RANGE NAME

Nike Goreum Run

A small Nike Running capsule for Seollal 2027 (Korean New Year, 6 Feb). Running kit that borrows the shape of the hanbok jacket.

TERRITORY + CUSTOMER

South Korea, Seoul. My customer is Ji-woo, 24. She runs with a run crew in Seongsu twice a week, buys on MUSINSA and the Nike app, and wears hanbok at Seollal with her family. *(Persona from my research. I still need to interview real runners.)*

Why her: MUSINSA's Seongsu store, which sells Nike, said 80% of its buyers were women and 83% of them were in their 20s or 30s (MUSINSA, 2025). This is only one store though.

OPPORTUNITY + PROMISE

Kit you can run in on New Year's morning and still wear to the family table.

Most Nike Asian packs I looked at add a print or a symbol. I want to use the construction instead.

CULTURAL RATIONALE

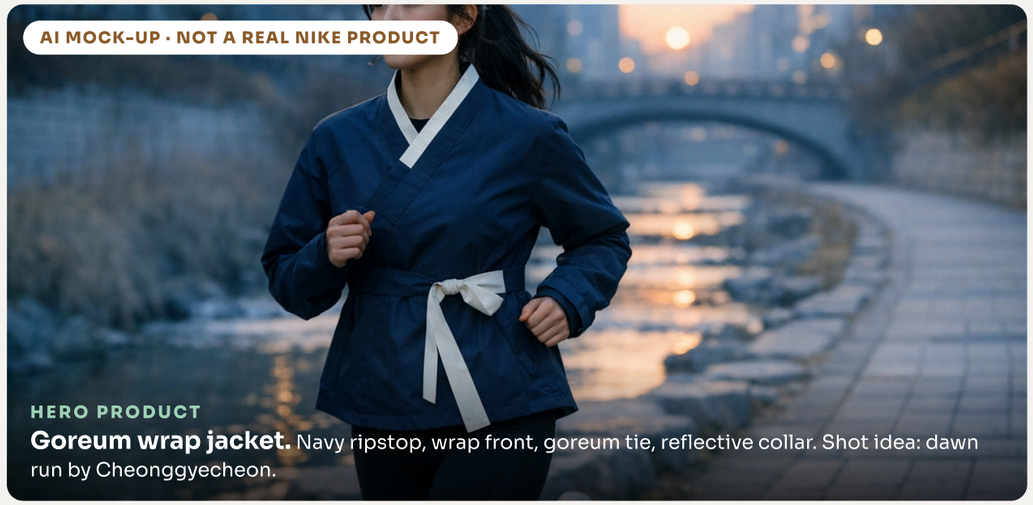
I'm using **construction, not decoration** (Session 1). A jeogori (hanbok jacket) wraps over at the front and ties with a long ribbon called a **goreum**. My jacket uses the wrap and tie as the actual fastening.

The white collar band (**dongjeong**) becomes a reflective strip for running when it's still dark.

I'd want a Korean hanbok designer to work on the pattern with Nike and be credited. *(My idea, nobody contacted.)*

I'm not using royal symbols like dragon embroidery, because they have a specific meaning.

Hanbok terms: source still to add.



HERO PRODUCT

Goreum wrap jacket. Navy ripstop, wrap front, goreum tie, reflective collar. Shot idea: dawn run by Cheonggyecheon.

AI MOCK-UP



RANGE + PRICE

Hero	Wrap jacket, the main story.
Support	Wrap vest for layering, cheaper.
Entry	Tights with a small five-colour stripe at the ankle.
Traffic	An existing Nike running shoe in navy and ivory.
Extra	Navy cap, cheapest item, could be a Seollal gift.

Price: jacket at the same level as Nike's normal running jackets, vest and cap cheaper so more people can buy in. *(Still need to check real prices on nike.com/kr.)*

THEORY 1: GLOCALISATION

A global brand adapting to a local market. For me it changes **how and when I launch**: the same Nike Running kit, but launched around Seollal, with a MUSINSA lookbook and Korean copy.

Nike already does this: the ONE PIECE shoe used Exclusive Access in Korea but pre-order in Japan (Nike, 2026).

Limit: it doesn't tell me how much to change.

THEORY 2: APPRECIATION VS APPROPRIATION

Using a culture with respect and credit, or just taking from it. It changes **who designs the jacket**: a Korean hanbok designer works on it and is credited, and I leave out royal symbols.

Limit: credit alone doesn't mean Korean customers will like it. I need to ask them.

WHAT STAYS NIKE / WHAT CHANGES

Stays Nike
Swoosh, running fabrics, Nike app and SNKRS, being about everyday running.

Changes for Korea
Wrap and tie, Seollal timing, Korean designer, MUSINSA.

FUNNEL + LAUNCH

Awareness	Instagram: run-crew creators plus a making-of video with the designer. Instagram can reach 25.6m people in Korea (DataReportal, 2025)
Consideration	MUSINSA lookbook and try-on at the Seongsu store, like their 2025 Nike lookbook (MUSINSA, 2025)
Conversion	SNKRS Exclusive Access for members, and MUSINSA
Loyalty	Nike Run Club "first run of the year" on Seollal morning *(my idea)*
Advocacy	Run crews post their New Year run photos
Launch	**Fri 22 Jan 2027**, two weeks before Seollal so people get it in time

CAMPAIGN + SHOOT

"First run of the year." A crew runs along Cheonggyecheon at sunrise on New Year's morning, then she wears the same jacket at the family table.

Creators: Seoul run-crew leaders, not K-pop idols. They feel more real to runners. *(Not contacted.)*

Shot list for 20 Nov: 1 hero running shot · 2 full look, three people · 3 close-up of the tie · 4 flat lay with prices · 5 group stretching.

Mood: cold blue morning, warm sun, navy and ivory, lots of movement.

KPIS

Reach = people who saw it	TBC
Engagement rate = likes, comments, shares, saves ÷ reach	TBC
Lookbook CTR = clicks ÷ impressions	TBC
Access entries = members who enter	TBC
Sell-through = sold ÷ stock received, first 2 weeks	TBC

I couldn't find Nike's real targets, so these are TBC.

RISKS

It could look like a costume instead of respecting the craft. Credit and pay for the designer need agreeing. I won't suggest any idol is involved. I need permission from models and the location. People argue online about where hanbok comes from, so I'll be clear it's Korean.

STILL TO FIND OUT

Would Korean runners actually want hanbok details in running kit? I want to ask five run-crew members. What does Nike Korea charge for a running jacket? Would MUSINSA sell a running capsule?

REFERENCES

DataReportal (2025) *Digital 2026: South Korea*. · MUSINSA (2025) Nike partnership release, 11 July. · Nike (2026) *Nike x ONE PIECE launch details*, SNKRS. · Images: AI mock-ups made with OpenAIImages: AI mock-ups made with OpenAI's image tool, not real Nike products.rsquo;s image tool, not real Nike products. Full list on my reference page.