

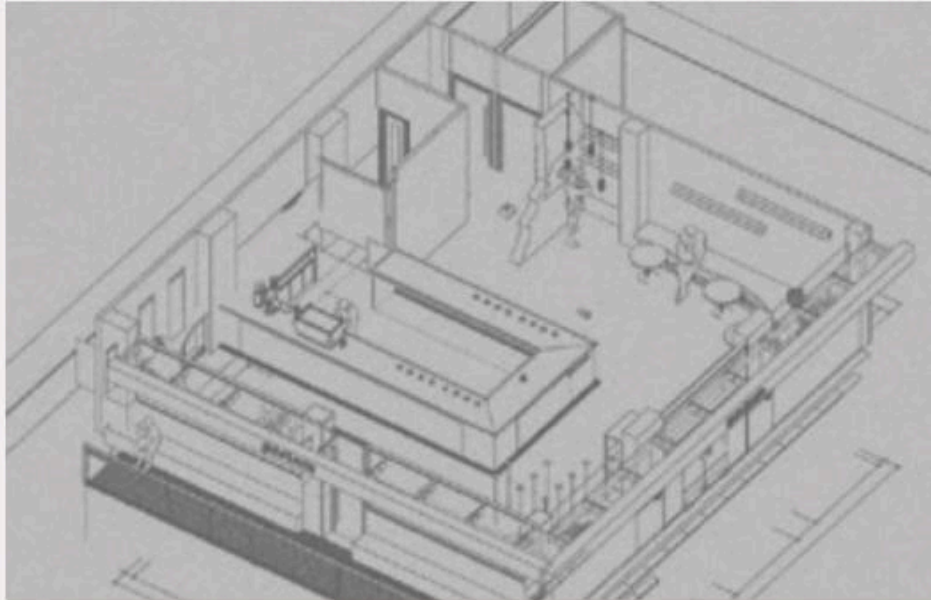
From beginning To end of brand

MIOO

Overview



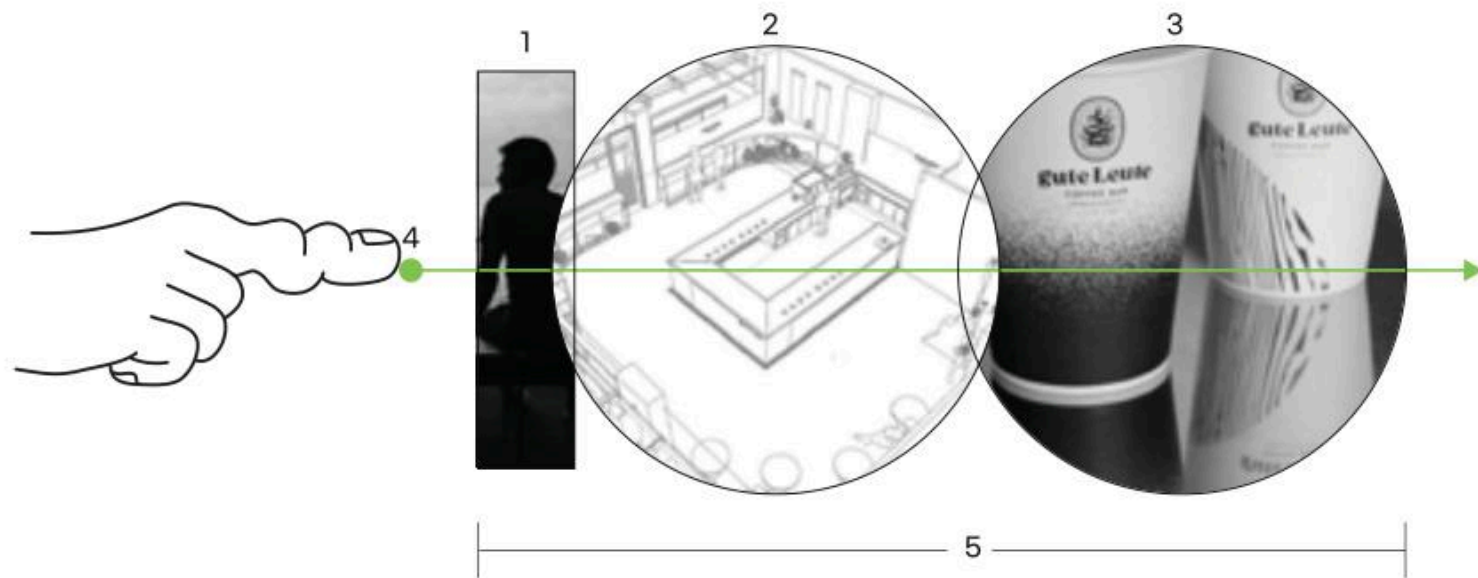
IMIOO is total brand design studio based in Seoul, Korea. From the inception, symbolized by 1, to the culmination, symbolized by 100, brands require processes where various elements blend harmoniously, layer by layer, with added details, ultimately embodying a unified set of values. From the inception to the culmination of a brand, IMIOO crafts distinctive design solutions, envisioning unique experiences by maintaining a clear direction and essence throughout all stages, encompassing space and brand identity, with its delicate and distinctive perspective.



IMIOO

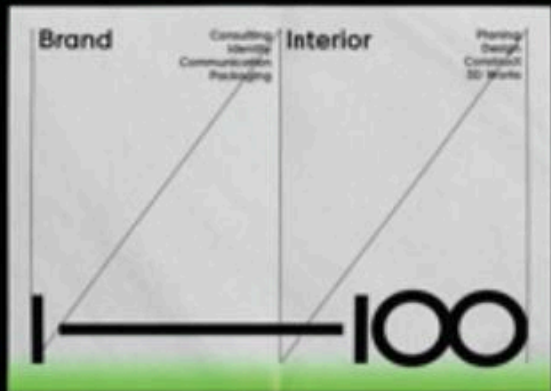


IM100 BRAND IDENTITY DESIGN



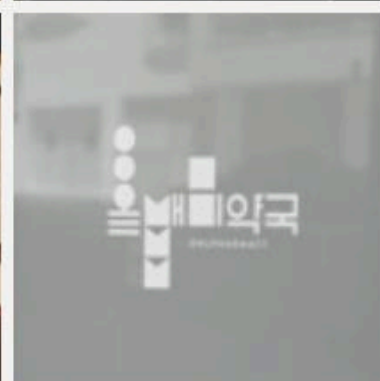
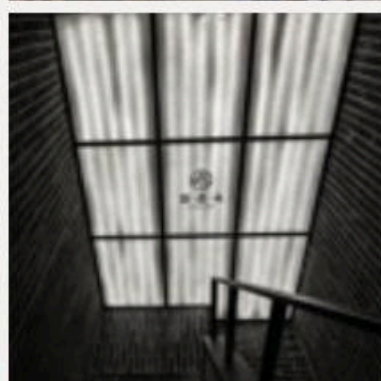
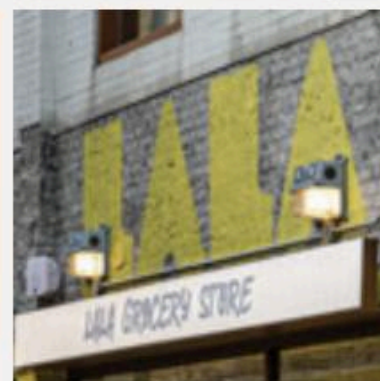
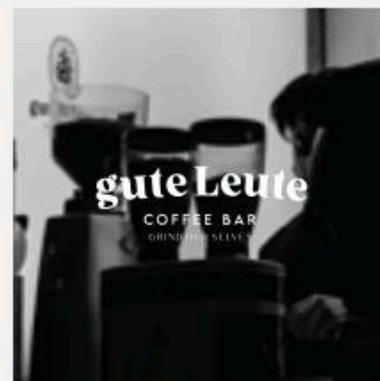
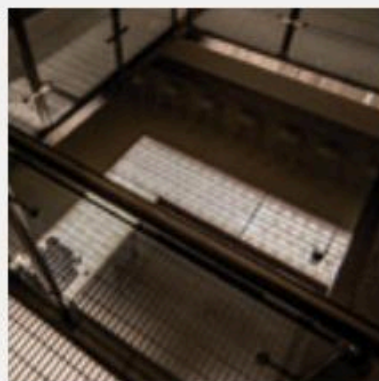
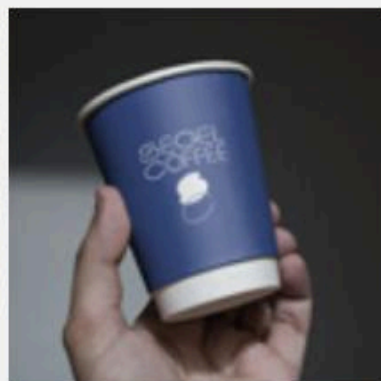
브랜드의 처음부터 끝까지.

- 숫자 1에서 100에 도달하는 것과 같이 공간과 브랜딩을 하나로 통합된 일관적 아이덴티티로 브랜드의 처음부터 끝까지를 함께 합니다.
- 아임백만의 트렌디하지만 차별화된 관점으로 특별한 경험들을 고안하여 해당 브랜드만의 컨셉을 만드는 능력.
- 상업 공간을 전문으로 종목을 가르지 않는 다양한 포트폴리오!



Consulting
Identity
Communication
Packaging







아임백 커뮤니케이션즈 대표/크리에이티브 디렉터

울산 화성고 졸

홍익대학교 미술대학 졸<시각디자인 전공>

홍익대학교 광고홍보대학원 졸<광고홍보전공>

홍익대학교 광고과전공 박사과정수료

2010 청주대학교 언론광고전공 겸임교수 역임

2007-2011 송의여자대학교 시각디자인 전공 교수 역임

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2003 제22회 대한민국미술대전 디자인부문 대상 수상

2003 커뮤니케이션국제공모전 광고부문 Italy Istituto Europeo di Design상 수상

2003 (사)한국시각정보디자인협회 연감 포스터 수록

2003 (사)한국시각정보디자인협회 회원전 포스터 전시

2003 홍익대학교 '홍익을 빛낸 동문상' 수상

2005-2012 (사) 한국시각정보디자인협회 VIDAK 연감, 회원전 포스터 전시

2007 VIDAK 연감 포스터 수록

2007 미국 AIGA(American Institute of Graphic Art) 초청전시 - VIDAK '07: Graphic Design in Korea '전'

