LICENSING BRAND GUIDE

American Hip-pop Streets Brand

DIRTY DOG®

JULY, 2018

DIANOS
Entertainment

American Hip-pop Streets Brand

DIRTY DOG®

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PATTERN

MARKETING

ADVERSTING

DIRTY DOG®

BRAND STORY

2000년 태어난Dirty Dog ㅇ

2018년 새로운 모습으로 찾아온다.

[ORIGIN]

2000년 서울 신촌 / 홍대를 중심으로Road shop 형태로
첫 선을 보인 스트릿 브랜드(Street Brand).

2018년 [D-Dog]의 새로운 모습 Hiphop Street Fashion Brand로
리뉴얼되어 여러분을 찾아갑니다.

DIRTY DOG®

BRAND STORY

[CONCEPT]

2000년 태어난Dirty Dog ㅇ

2018년 새로운 모습으로 찾아온다.

D-Dog은 2000년 1월 1일 미국 뉴욕 브루클린의 힙합을 사랑하는
음악가정에서 밀레니엄 데이에 태어났습니다.
어려서부터 보고 듣고 자란 음악적 환경과 타고난 재능으로
뉴욕의 유명 클럽 DJ가 되어 자신의 타고난 끼를 맘껏 발산하며
스타 DJ로 성장하였습니다.
더티독은 두발로 걷고, 인간처럼 말과 행동을 하지만 본인 스스로
사냥개(도베르람핀처)의 혈통을 자랑스럽게 여기며 동물과 인간사회를
누비며 좌충우돌 행복한 나날을 보내고 있습니다.

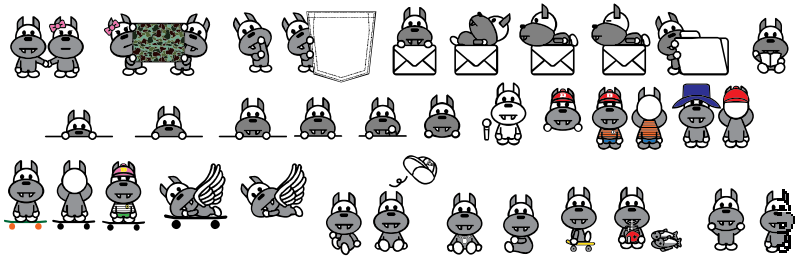
BRAND STORY

DIRTY DOG®

CHARACTER

D-Dog은 2000년 1월 1일 미국 뉴욕 브루클린의 힙합을 사랑하는

음악가정에서 밀레니엄 데이에 태어났습니다.



American Hip-pop Streets Brand

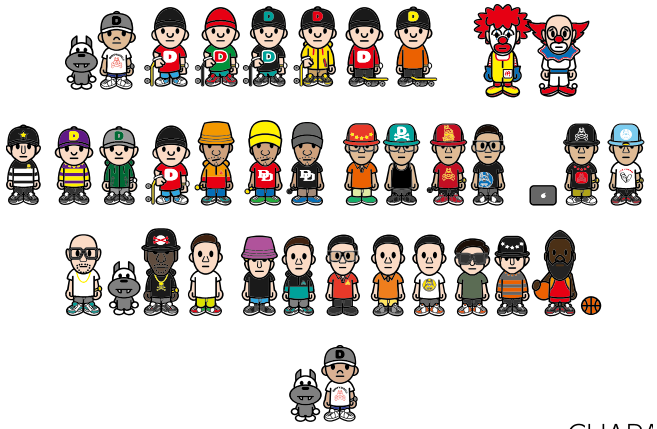
DIRTY DOG®

DIRTY DOG®

CHARACTER

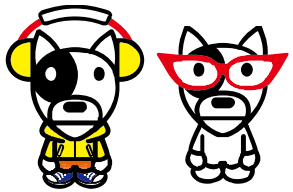
D-Dog & Freinds

D-Dog은 동물과 인간사회를 누비며 좌충우돌 행복한 나날을 보내고 있습니다.



