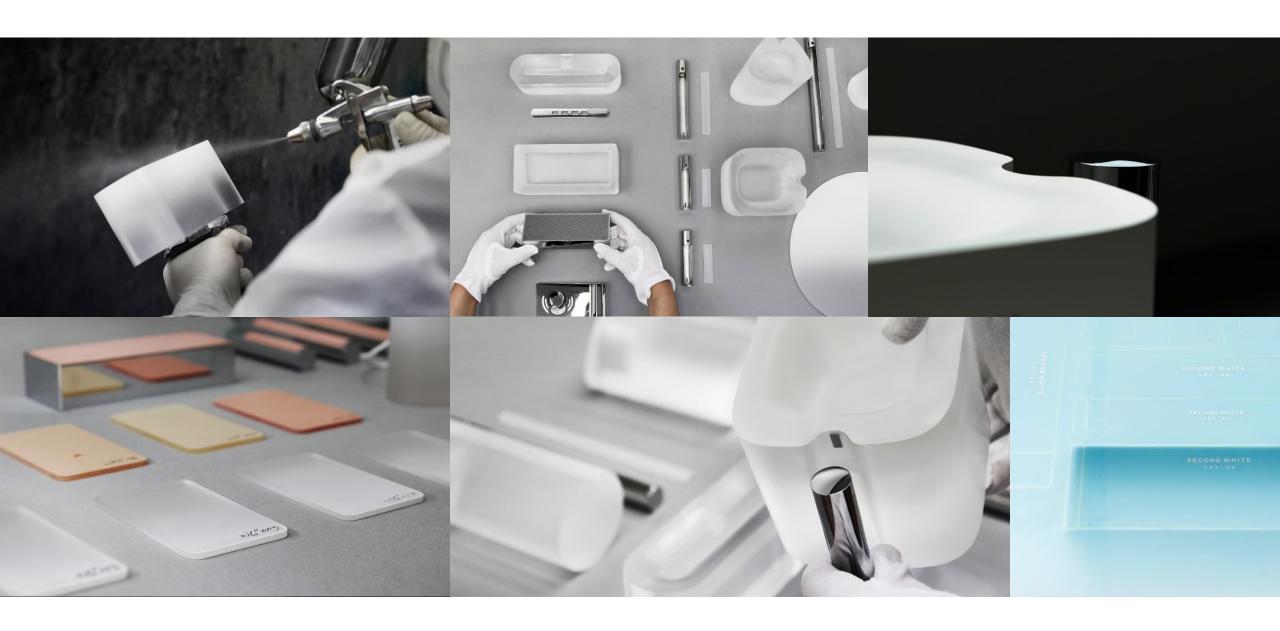


























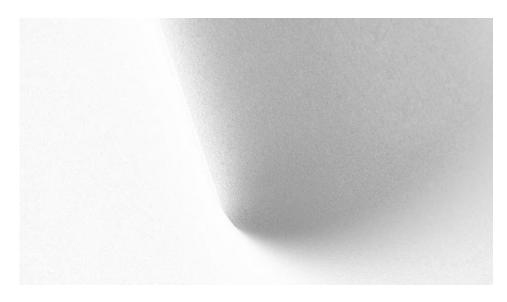




02

"We make possibility"







Listen to Hole, Speak to Light

Al speakers are a high-demensional product that helps communications between humans and machines.

However, current product designs are too standardized and simplified which do not match the product's essential keyword 'communication'. We want to deliver the keyword 'communication' by using 'light' as a our medium. 'Light' is though untouchable, but occupies most of the human's sensation and this is as intuitive and emotional as it is. That is why we are trying to connect humans and products by a perfect design which will be the suitable medium of light.





The lighting tones are recommended in consideration of the key factors, color and light. Warm tone is slowly start and end the day while cool tone to feel fresh and active.