FUJIFILM FLAGSHIP STORE
HOUSE OF PHOTOGRAPHY, HANNAM



FUJIFILM FLAGSHIP STORE
HOUSE OF PHOTOGRAPHY HANNAH



FUJIFILM FLAGSHIP STORE
HOUSE OF PHOTOGRAPHY, HANNAM



FUJIFILM FLAGSHIP STORE
HOUSE OF PHOTOGRAPHY, HANNAM



FUJIFILM FLAGSHIP STORE
HOUSE OF PHOTOGRAPHY, HANNAM



FUJIFILM FLAGSHIP STORE
HOUSE OF PHOTOGRAPHY, HANNAM



FUJIFILM FLAGSHIP STORE
HOUSE OF PHOTOGRAPHY, HANNAM



FUJIFILM FLAGSHIP STORE
HOUSE OF PHOTOGRAPHY, HANNAM



FUJIFILM FLAGSHIP STORE
HOUSE OF PHOTOGRAPHY, HANNAM



PRINT BAR



CASH DESK / RENTAL

YUMSEM KIMBAB RENEWAL
TOTAL SPACE BRANDING DESIGN

♦ It's yummy. ♦
YUMSEM

CARROT



MOTIF



PATTERN

BURDUCK



MOTIF



PATTERN

PICKLED RADISH



MOTIF



PATTERN

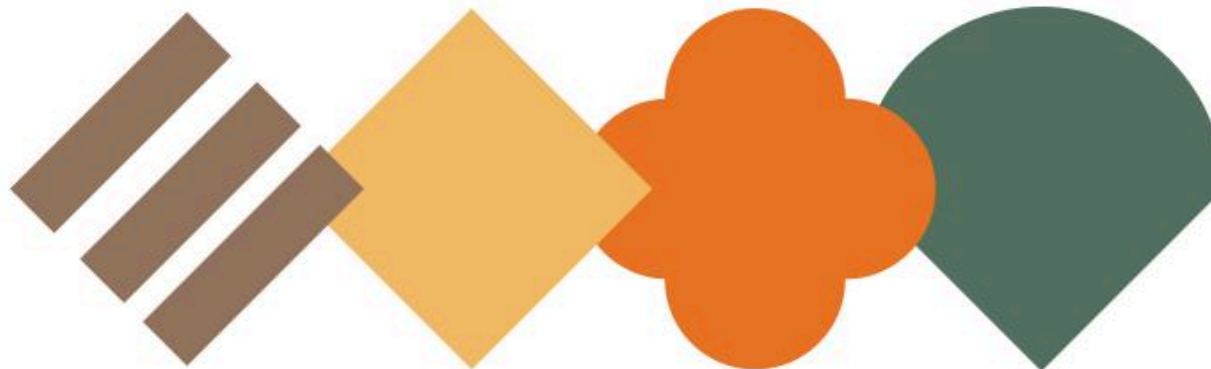
CUCUMBER



MOTIF



PATTERN



R 146/ G 115/ B 93
C 39/ M 51/ Y 63/ K 14
92735d

R 244/ G 187/ B 103
C 3/ M 28/ Y 69/ K 0
#f4bb67

R 233/ G 114/ B 0
C 5/ M 67/ Y 100/ K 0
#e97200

R 83/ G 112/ B 97
C 69/ M 40/ Y 62/ K 20
#537061

YUMSEM | LOVE TODAY
LOVE YUMSEM



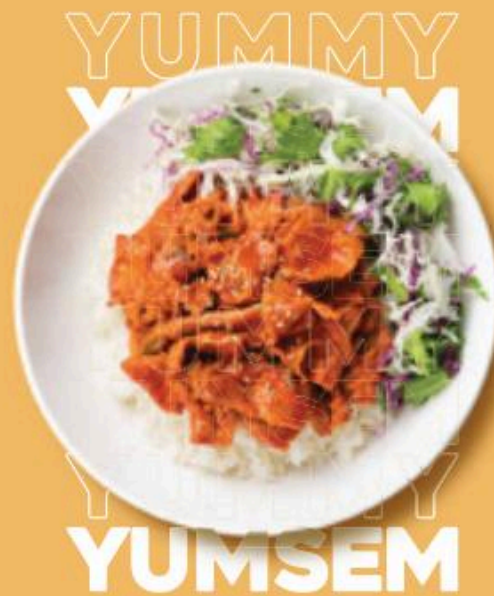
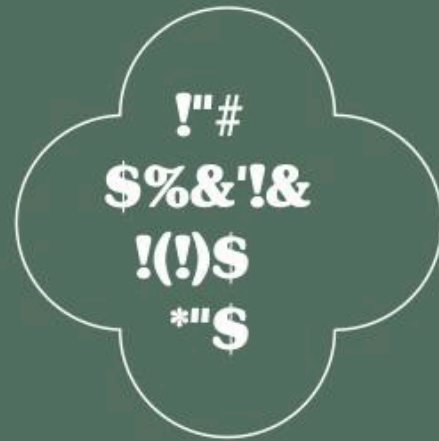
YUMSEM | LOVE TODAY
LOVE YUMSEM

YUMSEM | LOVE TODAY
LOVE YUMSEM



YUMSEM | LOVE TODAY
LOVE YUMSEM





LOVE YUMSEM

GIMBAP

/
PORK
CUTLET

/
SPAM&EGG
OVER RICE

/
BIBIMBAP

/
MODAGI

OF
한남
한남



every day
YUMSEM





It's yummy
YUMSEM

It's yummy
YUMSEM

It's yummy
YUMSEM

YUMSEM
YUMSEM
YUMSEM

샌프루

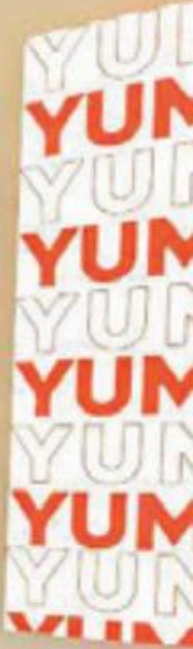
샌프루

샌프루

점수기

원식대

YUMSEM
YUMSEM
YUMSEM

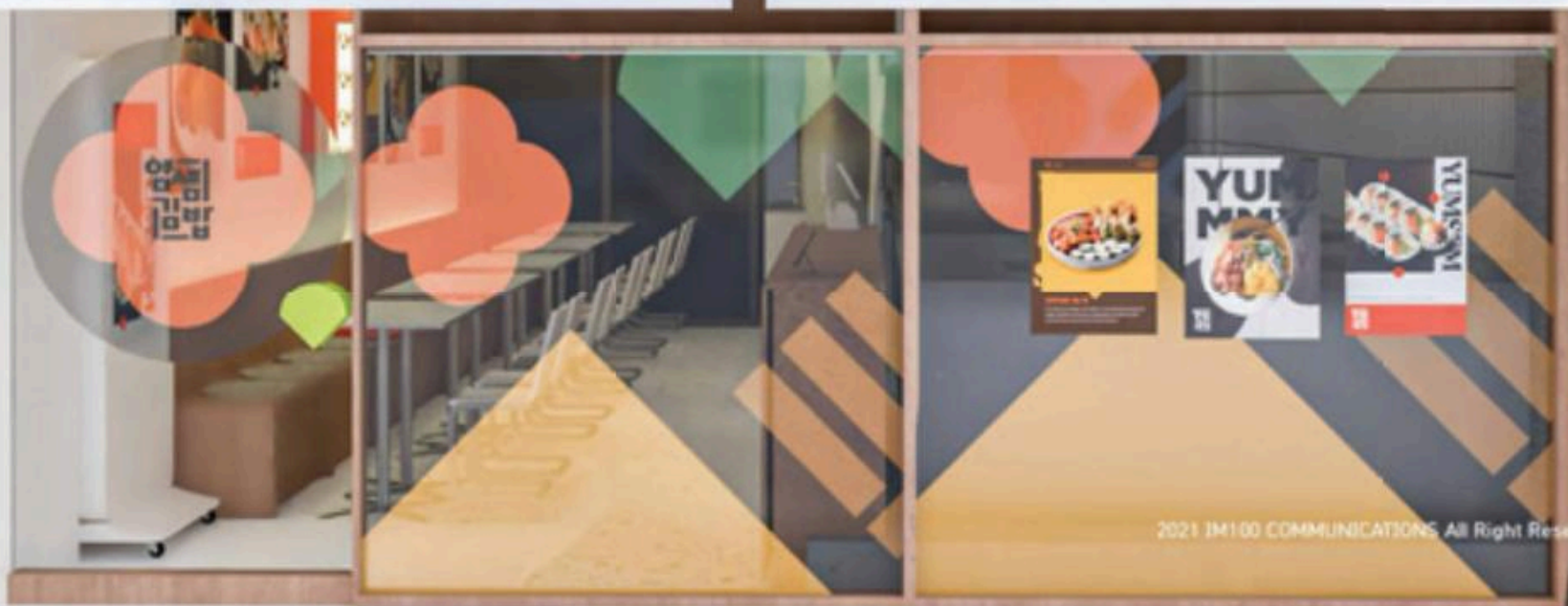




아름다운
도시



아름다운
도시



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GUTE LEUTE COFFEE BAR FRANCHISE
TOTAL SPACE BRANDING DESIGN



gute Leute

COFFEE BAR
GRIND OURSELVES





gute Leute





gute Leute

COFFEE BAR

GRIND OUR SELVES



gute Leute

COFFEE BAR
GRIND OURSELVES

WHAT DOES NOT DESTROY ME,
MAKES ME STRONGER.



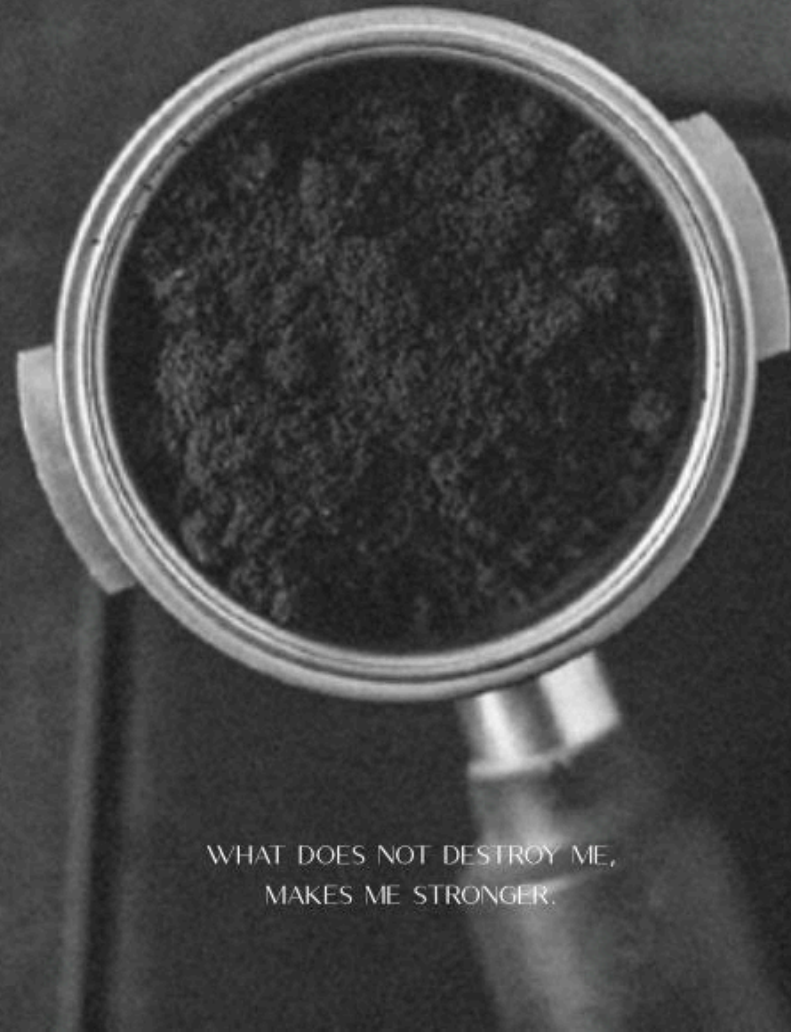
gute Leute

COFFEE BAR
GRIND OURSELVES



gute Leute

COFFEE BAR
GRIND OURSELVES



WHAT DOES NOT DESTROY ME,
MAKES ME STRONGER.

gute Leute
COFFEE BAR

gute Leute
COFFEE BAR

gute Leute
COFFEE BAR

gute Leute
COFFEE BAR



말이되고 버려질 물건, 이젠 더 우리와 가까이 있을 것입니다.
물과 토끼는 구름과 함께 달은 밝은, 말안에서 느껴지는 새로운 맛,
정말한 두께와 함께 새로운 맛을 느끼는 새로운 맛입니다.
이제까지의 모든 맛과 함께 더욱더 맛있게 느껴집니다.