DIRTY DOG®

CHARACTER

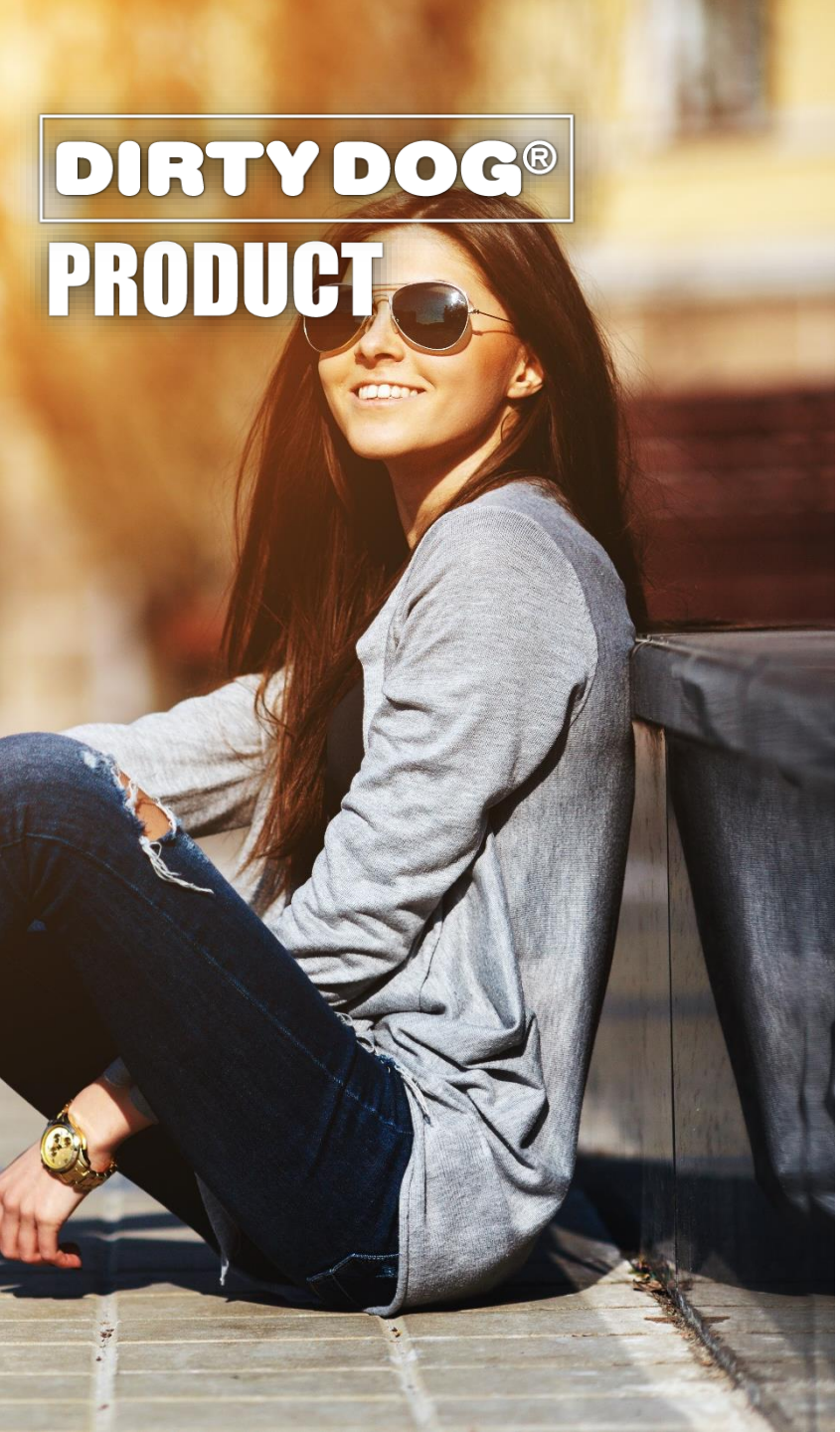


JOHN HOWARD

D-Dog의 가장친한 친구이자 음악활동의 동반자인 존 하워드 / 더티와 또다른 음악적인 취향으로
새로운 장르를 개척하고 있는 힙합계의 새로운 뮤지션