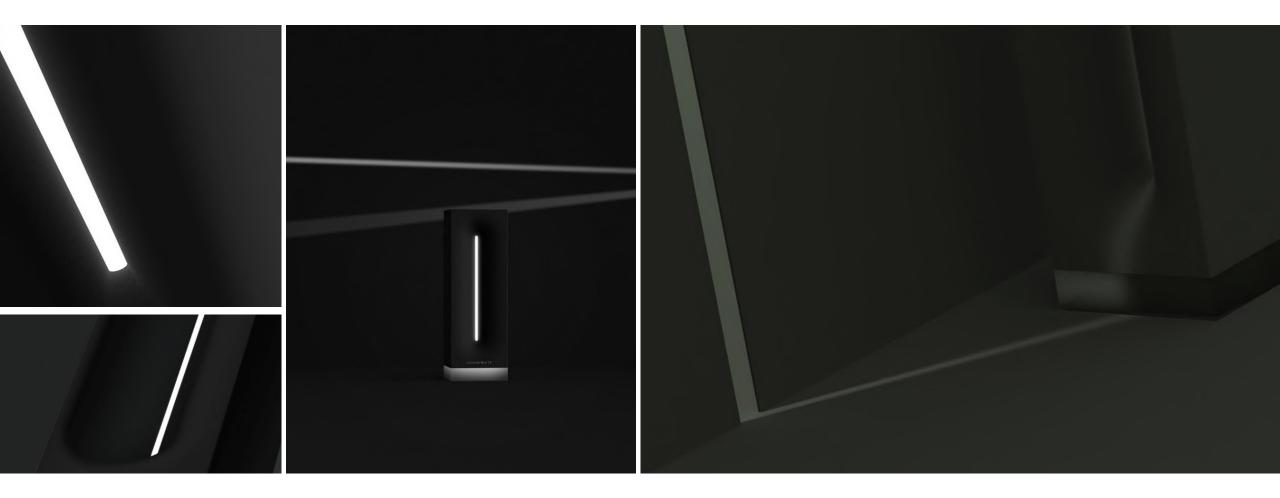










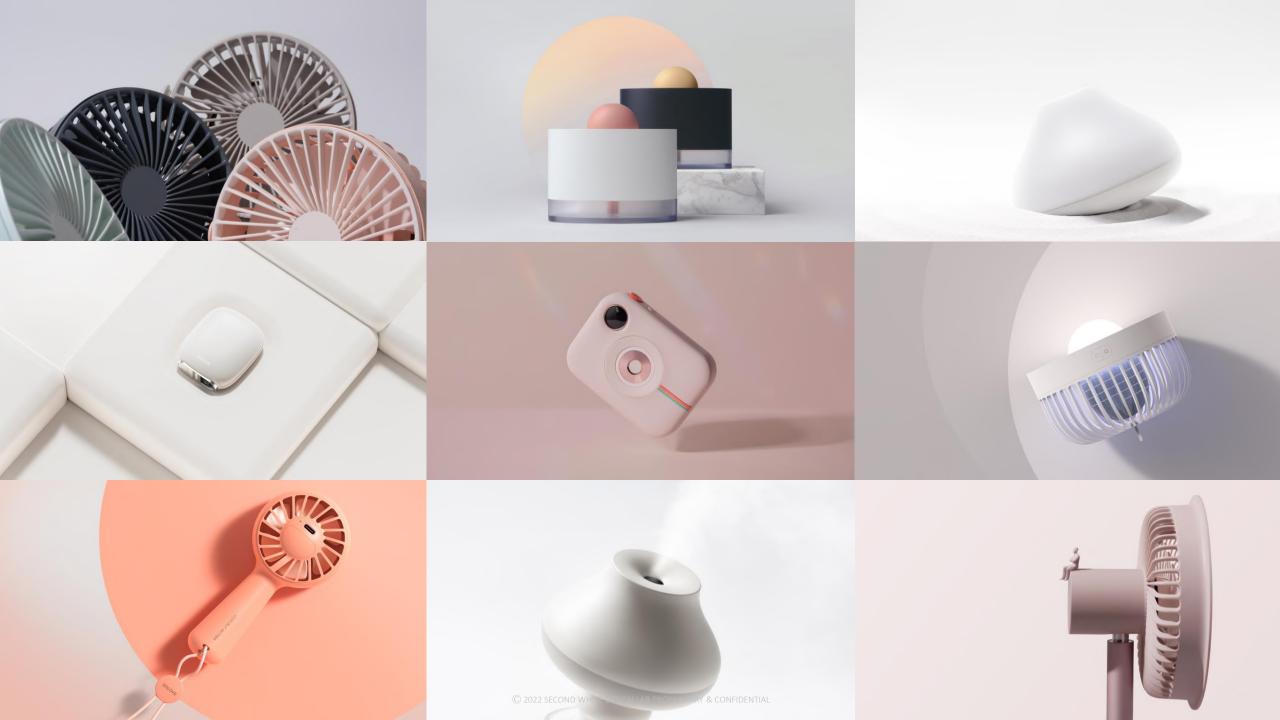




03

"We make Brand image"