• 에스프레소와 카피라노는 기본적으로 맛있게 느껴집니다.
맛을 느끼지 않는 것은 사실입니다.

노멀 +0 | 스레플 +2.0 | 이케르 +1.0

물과 토끼는 구름과 함께 달은 밝은, 말안에서 느껴지는 새로운 맛,
정말한 두께와 함께 새로운 맛을 느끼는 새로운 맛입니다.
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에스프레소 2.0
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정말한 두께와 함께 새로운 맛을 느끼는 새로운 맛입니다.

only to go

에스프레소 2.0

에스프레소 2.0

gute
Leute

gute Leute

COFFEE
BAR



gute Leute
gute Leute
gute Leute

COFFEE BAR



gute Leute

COFFEE BAR

GRIND OUR SERVES



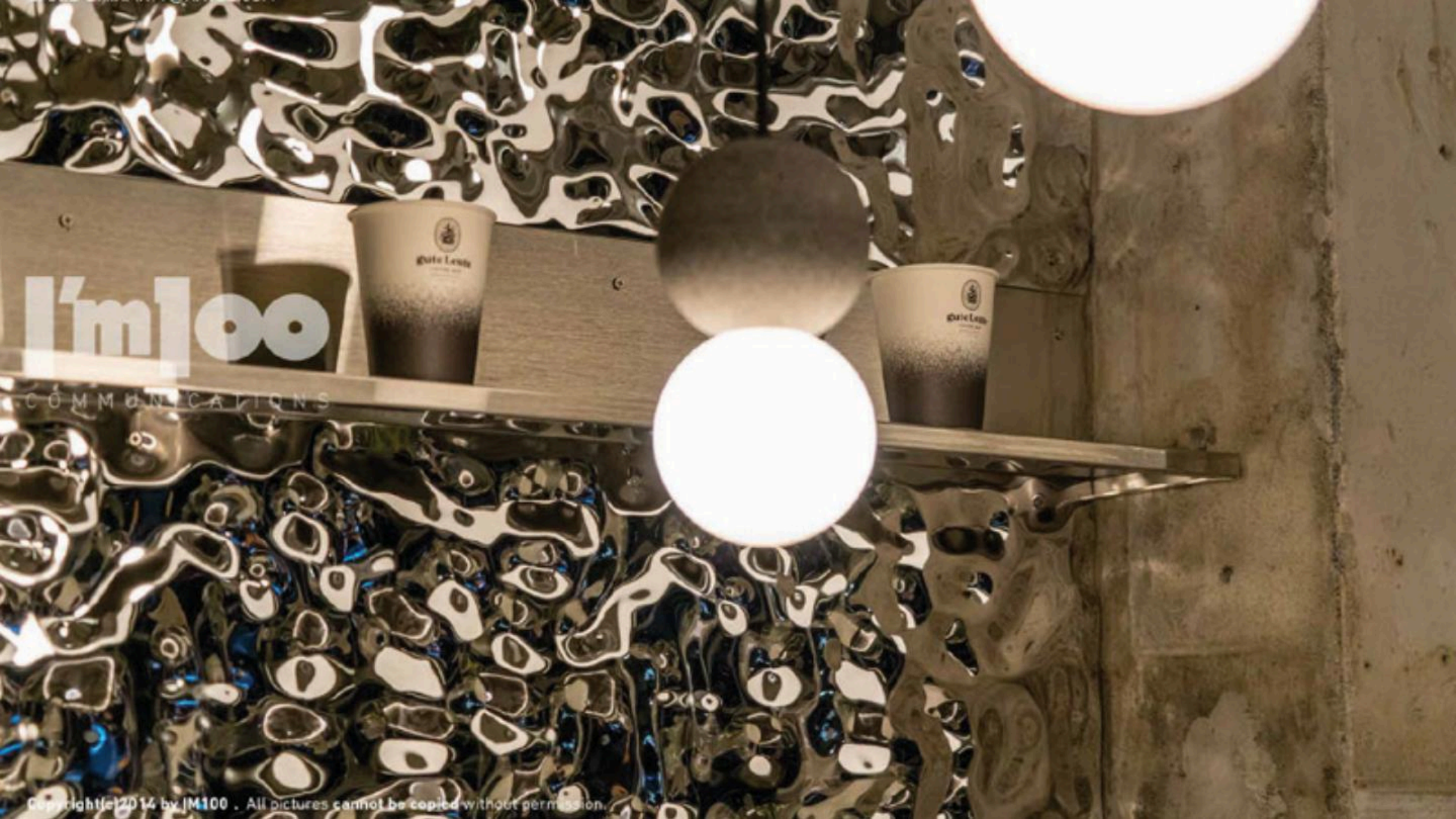


guteLeute
COFFEE BAR
GRIND YOURSELVES









l'm100

COMMUNICATIONS

IM100
COMMUNICATIONS

GUTE LEUTE COFFEE BAR FRANCHISE

TOTAL SPACE BRANDING DESIGN

**EAT BETTER,
BE HAPPIER**

ENJOY THE LITTLE THINGS AND
TENDER MOMENTS IN DAILY LIFE.
ALWAYS LALABREAD MAKE YOU HAPPY.

LALABREAD

LALA BREAD RENEWAL
TOTAL SPACE BRANDING DESIGN

LALA
BREAD

EAT BETTER. BE HAPPIER



LALA BREAD

GRAPHIC MOTIF



BREAD



SANDWICH



SALAD



SPREAD



COFFEE

PANTONE: 2155C
CMYK: 38 21 11 0
RGB: 158 181 203

PANTONE: 122C
CMYK: 0 17 85 0
RGB: 255 208 62

CMYK:
1 1 21 0
RGB:
251 244 209

PANTONE: 4635C
CMYK: 31 63 86 20
RGB: 151 95 53

BRAND TYPEFACE

나의 가장
소중하고
행복한 순간

Gmarket sans

BRAND TYPEFACE

**EAT BETTER,
BE HAPPIER**

LOVE OF THUNDER

**LALA
BREAD**
EAT BETTER. BE HAPPIER







LALA BREAD

ENJOY THE LITTLE THINGS AND TENDER MOMENTS IN DAILY LIFE.
ALWAYS LALABREAD MAKE YOU HAPPY.

**FRESHLY
MADE
CROISSANTS**
LALA BREAD

ENJOY THE LITTLE THINGS AND TENDER
MOMENTS IN DAILY LIFE.
ALWAYS LALABREAD MAKE YOU HAPPY.

**EAT
BE HAPPIER**

Croissant

Pastries

ENJOY THE LITTLE THINGS AND TENDER
MOMENTS IN DAILY LIFE.
ALWAYS LALABREAD MAKE YOU HAPPY.

© LALA BREAD WILL MAKE YOU HAPPY
**EAT
BETTER
BE HAPPIER**
LALA BREAD

**LALA
BREAD**

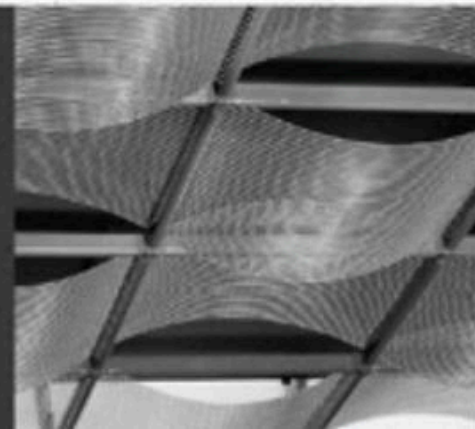
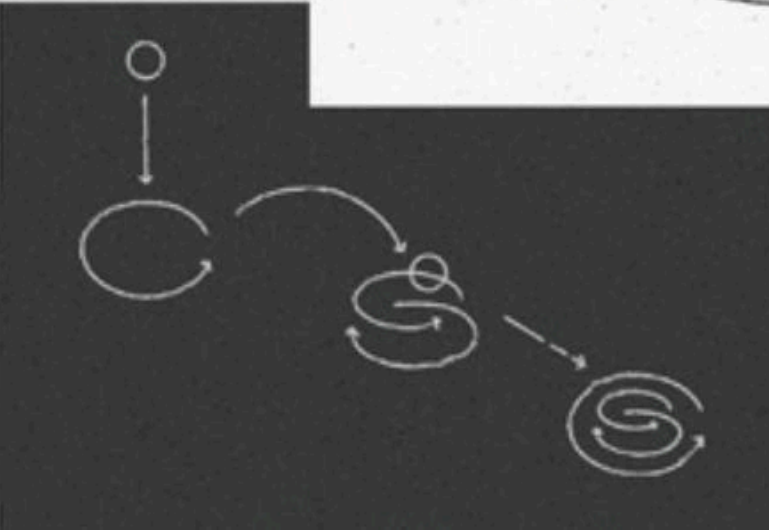
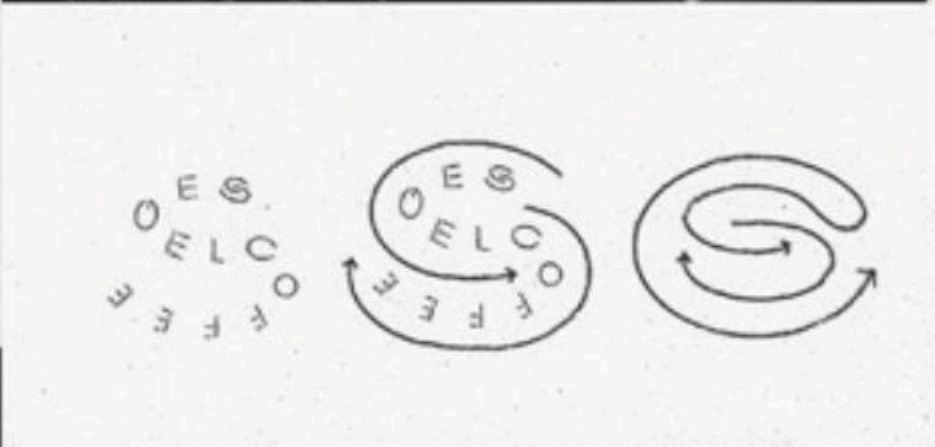
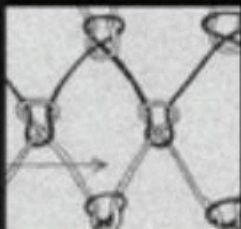
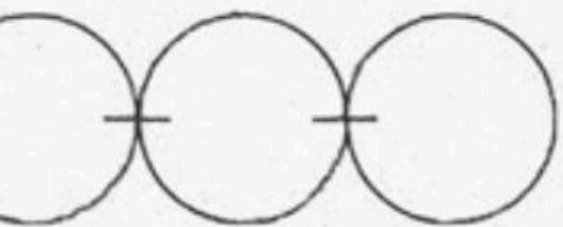
SEGEL COFFEE
TOTAL SPACE BRANDING DESIGN

