

 BOUSSOLE

## Pride arousing your digital sensibility, BEFINE.

BEFINE manufactures N specializes in accessories optimized for IT devices, is based on an unequated design sensibility and technical skills.

Starting with a protection film and keyboard skin, BEFINE is steadily expanding a range of their products which consist of design pad, bags, cases, etc.

BEFINE will BE continually striving to show more Functional, Interesting products to be reflected in market and consumer's Needs with an Evolved design in days to come.

Thank you.

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**BOUSSOLE BACKPACK 2**  
BS-BP101NB / BS-BP102RD

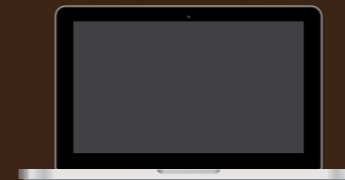


BOUSSOLE – “Collaboration with GEAR3 BY SAEN”

In the fall of 2012, newly released BOUSSOLE BACKPACK2 (BS-BP101NB/BS-BP102RD) has enhanced storage space and adopted young and trendy colored material which is able to style in various fashion product for all ages.



**Carrying case and Backpack  
Combo**



THE LAPTOP COMPARTMENT FITS  
for MacBook Pro 15-inch (with Retina display)  
for PC mm. **370x260x40**



**Boussole Backpack  
DayTrip**

Intelligent storage of efficient space division for the essentials and laptop.  
Sensuous and contrasting feel of interior and exterior colors.  
Padded laptop compartment and breathable shoulder strap with padded mesh.

**BS-BP101NB  
BS-BP102RD**

Customer support : <http://www.befine.co.kr/support>  
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**BACKPACK**  
BS-BP100A



BOUSSOLE – “Collaboration with GEAR<sub>3</sub> BY SAEN”

BOUSSOLE means a new bag brand that sublimates a mechanical property into a creative emotion.  
The “mechanical” on GEAR<sub>3</sub> means to be used and optimized for various purposes, a simplicity design to be needed.  
BOUSSOLE throws daringly away a design for a normal design, and aims at a practical design to improve user’s convenience and lifestyle.

**Carrying case and Backpack Combo**

THE LAPTOP COMPARTMENT FITS  
for MacBook Pro 15-inch  
for PC mm. **370x260x40**

**Boussole Backpack BS-BP100A**

Various and effective utilization of the backpack, cross-bag and briefcase  
Enough storage space, possible to store Apple Macbook 15”  
Relieve the shock from outside by shock absorption pads manufacturing inside of the bag

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**BRIEFCASE**  
BS-PD100A

 **BOUSSOLE**

BOUSSOLE + GEAR<sub>3</sub> BY SAEN

BOUSSOLE designed by designer Mi Sun Park from "GEAR<sub>3</sub> BY SAEN" recognized from users of all over the world. You will be able to meet a variety of backpack series of BOUSSOLE have accuracy for with her creative emotion through continued co-works between BOUSSOLE and designer Park.



**Brief case and Stand Combo**

THE TABLET COMPARTMENT FITS for iPad 2 and iPad 3rd mm. **192X245X15**



iPad 2      iPad 3rd

**Boussole Brief case BS-PD100A**

- Fast and easy to put and take your iPad 2, iPad 3rd out of a brief case through left and right zipper style
- Function of iPad stand through quick release straps with a upper cover
- Minimize the volume and weight with light-footed and urban style

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## LAPTOP MESSENGER

BS-CB113NB / BS-CB113KH / BS-CB135NB / BS-CB135KH



 Navy Blue  Khaki

 BOUSSOLE

BOUSSOLE + GEAR<sub>3</sub> BY SAEN

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Fits up to MacBook Air 13"  
for PC mm. 325x240x20



Fits up to MacBook Pro 15"  
for PC mm. 365x260x25



### Laptop Messenger Bag

A wide variety of messenger bags with two colors(Navy Blue and Khaki) and sizes(13" and 15")  
An Unique design based on square frame style of Boussole own  
A Soft PAD for shock absorption and a genuine leather patch for the safe storage of laptop

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Customer Service : [cs@befine.co.kr](mailto:cs@befine.co.kr)

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Design Collaboration

GEAR3  
BY  
SAEN



## Misun Park

Double major in Graphic Design & Fashion Design

Age 21 - Prepared to launch brand with aspirations in designing handbags

Age 24 - Started gaining experience by working at a handbag company

Age 25 - Entered Seoul Design Festival which led to a relationship with a different company called 'SSAMZIE'

Age 27 - Launched brand 'GEAR3 BY SAEN' under own company called 'BAGSTAGE'

### Design Philosophy

Eliminate unnecessary details and focus on the core elements

Mainly concentrate on who the customers are and what they want and consider its' target market without going against brand's identity

## 朴美先

視覚デザイン、衣装専攻

21歳にカバンデザインに志を立てて準備をし始めて

24歳にカバンデザイン会社に就職して色々な経験を積んでいながら

25歳にソウルデザインフェスティバルに参加して縁を結んだ(株)SSAMZIEに1年間勤務することになり、そして

27歳に baGstageという今の会社を立ち、本人のブランドの GEAR3 BY SAENが誕生されました。

### Design Philosophy

最大限必要ないものは除外させ、カバンそのものに集中しようとしてきました。

客に対する配慮と使用所に対する理解、それに違背しない範囲でブランドのアイデンティティを付与した。



<http://boussole.co.kr>

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