Birdcage Mosquito Killer







SOLOVE 2021

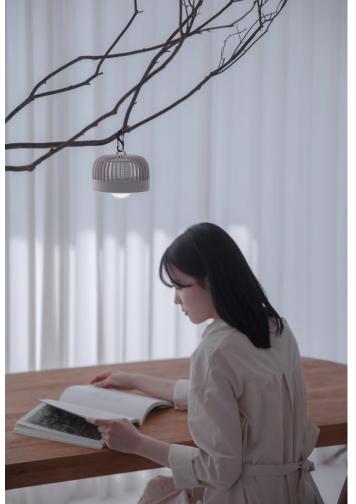










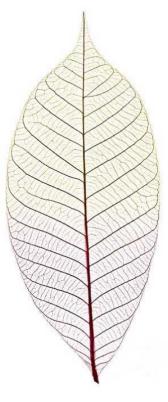






P2 Mosquito Swatter





SOLOVE

2021





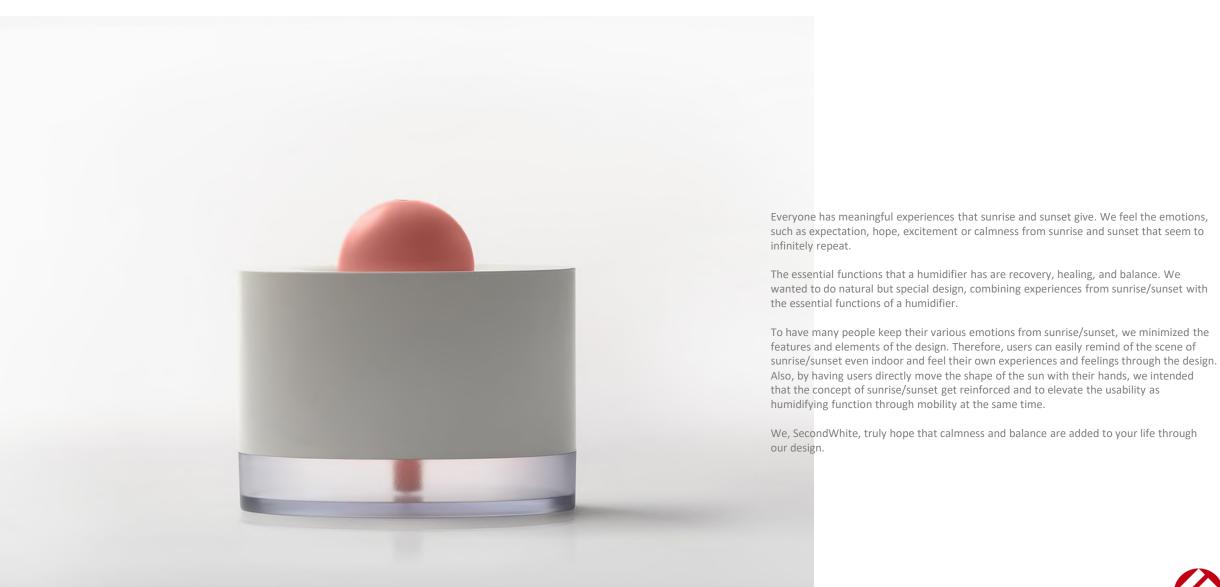




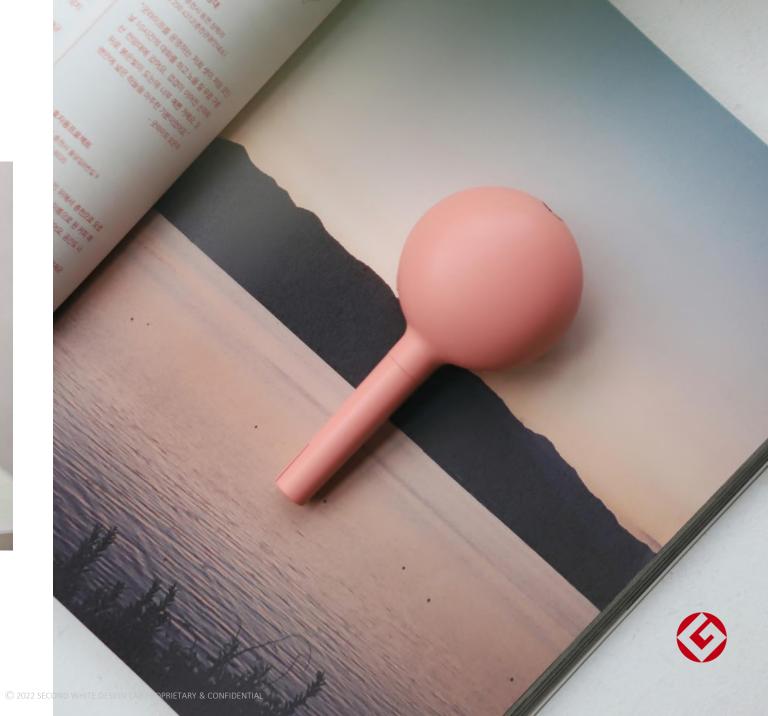
H5







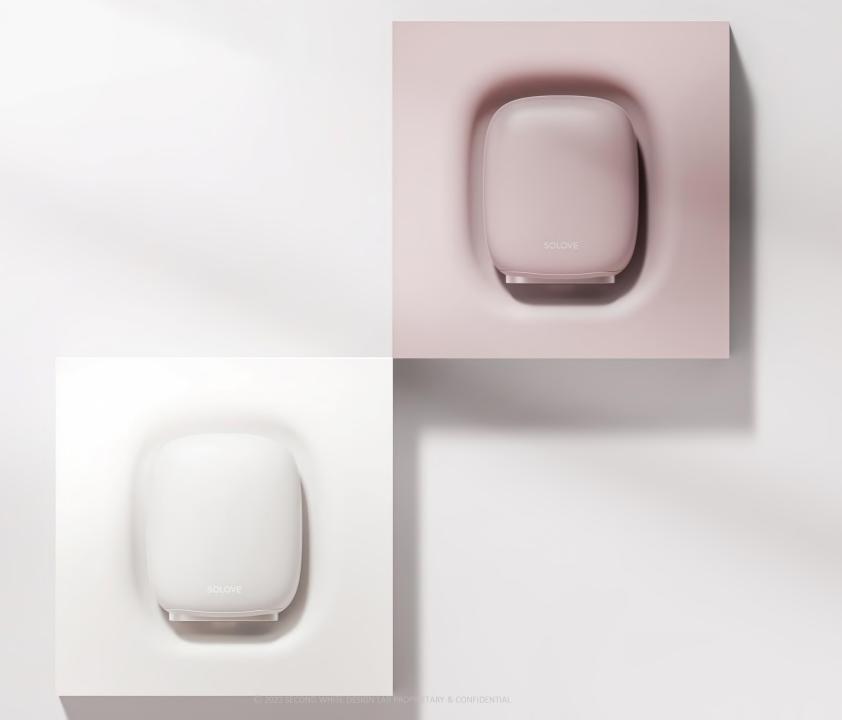








Handwarmer SOLOVE 2020





Water bag









SOLOVE

2017



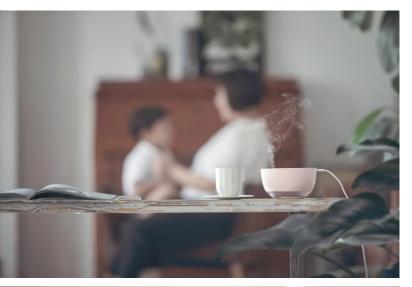
Humidifier

Look around the plates about you. Each has its own shape, but there is one thing in common. They're set still stably and present you sereneness by their presence itself. Since ancient times, plates have always forged such beauty around themselves. In addition, plates have the generosity and magnanimity which can hold things.