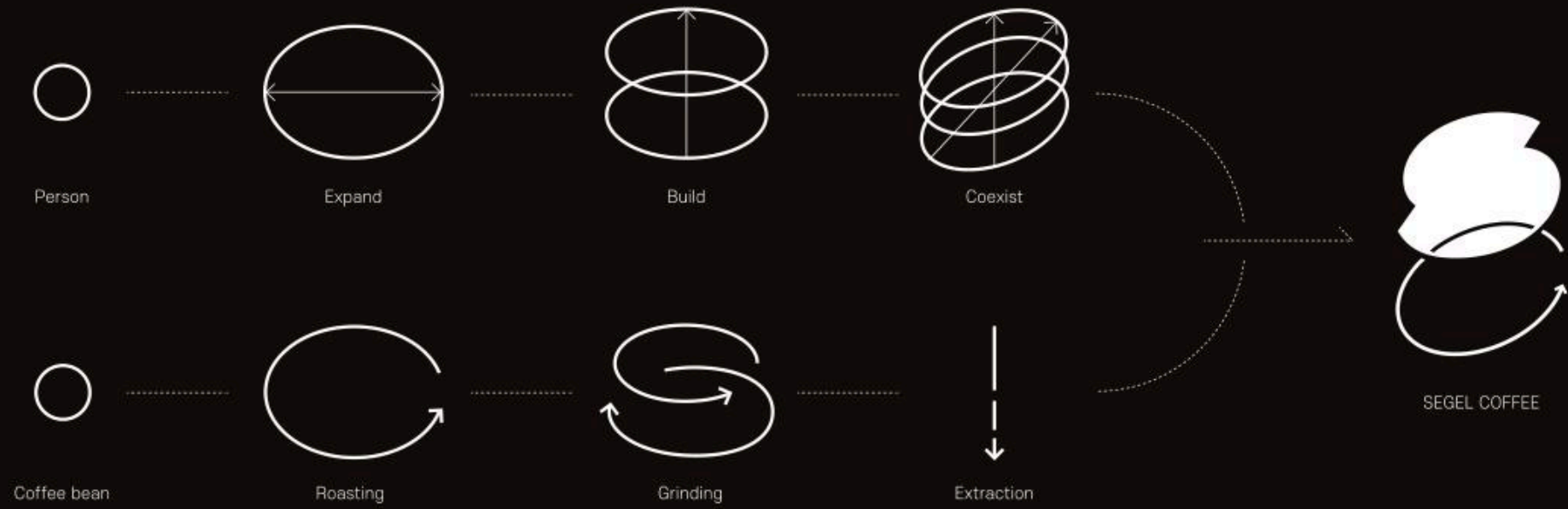
SEGEL
COFFEE



SEGEL
COFFEE







SEIGEL
COFFEE





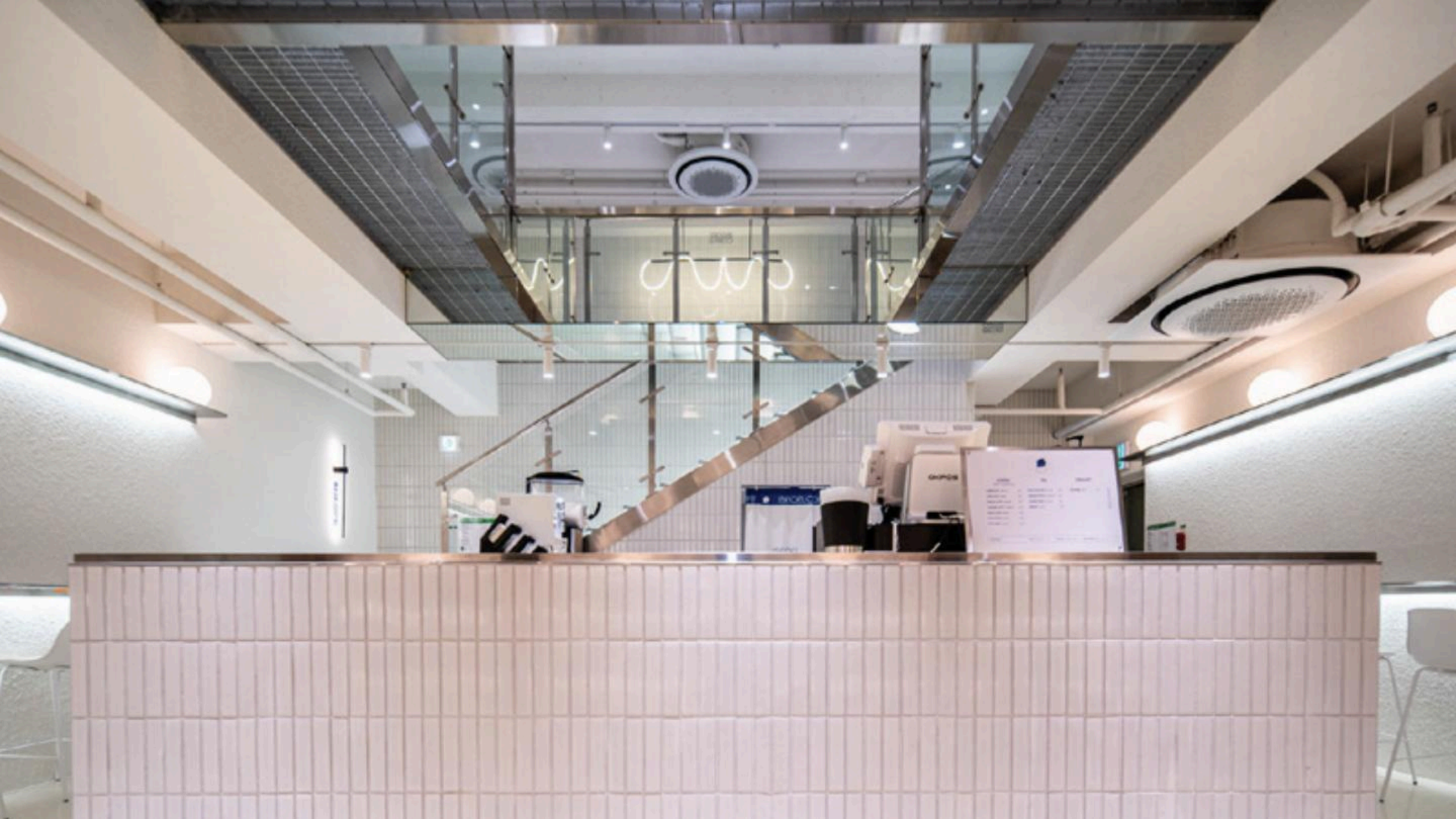
SEGEL COFFEE



Segel Coffee













SEGEL COFFEE

[illegible]

GEEGELCOFFEE

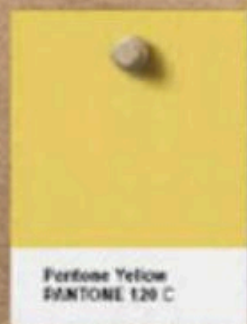
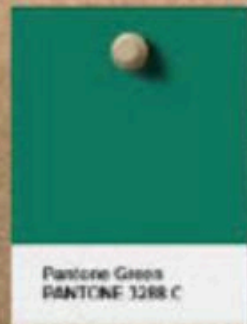
BANA TIGER COFFEE FRANCHISE
TOTAL SPACE BRANDING DESIGN







LIVE
THE TASTE
YOU LOVE!