CREAM DIRTY DOG®
*GOOD DESIGN FILES®

American Hip-pop Streets Brand
DIRTY DOG®
PRODUCT



T-SHIRT

DIRTY DOG®

ICE CREAM T-SHIRT
LONG & SHORT SLEEVE
MADE IN KOREA

DIRTY DOG®

LOGO T-SHIRT
LONG & SHORT SLEEVE
MADE IN KOREA

DIRTY DOG®

DIAMOND T-SHIRT
LONG & SHORT SLEEVE
MADE IN KOREA

DIRTY DOG®

BRAND T-SHIRT
LONG & SHORT SLEEVE
MADE IN KOREA

PANTS

DIRTY DOG®

ICE CREAM T-SHIRT
LONG & SHORT SLEEVE
MADE IN KOREA

DIRTY DOG®

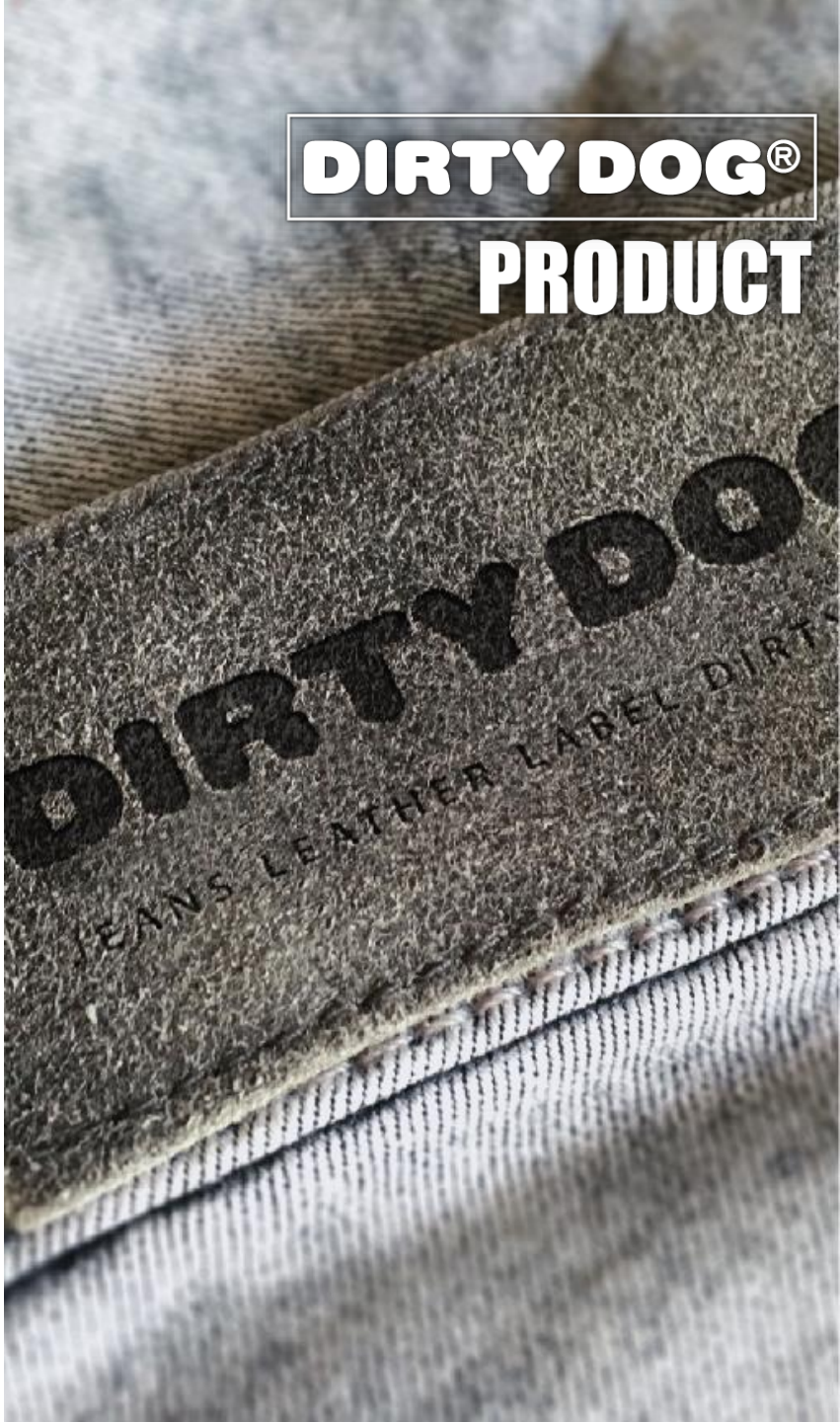
ICE CREAM T-SHIRT
LONG & SHORT SLEEVE
MADE IN KOREA