The essentials of the humidifiers we use are to heal and provide balance for us. We have put all the hopes of healing people and providing them with the ample balance of our humidifier whose motif of a plate gives people sereneness and stability. We wish the healing function and psychological calmness will double up based on the harmony as we perceive.



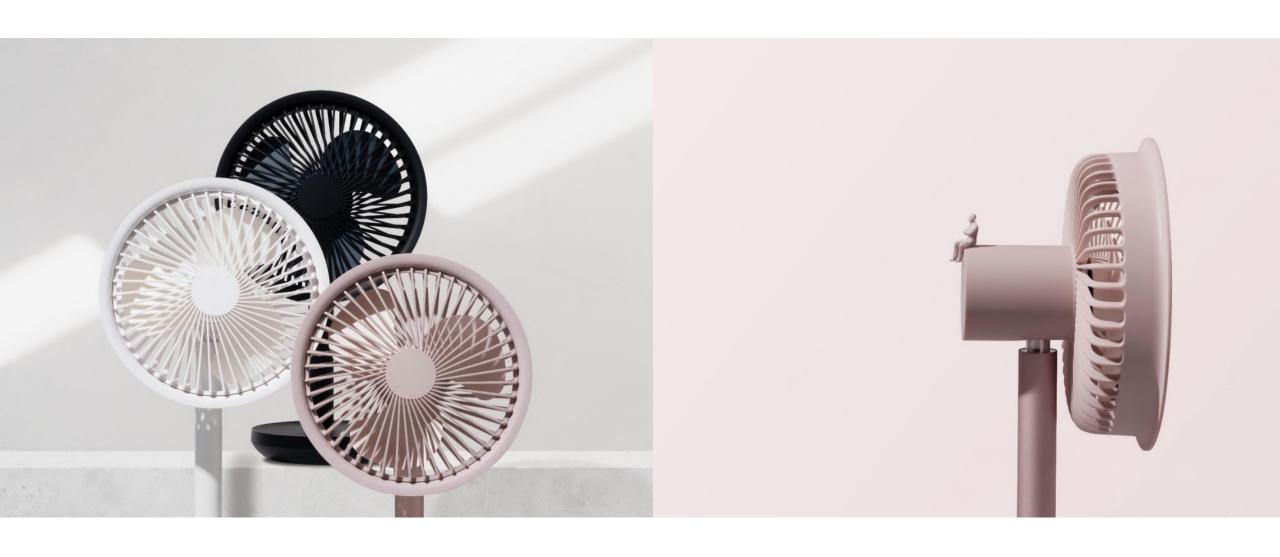






Mini stand fan







04

"We collaborate"