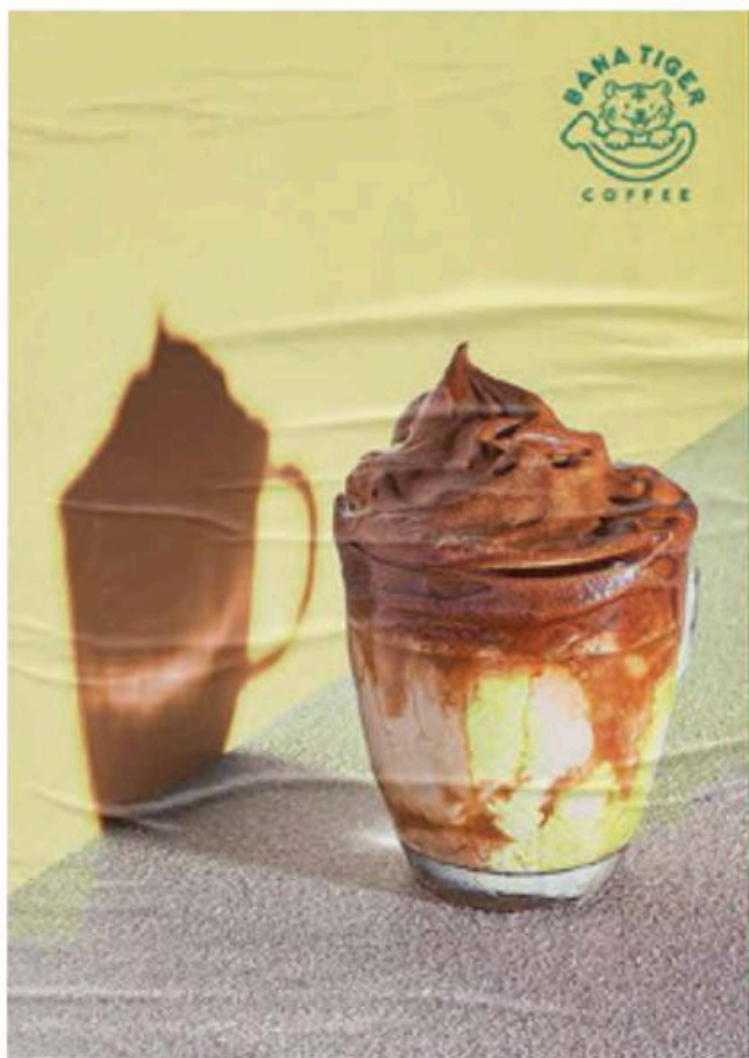




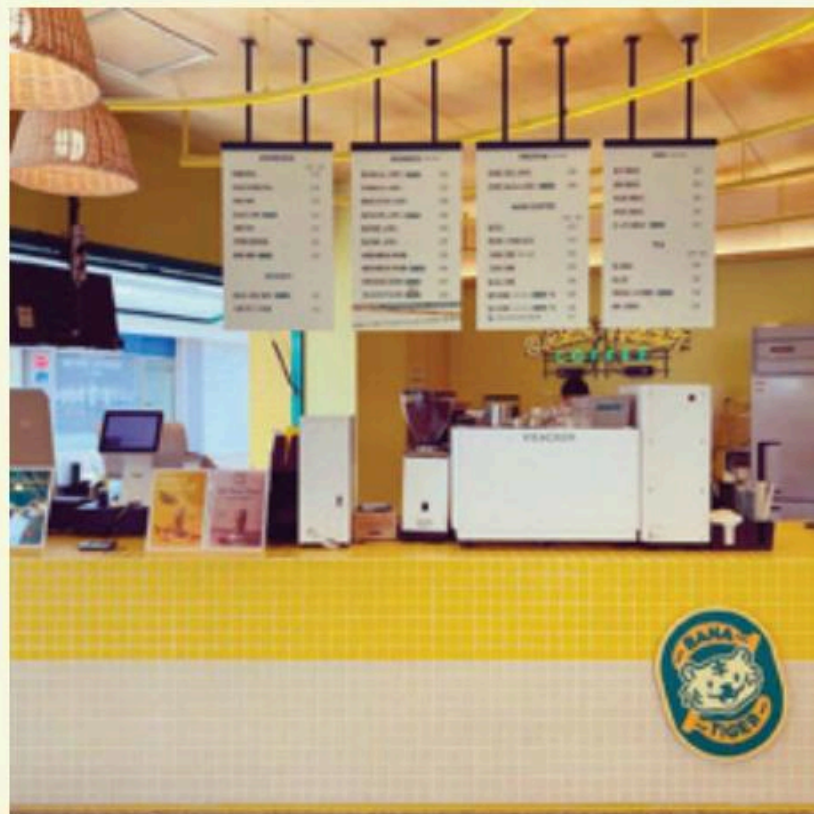
BANATIGER
BANATIGER
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BANATIGER
BANATIGER
BANATIGER
BANATIGER
BANATIGER













79 DAEPO FRANCHISE RENEWAL
TOTAL SPACE BRANDING DESIGN



한국의 반갑습니다
79 DAEPO
79
한국의 79 대포 조
한국식 술집

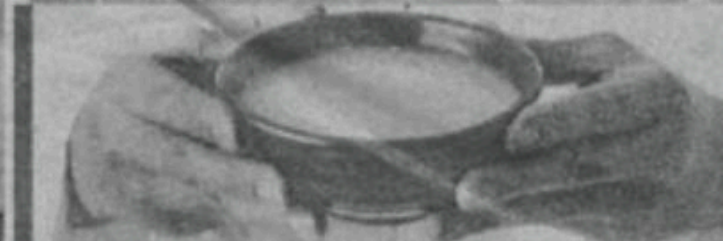
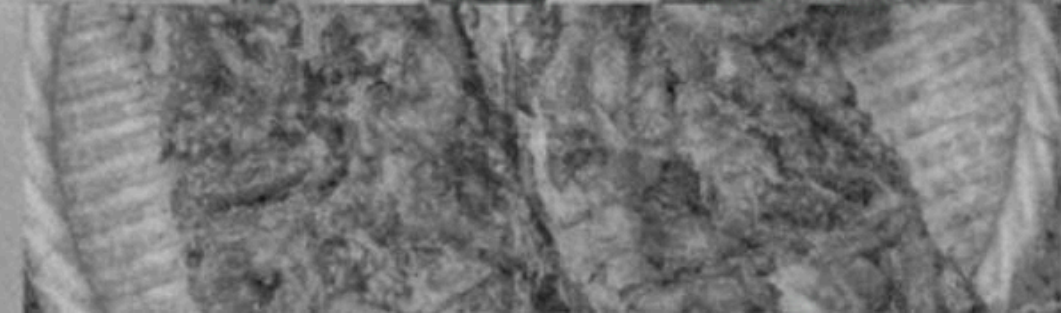




79대포
79Deapo

Brand
Story

79대포는 추억한 인심과 푸짐한 한 상이 넘쳐나던 1970년대 한국 대포집의 정서를 현대적으로 재해석한 한국식 술집입니다. 세대와 세대가 어울리면 그 시절의 정겨운 기억을 지금의 감성으로 풀어내어, 남녀노소 누구나 편안하게 머물 수 있는 공간으로 담아내었습니다. 바삭한 파전, 부드러운 막걸리, 그리고 오고 가는 술잔 속에서 사람과 사람이 연결되는 79대포 전통의 향수를 오늘의 일상 속에서 즐길 수 있도록, 새로운 한국 술집 문화 를 제안합니다.



MAKGEOLLI?

Makgeolli is Korea's favorite rice brew. Pair it with kimchi to really bring out the flavors. It's a healthy way to drink. Head to the nearest Koreatown and enjoy!

Primary Version



Primary Version



Symbol Version





EAT, DRINK, CONNECT, JOYFUL NIGHTS



MODERN TAKE ON THE
TRADITIONAL KOREAN PUB





PA JEON
WITH
SMOOTH
MAKGEOLLI



79 DAEPO





79대포 스페셜

효능

막/걸/리의

상대의 마음을
읽을 수 있는
능력이 생기며
생각을 조종할 수
있게된다

한국식품업

79대포

한국식품업

79대포

막/걸/리

한국식품업이 개발한 막걸리 맥주에 상대의
마음을 읽을 수 있는 능력이 생긴다

Q 한국 식품업이 개발한 막걸리 맥주에
상대의 마음을 읽을 수 있는 능력이 생긴다

79

한국식품업
개발한 막걸리 맥주



















정, 칠구 종다!

파 맥의 한 맛



칠구종다

79



칠구종다

From beginning to end of brand

HWA-CHOON-OK
TOTAL SPACE BRANDING DESIGN
DOSANDEARO, SEOUL

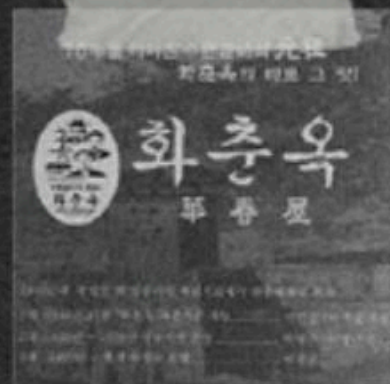


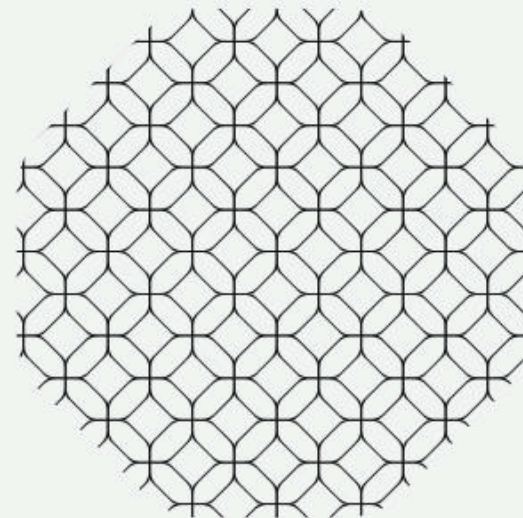
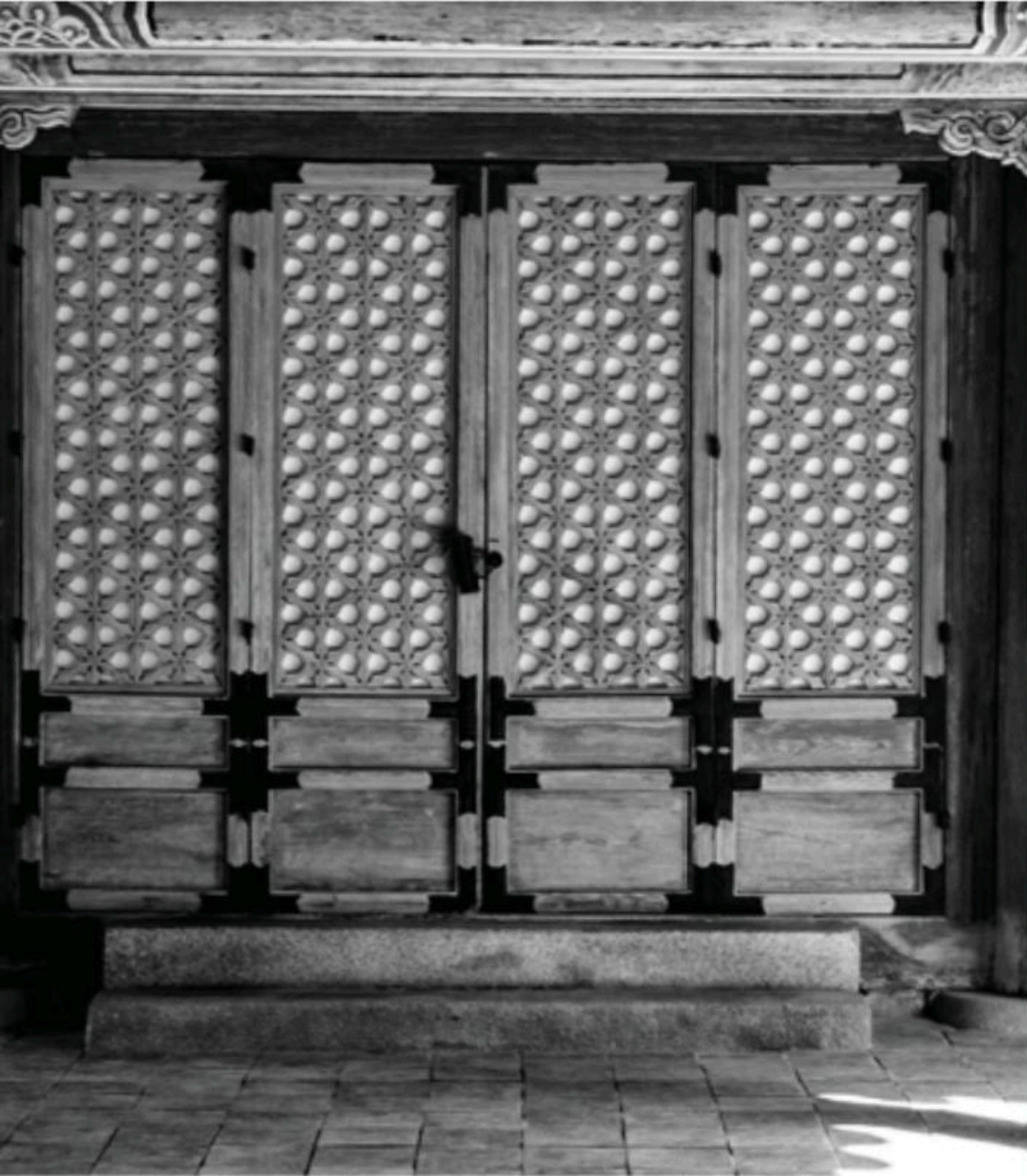
하·춘·옥

SINCE 1945

VALET SERVICE









하루



화 춘 옥

1945

화춘역



華春屋













HOTDUCK FLAGSHIP STORE
SINGAPORE

H·D

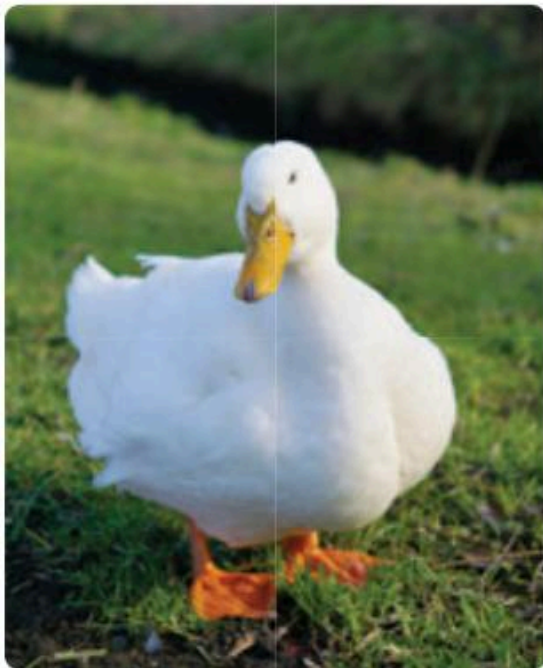
HOT DUCK

KOREAN HOT-DOG

FRESHLY MADE, CRISPY, AND HOT
KOREAN-STYLE HOTDOGS
MADE WITH HIGH-QUALITY INGREDIENTS.

