



# MAKE NGNO

*Since 2006*

*Photograph*

*Advertising*

*Retouching*

*Editorial design*

*Mobile collection*

# MAKE NGNO?

메이크 엔지노는 패션브랜드의 코디북, 제품설명서, 모바일 컬렉션 등 다양한 편집 디자인물을 창출해내고, 광고컨셉기획, 촬영, 진행까지 다이렉트로 작업 가능한 'MULTIFUNCTIONAL(다기능)' 광고 디자인 회사입니다.

## VISION

광고의 원초적인 의미를 기반으로 내부적 변화와 혁신을 위해 다양한 시스템을 도입하고, 보다 나은 포지셔닝을 구축하기 위해 연구 및 개발하여 실행해나가 현재에 머물지 않고 미래 준비를 목표로 합니다.

## 2006

광고 기획 및 촬영, 편집, 인쇄 제작까지 다이렉트로 진행하는 Planing Studio **MAKE NGNO(메이크 엔지노)** 설립.

## 2015

10월 포토그래퍼 에이전시 **MAKERS(메이커스)**를 런칭하여 뷰티, 패션, 제품, 광고 분야로 발을 넓히고 있습니다.

## 2016

**MOBILE COLLECTION(모바일 컬렉션)**이란 온라인 룩북의 자체 개발로 특허권을 취득하여 패션 광고 및 홍보에 경쟁력을 두었고, 10년 이상의 경험과 노하우로 클라이언트와 대중을 상응시키기 위해 항상 고민하며 다양한 연구를 하고 있습니다.

## WORK TEAM

크리에이티브 디렉터 (Creative Director)  
제품촬영 포토그래퍼 (Product Photographer)  
광고촬영 포토그래퍼 (Advertising Photographer)  
편집&기획 디자이너 (Editorial&Planning Designer)  
동영상 편집팀(Video Editor) 으로 구성되어 있어 일반적인 아웃소싱의 시스템이 아닌 **인소싱을 기반으로 운영합니다.**

#CONCEPT PLAN #URL MOBILE COLLECTION  
#PHOTOGRAPH #RETOUCHING #LAYOUT DESIGN  
#PRINT OUT #CREATIVE DIRECTOR  
#PRODUCT PHOTOGRAPHER #ADVERTISING PHOTOGRAPH  
#EDITORIAL DESIGNER #VIDEO EDITOR

# PROCESS

광고의 컨셉 기획 및 촬영, 리터칭, 레이아웃 편집, 인쇄물 제작까지 다이렉트로 진행 가능한 플래닝 스튜디오입니다.



CONCEPT PLAN  
컨셉 기획



DRAFT  
시안 작업



PHOTOGRAPH  
촬영



RETOUCHING  
리터칭



EDITORIAL DESIGN  
편집 디자인



PRINTOUT  
인쇄 및 제작



URL MOBILE COLLECTION  
모바일 컬렉션

GALAXY

GALAXY  
LIFESTYLE

LF

HAZZYS  
LADIES

HAZZYS

HAZZYS  
GOLF

TNGT  
TODAY 'N GOING ON  
TOMORROW

BLUE LOUNGE  
MAESTRO

DAKS

DAKS  
GOLF

Lafuma

KOLON INDUSTRIES  
F&C ORGANIZATION

KOLON SPORT

GGIO<sup>2</sup>  
CURATION

MOUNTIA

한국유통산업협회  
KOREAN APPAREL INDUSTRY ASSOCIATION

패션그룹형지

CHÂTELAINE

RAGELLO  
LE SALON

WILD ROSES  
SWISS

MOJO.S.PHINE  
NEW YORK

ZOOC

DEWL

JOINUS

COMPAGNA  
most MUSE

TATE

TRUGEN

TORBIST

Kinloch Anderson  
SCOTLAND

renoma

AIRWALK  
Extreme Sports Jean : USA

TOM  
STORY

SARA·J

CRESSON

YONEX

Gabor

WESTWOOD  
You are the Mountain

ellesse

# LOCATION

Office.

서울시 논현동 112-16 보궁빌딩 1층  
1F, 112-16 Bo goong-building, Nonhyn-dong, Gangnam-Gu, Seoul

Studio A.