SANNY HOLINGS LLC

The Buddy & The Refill







Ⅰ ⊃ 为 \ 2022 AWARDS



Game Console EDGE









Electric Scooter













Magnet Wireless Charger











Electric Toothbrush F



HUSUM

2020









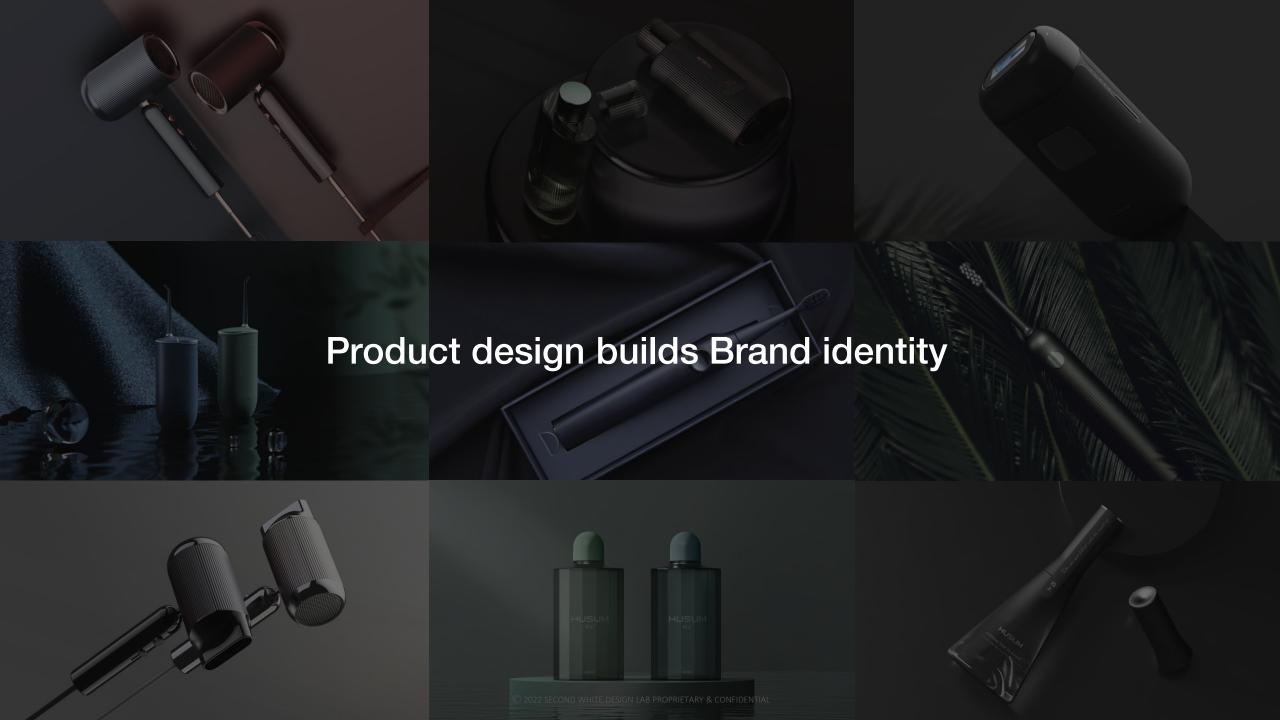