HOT

DUCK





HOT DUCK



CREATE YOUR OWN CRISPY KOREAN STYLE HOTDOG





KOREAN HOT-DOG

HOT DUCK





FRESH & CRISPY
HOT-DOG



HOT DUCK

HERE, YOU'LL FIND FRESHLY MADE, CRISPY, AND HOT
KOREAN-STYLE HOTDOGS MADE WITH THE HIGH-
QUALITY INGREDIENTS.



Customizing

HOT DUCK

STEP 1 CHOOSE YOUR CORE

CORE	FULL	HALF
Sausage	\$ 3.8	\$ 2.1
Premium Sausage	\$ 4.8	\$ 2.4
Mozzarella Cheese	\$ 4.5	\$ 2.5

STEP 2 CHOOSE YOUR TOPPING

Basic (Cereal)	\$ 0
Corn	\$ 0.3
Potato	\$ 0.3

STEP 3 GET SAUCED!

Tomato Ketchup	\$ 0
Honey Mustard	\$ 0
Chili	\$ 0

Best Recommendation

1 SUPER PREMIUM

Premium Sausage
+ Basic + Corn
+ Potato

\$ 5.4



2 HALF & HALF

1/2 Sausage +
1/2 Mozzarella
Cheese + Basic

\$ 4.6



3 PREMIUM CORN

Premium Sausage
+ Basic + Corn

\$ 5.1



Beverage

100% FRUIT-CHUNKER MADE

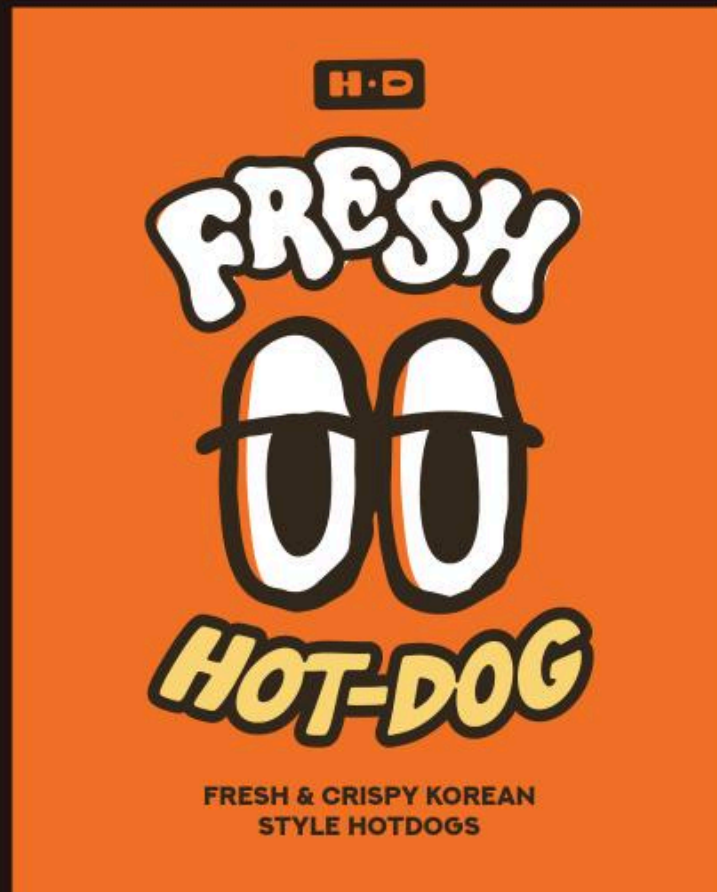
Blue Lemon Ade	\$ 4.5
Blueberry Lemon Ade	\$ 5.0
Korean coffee slushy	\$ 4.5
Iced americano	\$ 4.5
Iced cafe latte	\$ 5.0
Coke	\$ 3.0
Coke zero	\$ 3.0

FRESH & CRISPY



KOREAN HOT-DOG
FRESH & CRISPY KOREAN
STYLE HOTDOGS









HOT DUCK



HOT DUCK



HOT DUCK



HOT DUCK HOT DUCK





KOREAN HOT-DOG

N-D

HOT DUCK



CREATE YOUR OWN CRISPY KOREAN STYLE HOTDOGS
FRESHLY MADE, CRISPY, AND HOT KOREAN STYLE HOTDOGS
MADE WITH HIGH-QUALITY INGREDIENTS.