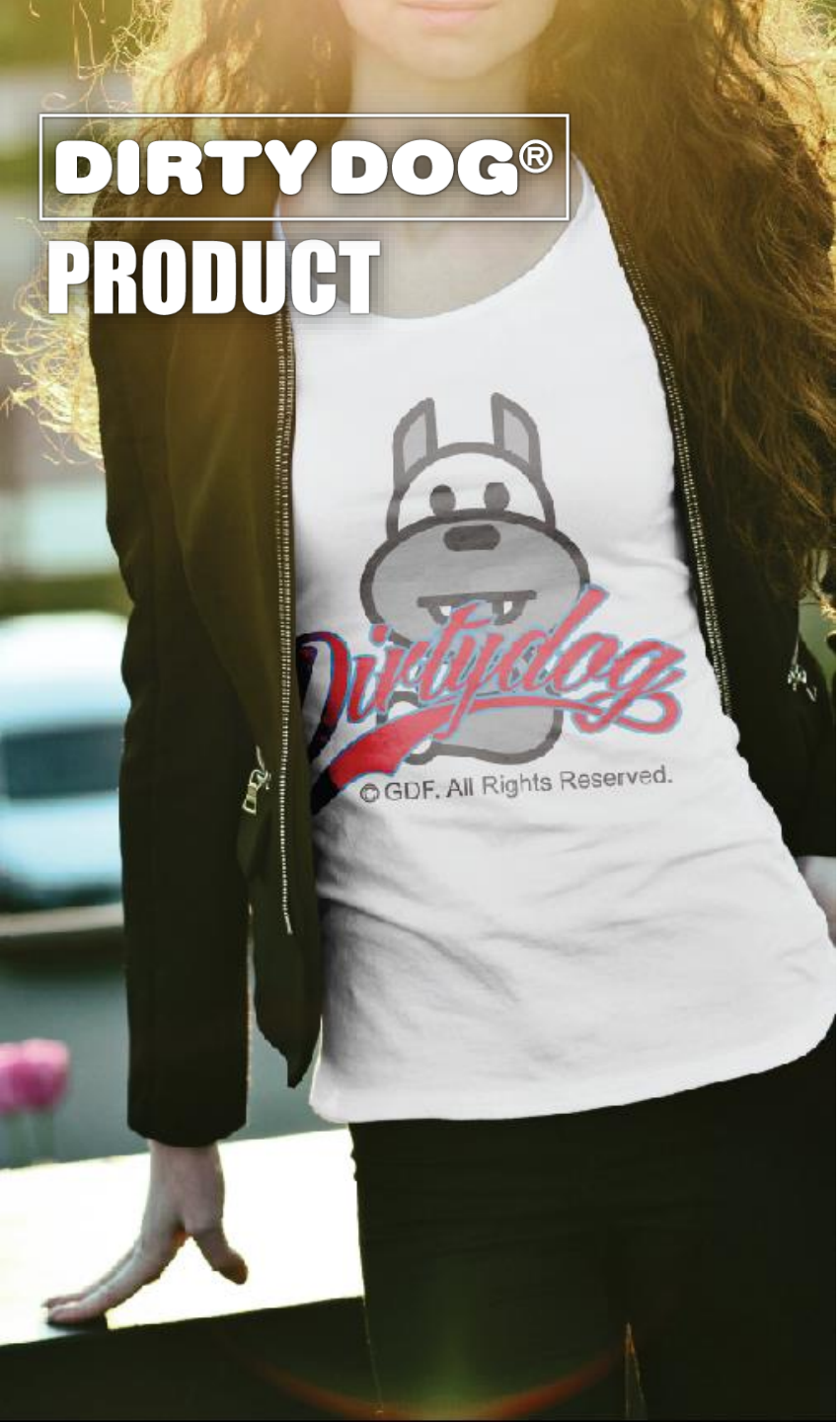
DIRTY DOG®

ICE CREAM T-SHIRT
LONG & SHORT SLEEVE
MADE IN KOREA

DIRTY DOG®

ICE CREAM T-SHIRT
LONG & SHORT SLEEVE
MADE IN KOREA





HOODY

DIRTY DOG®
ICE CREAM HOODY
LONG SLEEVE
MADE IN KOREA

DIRTY DOG®
LOGO HOODY
LONG SLEEVE
MADE IN KOREA

DIRTY DOG®
DIAMOND HOODY
LONG SLEEVE
MADE IN KOREA

DIRTY DOG®
BRAND HOODY
LONG & SHORT SLEEVE
MADE IN KOREA

CAP

DIRTY DOG®
CHECK PATTERN CAP
MADE IN KOREA

DIRTY DOG®
BIG PATCH CAP
MADE IN KOREA

DIRTY DOG®
CROWN CAP
MADE IN KOREA

DIRTY DOG®
CROME CAP