광고촬영 스튜디오 (100평)  
서울시 논현동 7-5 효진빌딩 B1  
B1, 7-5, Nonhyn-dong, Gangnam-Gu, Seoul


Studio B.

제품촬영 스튜디오 (40평)  
서울시 논현동 110-2 기흥빌딩 B1  
B1, 110-2, Nonhyn-dong, Gangnam-Gu, Seoul

## MAKE NGNO

 [www.ngnost.com](http://www.ngnost.com)

 [ngno-m.com](mailto:ngno-m.com)

 [www.instagram.com/makengno\\_makers/](https://www.instagram.com/makengno_makers/)

 [www.facebook.com/makengno/](https://www.facebook.com/makengno/)

T. 02 - 3446 - 5849

F. 02 - 3446 - 5848

e. [maker1@makengno.com](mailto:maker1@makengno.com)

## ARTIST AGENCY

MAKERS(메이커스) [www.makers-maker.com](http://www.makers-maker.com)



## 02. PHOTOGRAPH

Fashion Advertising

Look Book

Product

Retouching







'16 SPRING / SUMMER LUOMO

ADVERTISING

02. PHOTOGRAPH

ADVERTISING







'16 FALL / WINTER LUOMO

ADVERTISING

02. PHOTOGRAPH

ADVERTISING

13







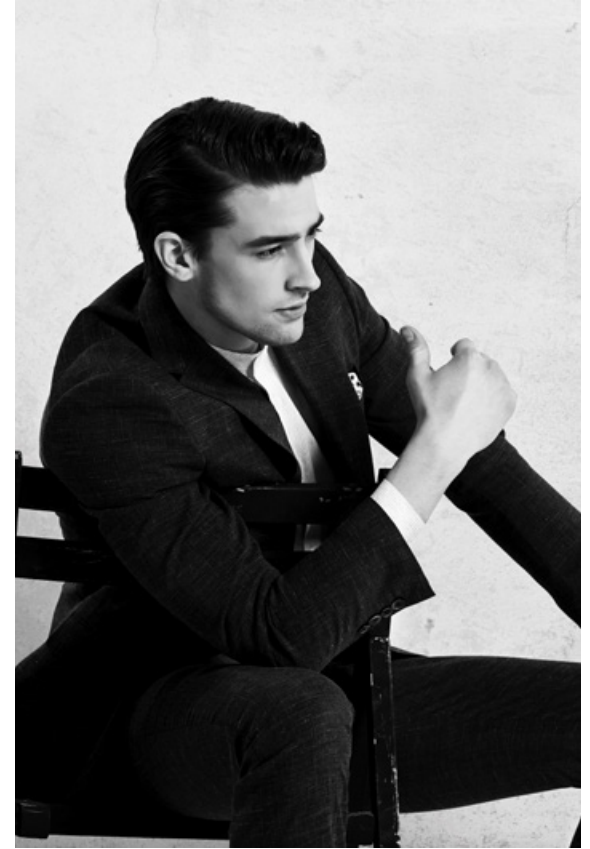