FRESH & CRISPY
KOREAN STYLE HOTDOGS

OWL PHARMACY FRANCHISE
TOTAL SPACE BRANDING DESIGN



오래미
약국 OWL PHAR
MACY

오래미약국
OWLPHARMACY

오래미약국⁺



Pantone
PANTONE 2755 C

Pantone
WHITE



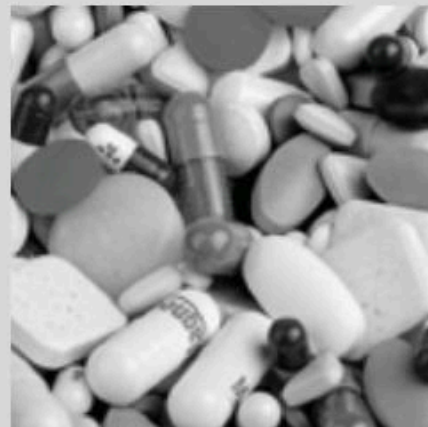
스마트하고 쉬운

키오스크로 셀프접수하고
쉽게 쇼핑하듯이 약을 구매할수있는



언제나 열린

늦은밤에도 잠을자지 않는 올빼미처럼
누구에게나 언제나 열려있는



큐레이팅

수많은 약들의 특성을 정확히 파악하고
개개인에 건강상태에 맞게 체계적으로
제안하는

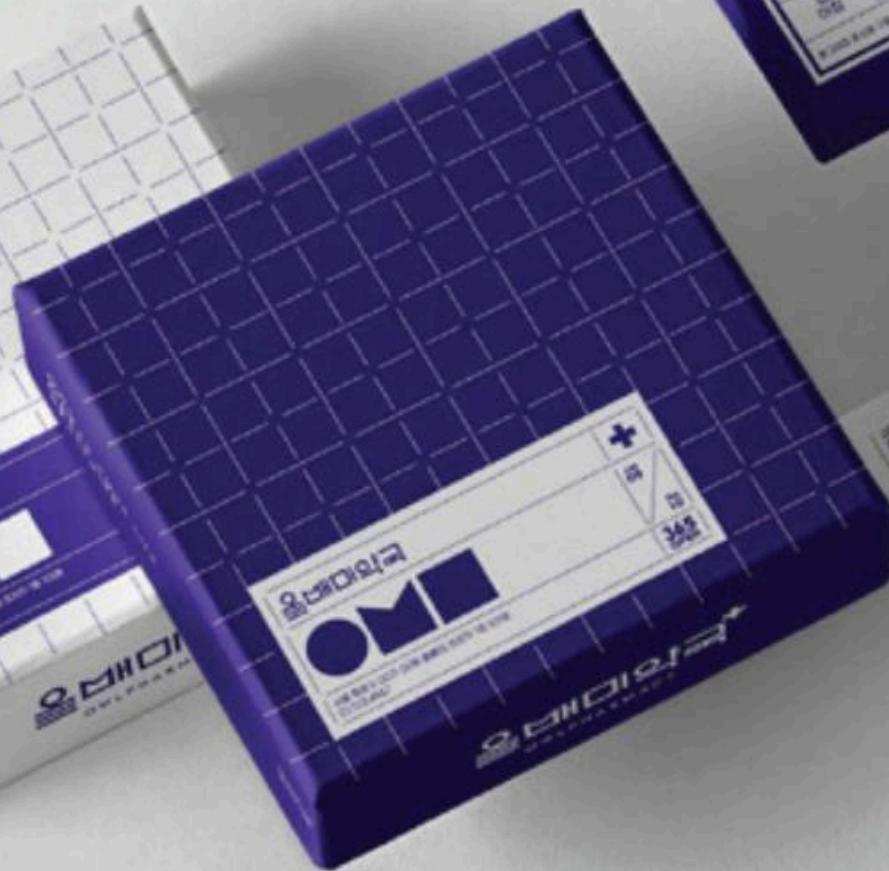


PRIMARY LOGO



SECONDARY LOGO









관저 오네미약국⁺

OWLPHARMACY

ONE⁺

오네미약국⁺
OWLPHARMACY

오네미약국⁺
OWLPHARMACY



오네미약국⁺
OWLPHARMACY





접수처

온배미약국

OME⁺



조제실





TIRTIR FLAGSHIP STORE
HAPJEONG, SEOUL



TIRTIR FLAG SHIP STORE
HAPJEONG, SEOUL

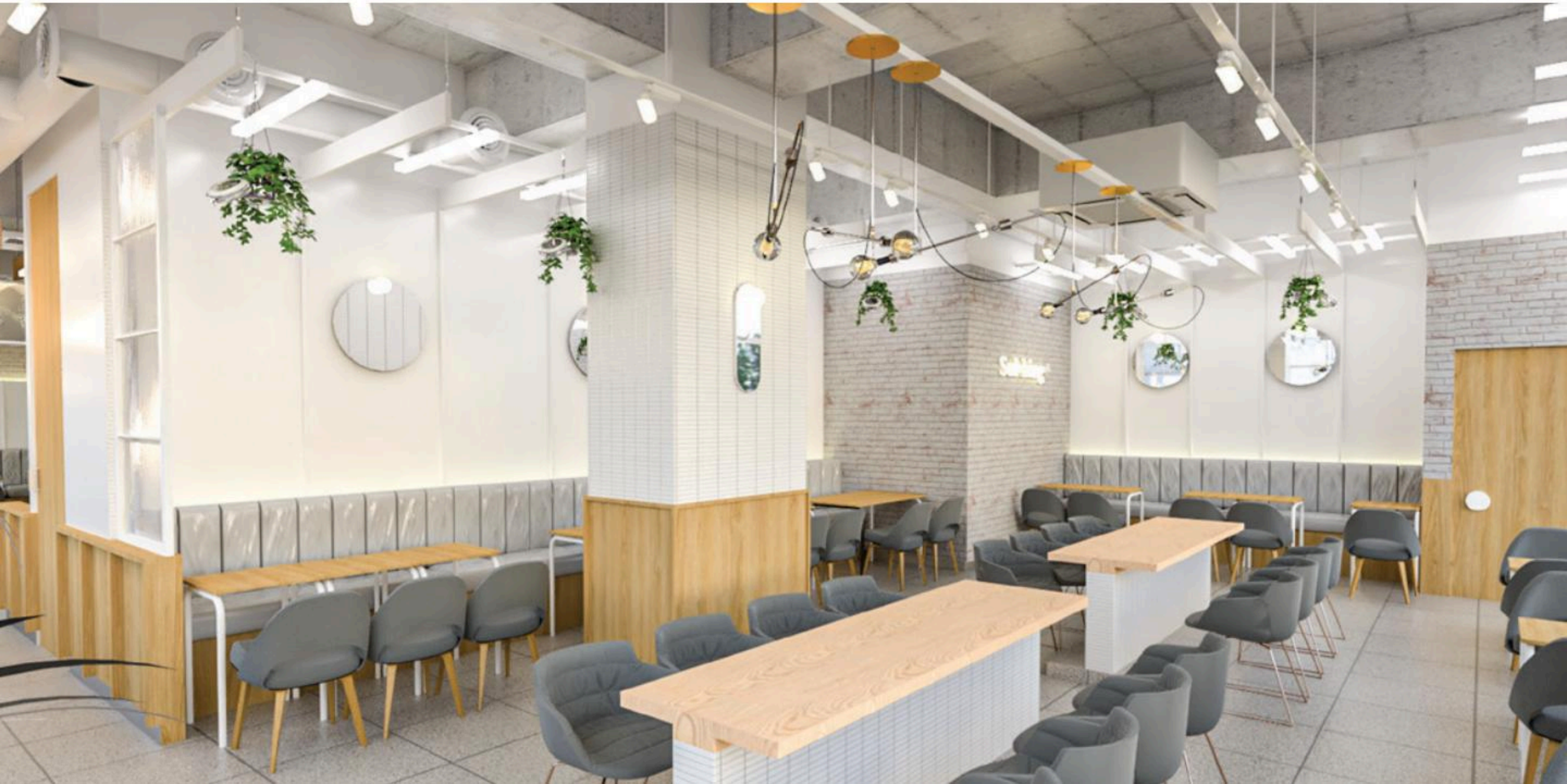


TIRTIR FLAG SHIP STORE
HAPJEONG, SEOUL

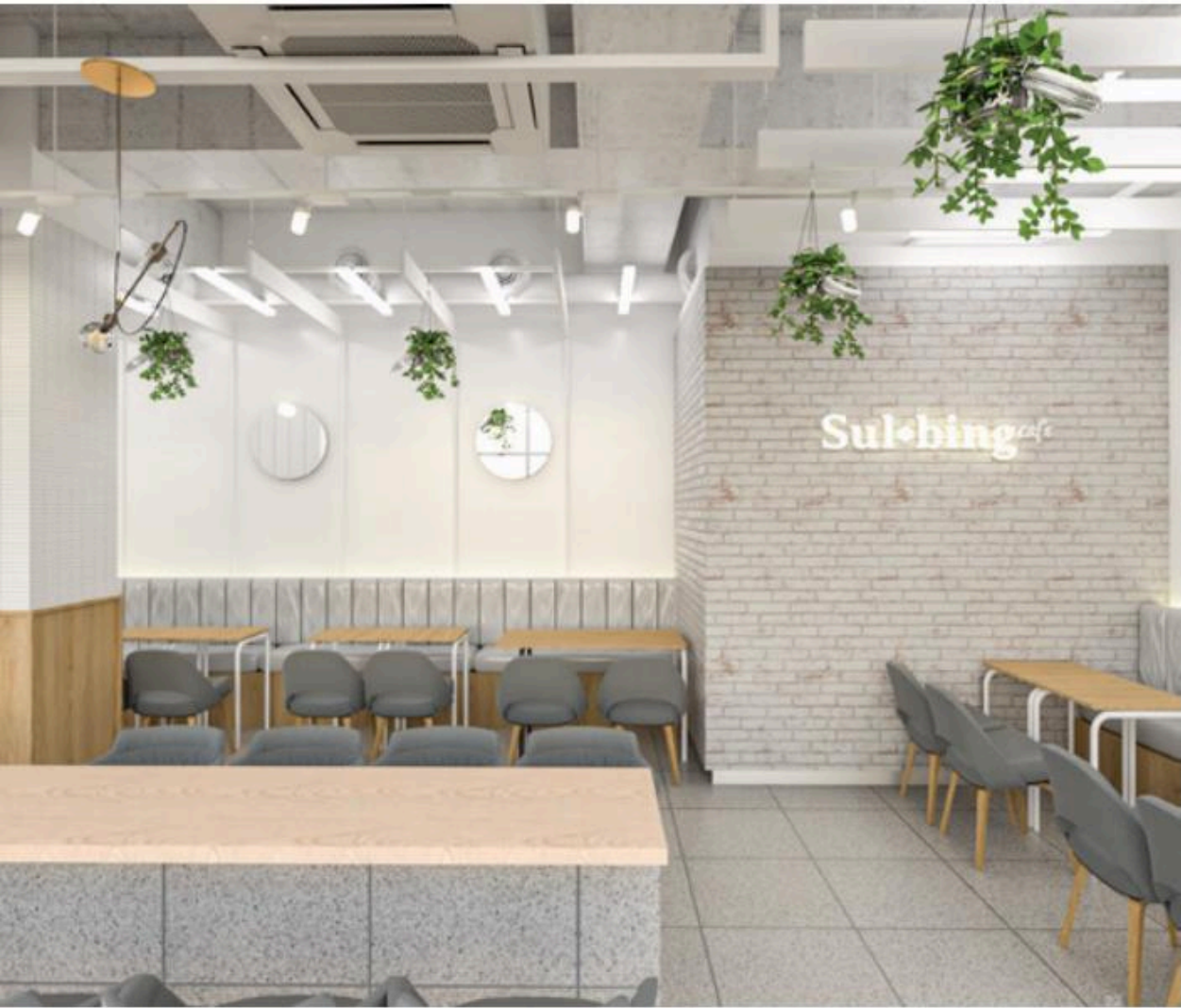


TIRTIR FLAG SHIP STORE
HAPJEONG, SEOUL

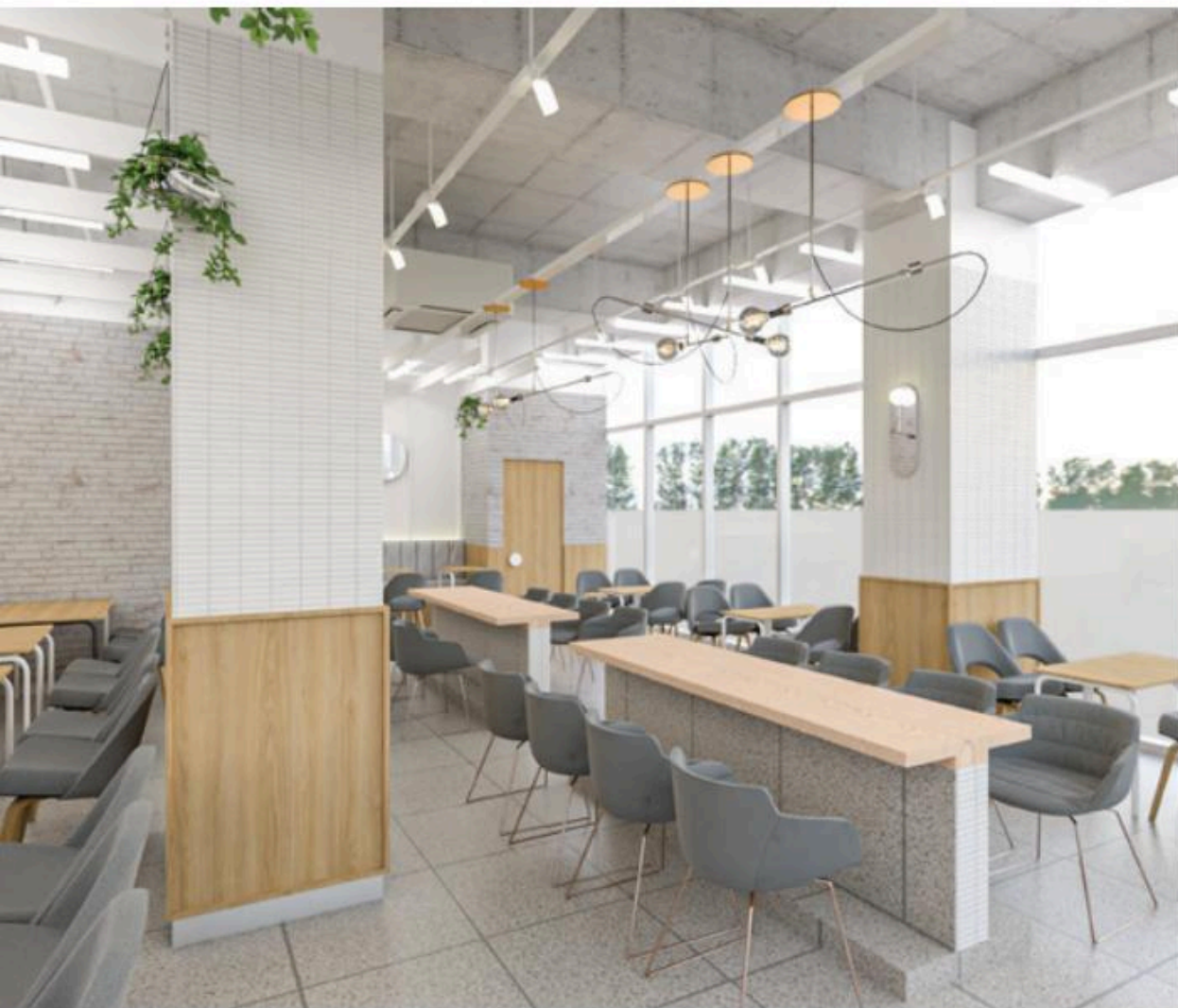




SULBING STORE
KEUMCHON BRANCH



SULBING STORE
KEUMCHON BRANCH



FUJIFILM STORE
JAMSIL, AVENUEL

FUJIFILM



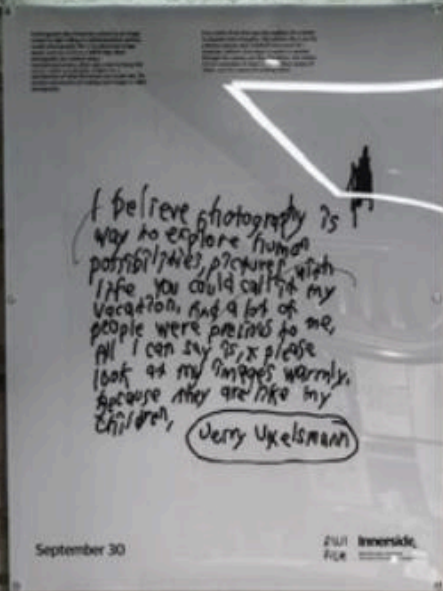
FU

FILM

See each aspect of your story.