MADE IN KOREA

DIRTY DOG®
PRODUCT

SHOES

DIRTY DOG®
PATTERN SLIPON
MADE IN KOREA

DIRTY DOG®
LEATER SLIPON
MADE IN KOREA

DIRTY DOG®
PATTERN SLIPPER
MADE IN KOREA

DIRTY DOG®
PATTERN SLIPPER
MADE IN KOREA

SUNGLASSES

DIRTY DOG®

WOOD CURVED RULER UMBRELLA
MADE IN KOREA

DIRTY DOG®

WOOD CURVED RULER UMBRELLA
MADE IN KOREA

DIRTY DOG®

WOOD CURVED RULER UMBRELLA
MADE IN KOREA

DIRTY DOG®

WOOD CURVED RULER UMBRELLA
MADE IN KOREA

COSMETICS

DIRTY DOG®
BALCK JARS COSME TICS
MADE IN KOREA

DIRTY DOG®
D-DOG SHAMPOO
MADE IN KOREA

DIRTY DOG®
D-DOG COSMETICS PACKAGE
MADE IN KOREA

UNDERWEAR

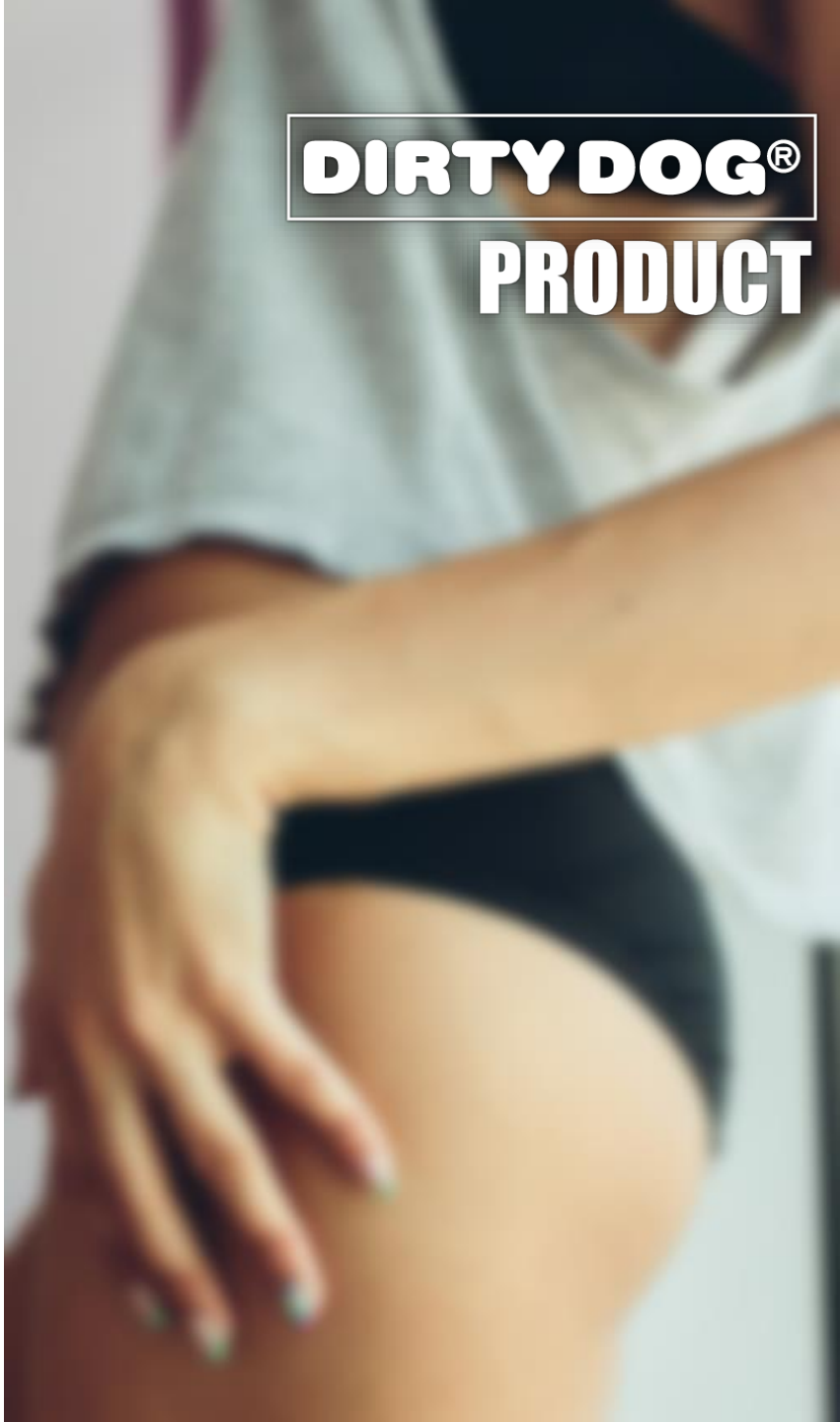
DIRTY DOG®
LOGO UNDERWEAR
MADE IN KOREA

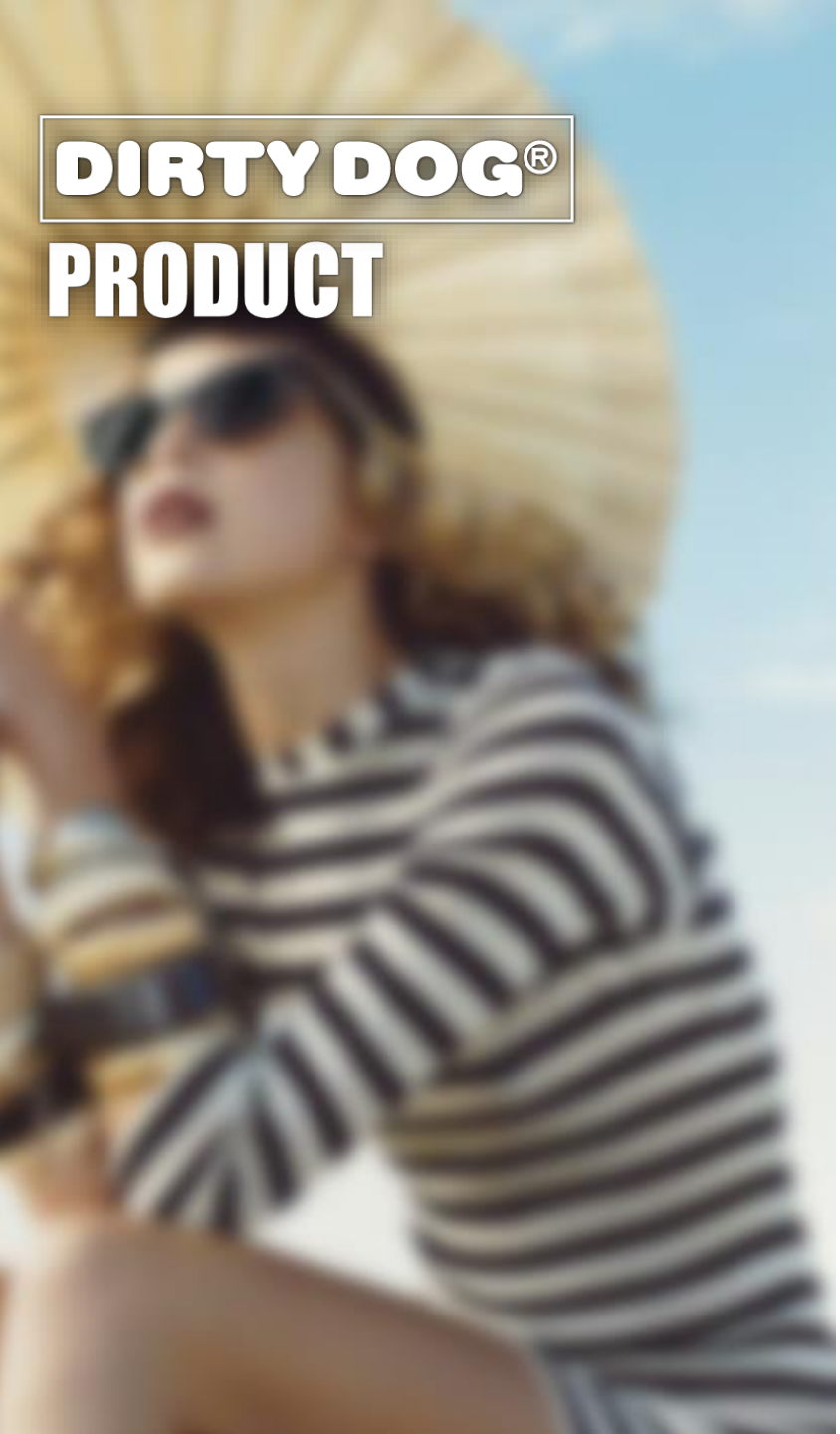
DIRTY DOG®
LOGO UNDERWEAR
MADE IN KOREA

DIRTY DOG®
PATTERN UNDERWEAR
MADE IN KOREA

DIRTY DOG®
SIGNATURE UNDERWEAR
MADE IN KOREA

DIRTY DOG®
LOGO UNDERWEAR
MADE IN KOREA





DIRTY DOG®
PRODUCT

UMBRELLA

DIRTY DOG®
BLUE UMBRELLA
MADE IN KOREA

DIRTY DOG®
WOOD CURVED RULER UMBRELLA
MADE IN KOREA

DIRTY DOG®
TWO TONE UMBRELLA
MADE IN KOREA

DIRTY DOG®