'17 SPRING / SUMMER TOWNGENT

ADVERTISING

02. PHOTOGRAPH

ADVERTISING

15











'17 FALL / WINTER SARA.J

ADVERTISING







'17 SPRING / SUMMER BLOOMSBURY

ADVERTISING

02. PHOTOGRAPH

ADVERTISING





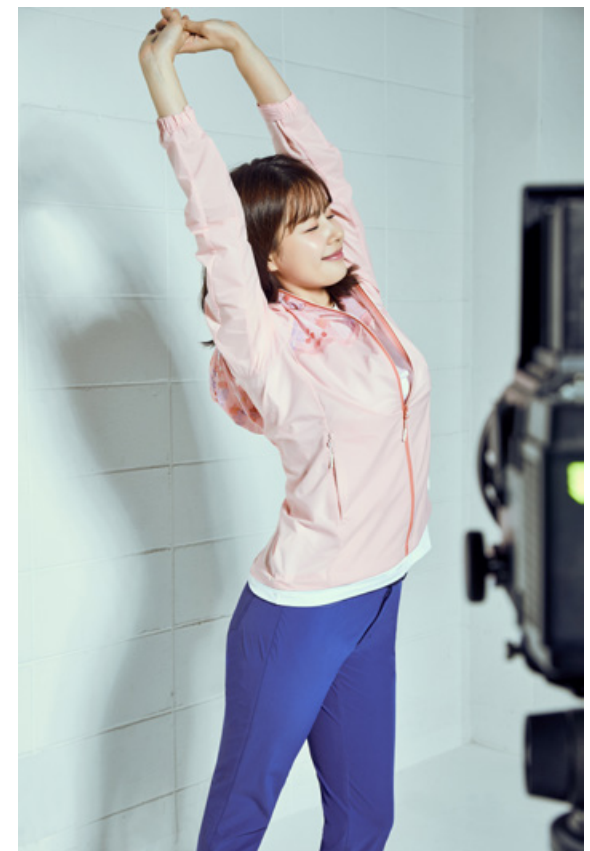


'18 SPRING / SUMMER MOUNTIA

ADVERTISING

02. PHOTOGRAPH

ADVERTISING







'18 SUMMER YONEX

ADVERTISING

02. PHOTOGRAPH

ADVERTISING

25







'18 SPRING / SUMMER YONEX

ADVERTISING

02. PHOTOGRAPH

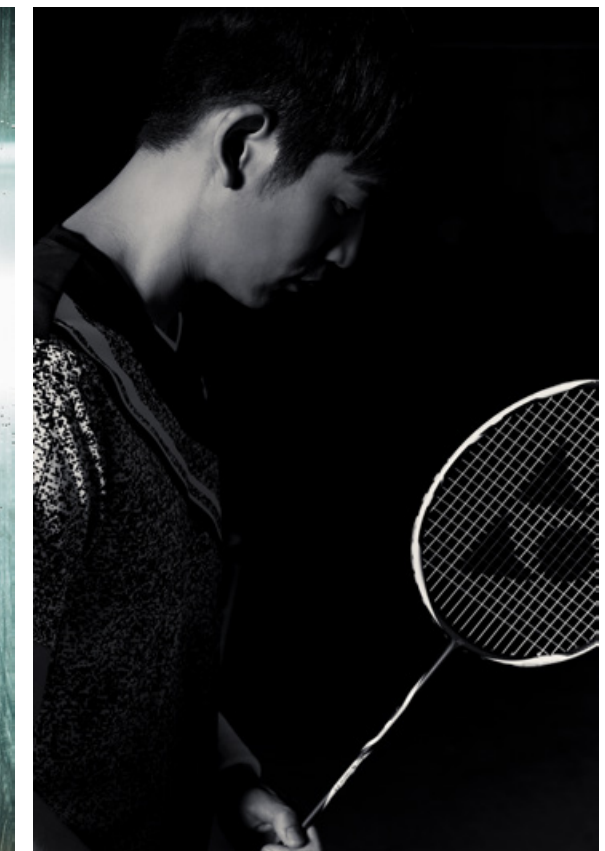
ADVERTISING







'17 FALL / WINTER YONEX ADVERTISING







'17 SPRING / SUMMER KAPPA

ADVERTISING

02. PHOTOGRAPH

ADVERTISING





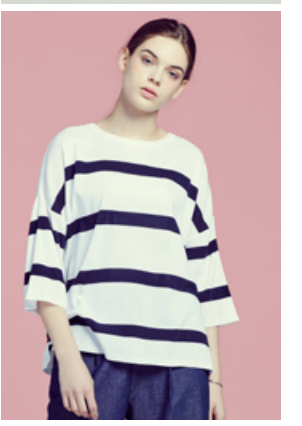
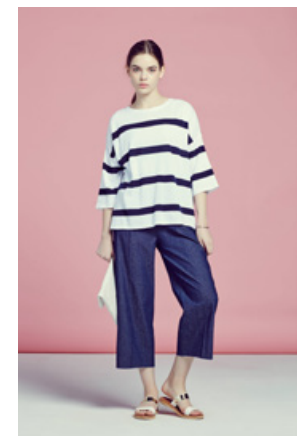
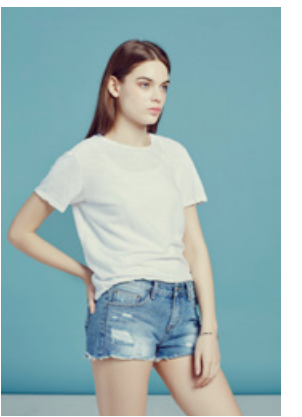
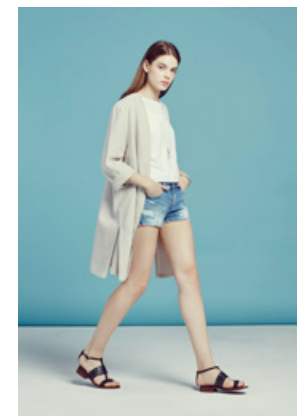
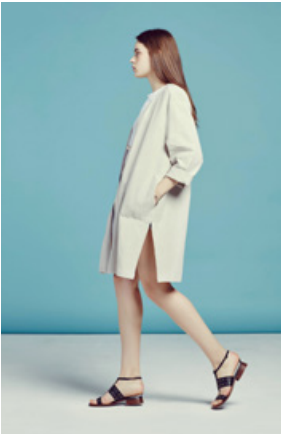
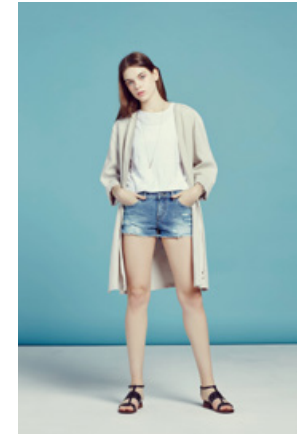