OPEN
EVENT





Share each moment of your story.





FUJIFILM

Share the moment of your story.

FUJIFILM

OPEN
EVENT

X-Pro3

Black

Dp

X-14

Body

XF18-55mm Kit

XF16-80mm Kit

X-S10

Body

XF18-55mm Kit

XF16-80mm Kit

XC15-45mm Kit

XC15-45+XC50-230 Kit

X-E4

Body

XF27mm Kit

ACC Kit

X-T200

XC15-45mm Kit

X100N

1,799,-

1,899,-

1,999,-

2,099,-

1,299,-

1,399,-

1,499,-

1,599,-

1,699,-

1,999,-

1,399,-

1,199,-

799,-

1,699,-

D.DELI RENEWAL

TOTAL SPACE BRANDING DESIGN



D.DELI RABOKKI IS ALL ABOUT SPICY RICE CAKES AND NOODLES.
IT'S SPICY, SUPER DELICIOUS AND ADDICTIVE.
LET'S COOK IT TOGETHER!

THE
ION



1997

eli

TASTE THE ART

TASTE THE
PASSION



ESTD

1997

D.deli

WE COOK WITH HEART, TASTE THE ART

TAST
PAS



ESTD

D.d

WE COOK WITH HEART, TASTE THE ART

Brand Concept



다양한 톨들로 무엇이든 만들어내는 작업실을 모티브로 하여 D.DELI만의 돋보이는 라벨이름 연구하고 만들어내는 '비버의 라벨이 공작소' 컨셉으로 레트로 인더스트리얼한 우드로 오연함을 더해 연출하여, 이곳에서 매일매일 부지런한 비버라는(Daily Diligent Beaver)뜻을 가진 D.D는 모든것에 진심을 다하고 도전하여 파이팅 넘치는 부지런한 하루를 보냅니다. D.DELI에 찾아오는 모든 이들에게 맛있는 음식을 대접하기도하고 광박 놀랄만한 새로운 메뉴들을 만들어내어 즐거움을 선사 하고 삶에대한 긍정적 메시지를 전합니다.

1
RETRO INDUSTRIAL
TRENDY WORKROOM

2
DILIGENT CRAFTMANSHIP
ENERGETIC CREATIVE POSITIVE

3
WE COOK WITH HEART.
TASTE THE ART



D.deli
WE COOK WITH HEART, TASTE THE ART





D.deli

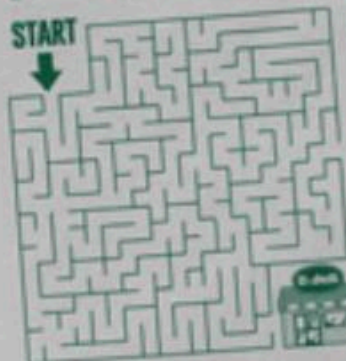
D.DELI RABOKKI IS ALL ABOUT SPICY RICE CAKES AND NOODLES. IT'S SPICY, SUPER DELICIOUS AND ADDICTIVE. LET'S COOK IT TOGETHER!



1997

WE COOK WITH HEART,
TASTE THE ART

START



MENU

RABOKKI
GIMBAP
NOODLE
TOAST
FRIED D

RABOKKI, GIMBAP MENU FRIED NOOD, BEVERAGES
TASTE THE PASSION

RABOKKI

다들라 라볶이
D.DELI RABOKKI
Spicy Rice Cake & Noodle

고추장맛 라볶이
GARLIC SOSS RABOKKI
Spicy Rice Cake & Noodle

대파 파스타 라볶이
GREEN ONION
COUNTRY RABOKKI
Spicy Rice Cake & Noodle

고추장맛 라볶이
GARDEN CHAM RABOKKI
Spicy Rice Cake & Noodle

땅콩맛 라볶이
PEANUT MASH RABOKKI
Spicy Rice Cake & Noodle



GIMBAP

치즈 김밥
CHEESE GIMBAP
Spicy Rice Cake & Noodle

와사비 치즈 김밥
WASABI CHEDDAR GIMBAP
Spicy Rice Cake & Noodle

참치 김밥
TUNA GIMBAP
Spicy Rice Cake & Noodle



BEVERAGES

자몽맛 음료
GRAPEFRUIT ADE
Lemonade

청포도 맛 음료
GREEN GRAPE ADE
MISOTEAR



대파 볶음
FRIED GREEN ONION
Spicy Rice Cake & Noodle

1997



D.D.

deli

ONLY SPICY RICE CAKES AND NOODLES.
DELICIOUS AND ADDICTIVE.
TASTE IT TOMORROW!

ESTD 1997



D.deli

WE COOK WITH HEART, TASTE THE ART

TASTE THE PASSION



ESTD 1997

D.deli

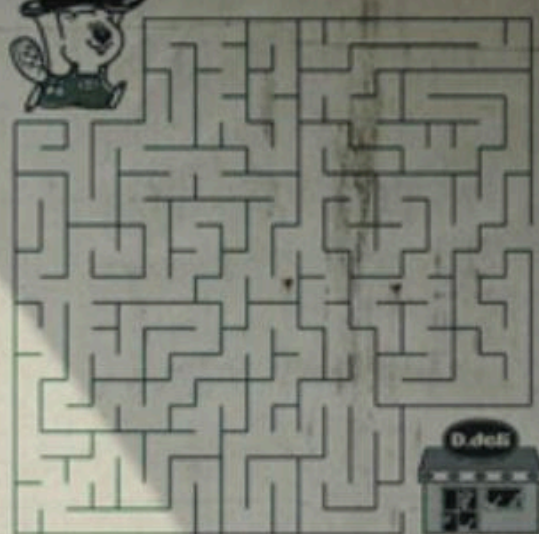
**LET'S
WORK
IT OUT**



WE COOK WITH HEART
TASTE THE ART



**SORRY, HOW DO I
GET TO D.DELI**

D.D.

WE COOK
TASTE

TASTE T

D.D.

WE COOK
TASTE

TASTE T

COIN MONSTER

COMON

GIVE ME
A COIN!!

MONSTER
JUICE!!

- COIN MONSTER
MONSTER JUICE!!
WE OFFER THE BEST TASTES IN THE AREA
100% NATURAL FLAVORS
- COMON LATTE 2.5
 - COMONCINO 2.7
 - MONSTER BLEND 2.0
 - LEMONADE 2.0
 - ORANGE ADE 2.0

COIN
MONSTER



30원 100원 200원
500원 1000원 2000원
3000원 5000원 10000원

- COMON LATTE 2.5
- COMONCINO 2.7
- MONSTER BLEND 2.0
- LEMONADE 2.0
- ORANGE ADE 2.0

COIN
MONSTER

COIN
MONSTER



PINK
MONSTER
ON AIR

CAGE NUMBER
01





KIT FOR THE PERFECT LAMB

EACH CUT BRINGS A NEW FLAVOR, EACH SEAR A NEW TEXTURE. THE MORE YOU KNOW THE DETAILS, THE MORE PERFECT YOUR LAMB BECOMES.

**Ready
Set
Enjoy!**



KIT FOR THE PERFECT LAMB

Ready, Set, Enjoy!

BEST LAMB
ON EARTH

DANGER
TOO TASTY!

HOLY SHEEP

WE GOT A COOL SHEEP



SHEEP

Only BABY,
SPRING LAMB

**GRILL
FEVER**

LAMB LIPS

WARNING
TOO TASTY LAMB INSIDE

**BLESSED
WITH
FLAVOR**

COOL SHEEP

KIT FOR THE PERFECT LAMB

Ready, Set, Enjoy!

EACH CUT BRINGS A NEW FLAVOR, EACH SEAR A NEW TEXTURE, THE MORE YOU KNOW THE DETAILS, THE MORE PERFECT YOUR LAMB BECOMES. GET YOUR GRILL ON AND LAMB IT UP! ONLY BABY, SPRING LAMB



LAMB MEAT



ICE PACK



MANUAL



GOODS



SAUCE



LIGHT IT UP





HOLY SHEEP

I'VE GOT A COOL SHEEP



HOMEBOY SEOUL

老朋友

AMERICAN
CHINESE
RESTAURANT

몽골리안 pork

FRESH
PORK!!



MONGOLIAN PORK

홍보이서들



우리는 친구를 위한 레스토랑
(HOMEBOY SEOUL)은
오랜 친구와 함께 할 수 있는
편안한 식사를 할 수 있는
이제까지 친구나 가족
대중이든 누구든 환영합니다.

430 g
(15.1 oz)

2

*

300g (조식후보료) + 130g (음료리안소스)

HOMEBOY SEOUL

老朋友

AMERICAN
CHINESE
RESTAURANT

오렌지 치킨

FRESH
ORANGE!!



ORANGE CHICKEN

홍보이서들



우리는 친구를 위한 레스토랑
(HOMEBOY SEOUL)은
오랜 친구와 함께 할 수 있는
편안한 식사를 할 수 있는
이제까지 친구나 가족
대중이든 누구든 환영합니다.

430 g
(15.1 oz)

2

*

300g (조식후보료) + 130g (음료리안소스)



ORANGE CHICKEN
橘子鸡

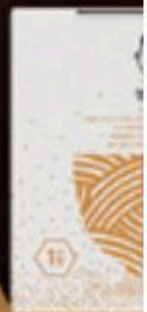
MONGOLIAN PORK

蒙古叉



**FRESH
PORK!!**







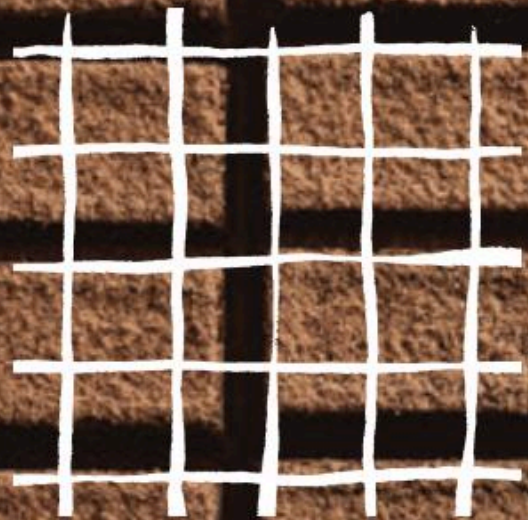


Guau chocolat
Jeju parched barley
flour pavé chocolate



GUAU CHOCOLAT

Guau chocolat
Jeu dark pavé
chocolate



GUAU CHOCOLAT



Guau chocolat
Jeu Corn pavé chocolate



GUAU CHOCOLAT