CURVED RULER UMBRELLA
MADE IN KOREA

DIGITAL ACCESSORY

DIRTY DOG®
D-DOG HEADPHONE
MADE IN KOREA

DIRTY DOG®
D-DOG USB CARD
MADE IN KOREA

DIRTY DOG®
CELL PHONE CASE
MADE IN KOREA

BAG

DIRTY DOG®
D-DOG POUCH BAG
MADE IN KOREA

DIRTY DOG®
PATTERN BACKPACK
MADE IN KOREA

DIRTY DOG®
D-DOG BOX
MADE IN KOREA

INTERIOR

DIRTY DOG®

WOOD FRAME
MADE IN KOREA

DIRTY DOG®

WHITE FRAME
MADE IN KOREA

DIRTY DOG®

D-DOG LOOKBOOK
MADE IN KOREA

DIRTY DOG®

D-DOG FLOWERPOT
MADE IN KOREA

DIRTY DOG®
PRODUCT

KITCHEN

DIRTY DOG®
D-DOG MUG CUP
MADE IN KOREA

DIRTY DOG®
D-DOG PLATE
MADE IN KOREA

DIRTY DOG®
PATTERN & LOGO APRON
MADE IN KOREA

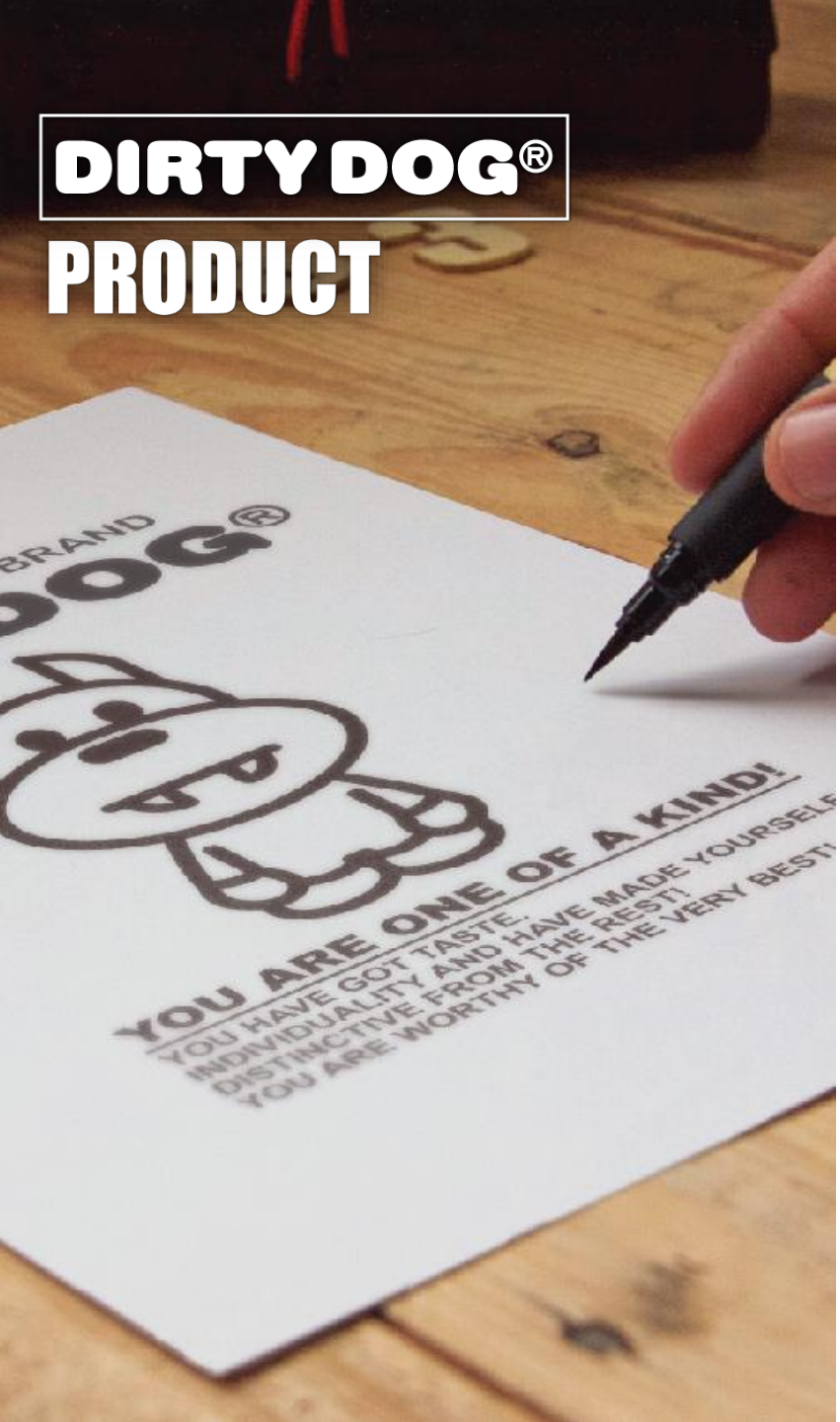
BEDDING

DIRTY DOG®

D-DOG LONG PILLOW
MADE IN KOREA

DIRTY DOG®

D-DOG SHORT PILLOW
MADE IN KOREA



WRITING SUPPLIES

DIRTY DOG®
D-DOG BLACK NOTE
MADE IN KOREA

DIRTY DOG®
D-DOG PEN
MADE IN KOREA

DIANOS
Entertainment

American Hip-pop Streets Brand

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DIRTY DOG®

entertainment
DIANOS
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