'16 SPRING / SUMMER MOGG PINK

ONLINE LOOK BOOK

02. PHOTOGRAPH

ONLINE LOOK BOOK





'16 SPRING / SUMMER TNGT WOMEN

ONLINE LOOK BOOK

02. PHOTOGRAPH

ONLINE LOOK BOOK

35







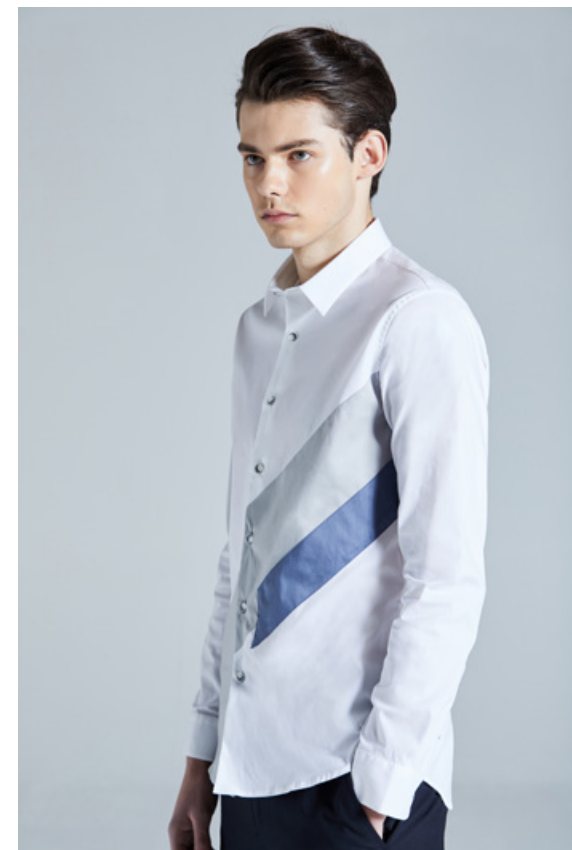
'18 SPRING / SUMMER RENOMA

ONLINE LOOK BOOK

02. PHOTOGRAPH

ONLINE LOOK BOOK