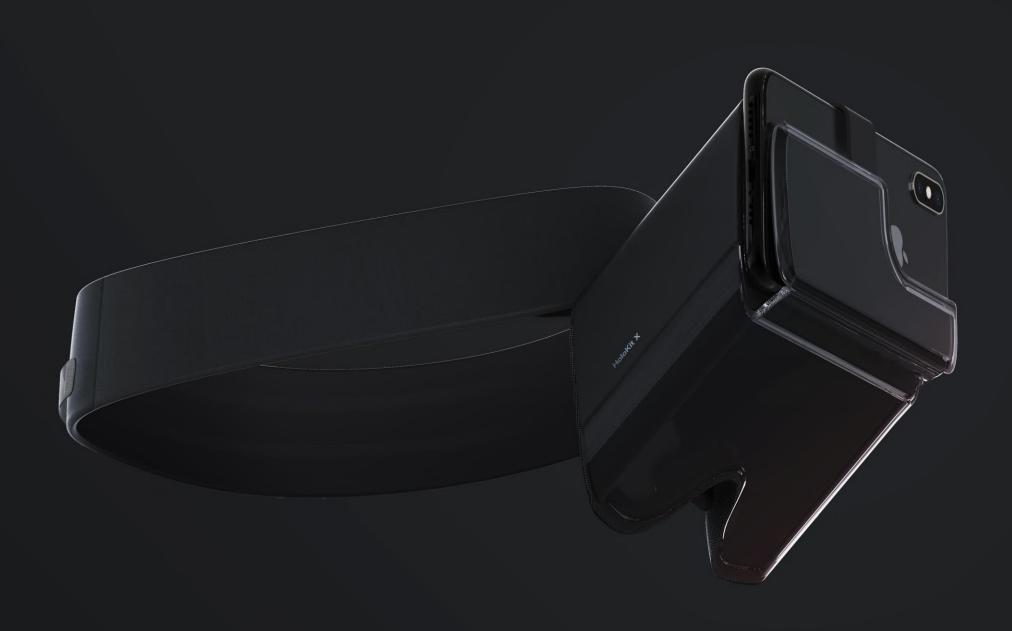




Holokit X







Holokit AR



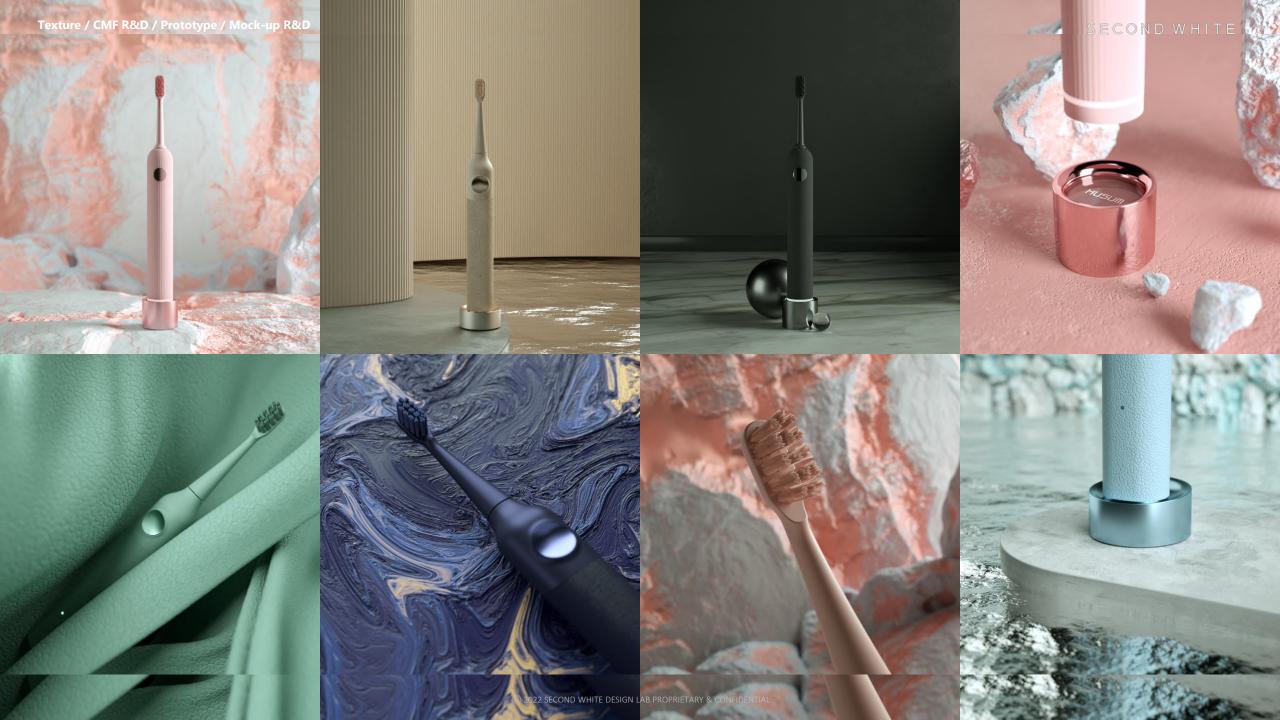






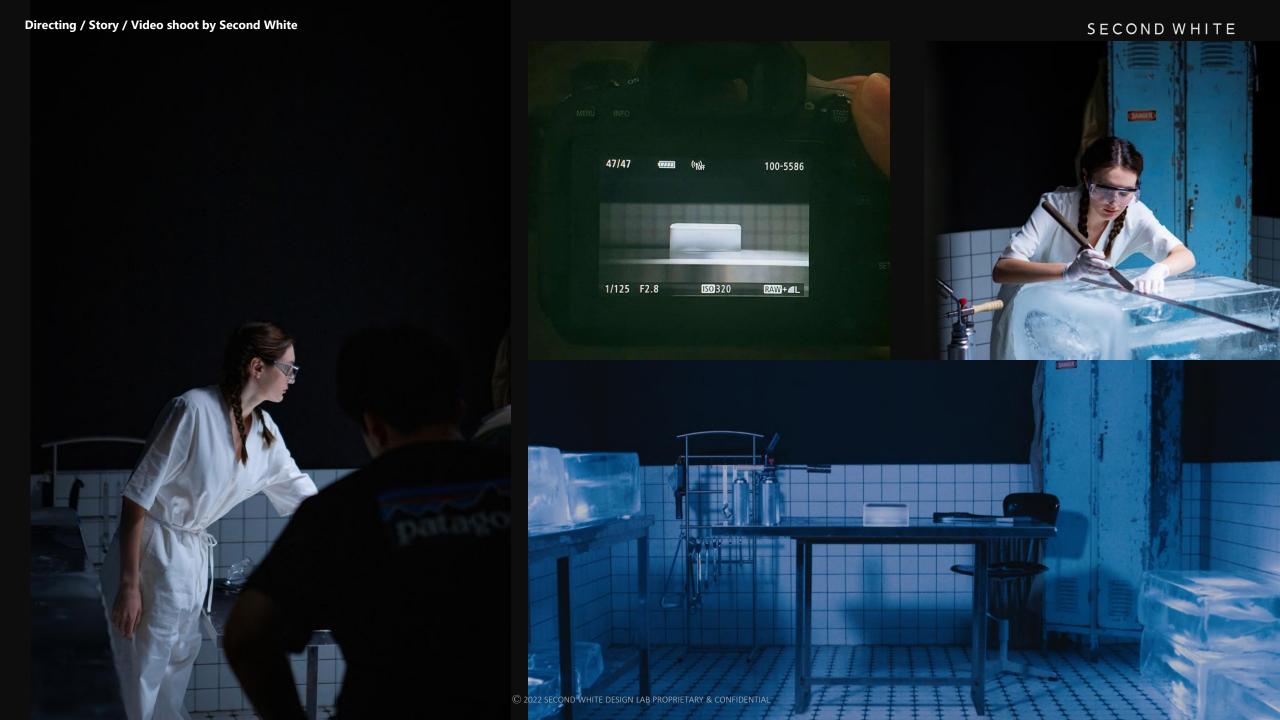
OTHER SERVICE

- -3D animation
- -Photograph
- -Film





Directing / Story / 3D Animation by Second White SECOND WHITE

























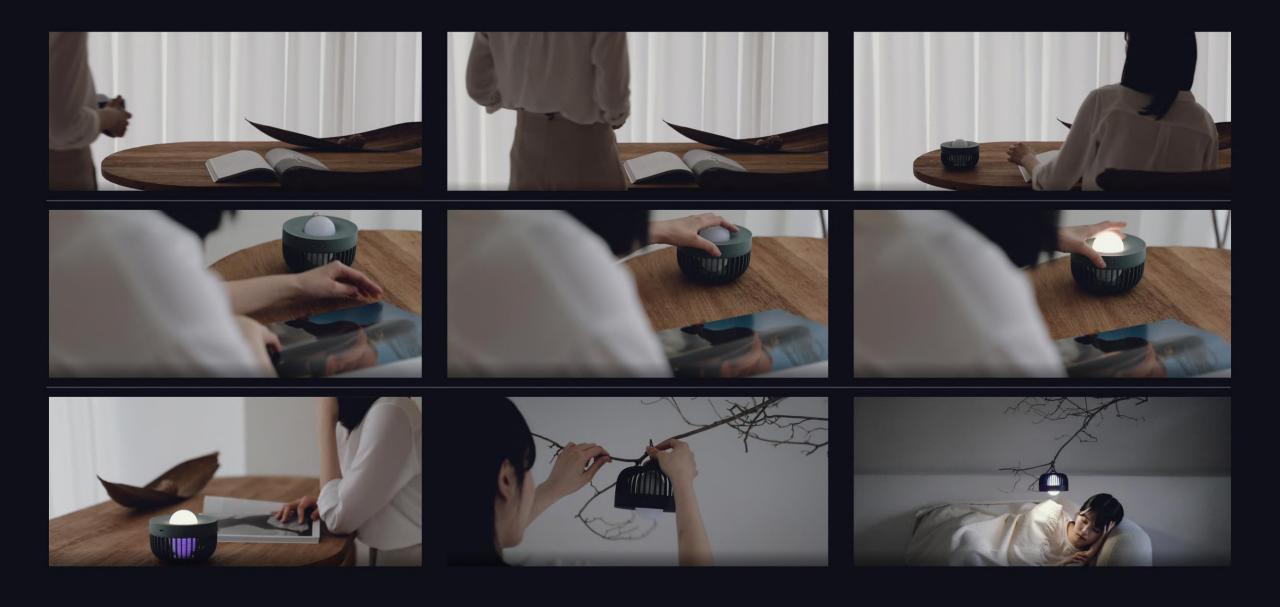












Start your creative journey with Second White

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