37













## 03. EDITORIAL DESIGN

Advertising Catalog

Look Book / Coordi Book

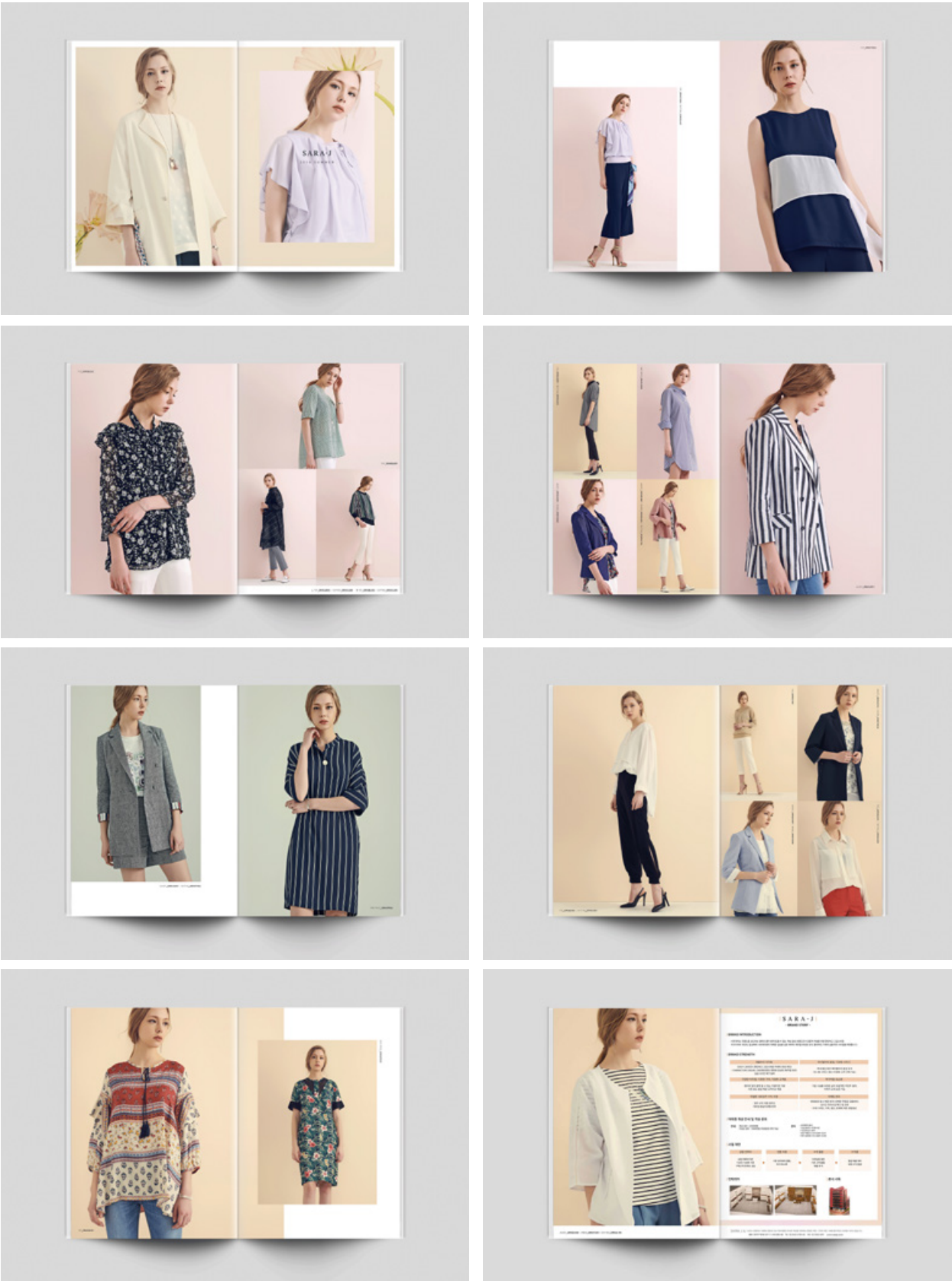
Selling Point Book





# SARA.J 2018 SUMMER COLLECTION

· 195x265mm / 36Page / 랑데뷰 / 무선제본  
· 광고 촬영 ..... 리터칭 ..... 카달로그 시안 작업 ..... 카달로그 편집 ..... 인쇄 ..... 납품

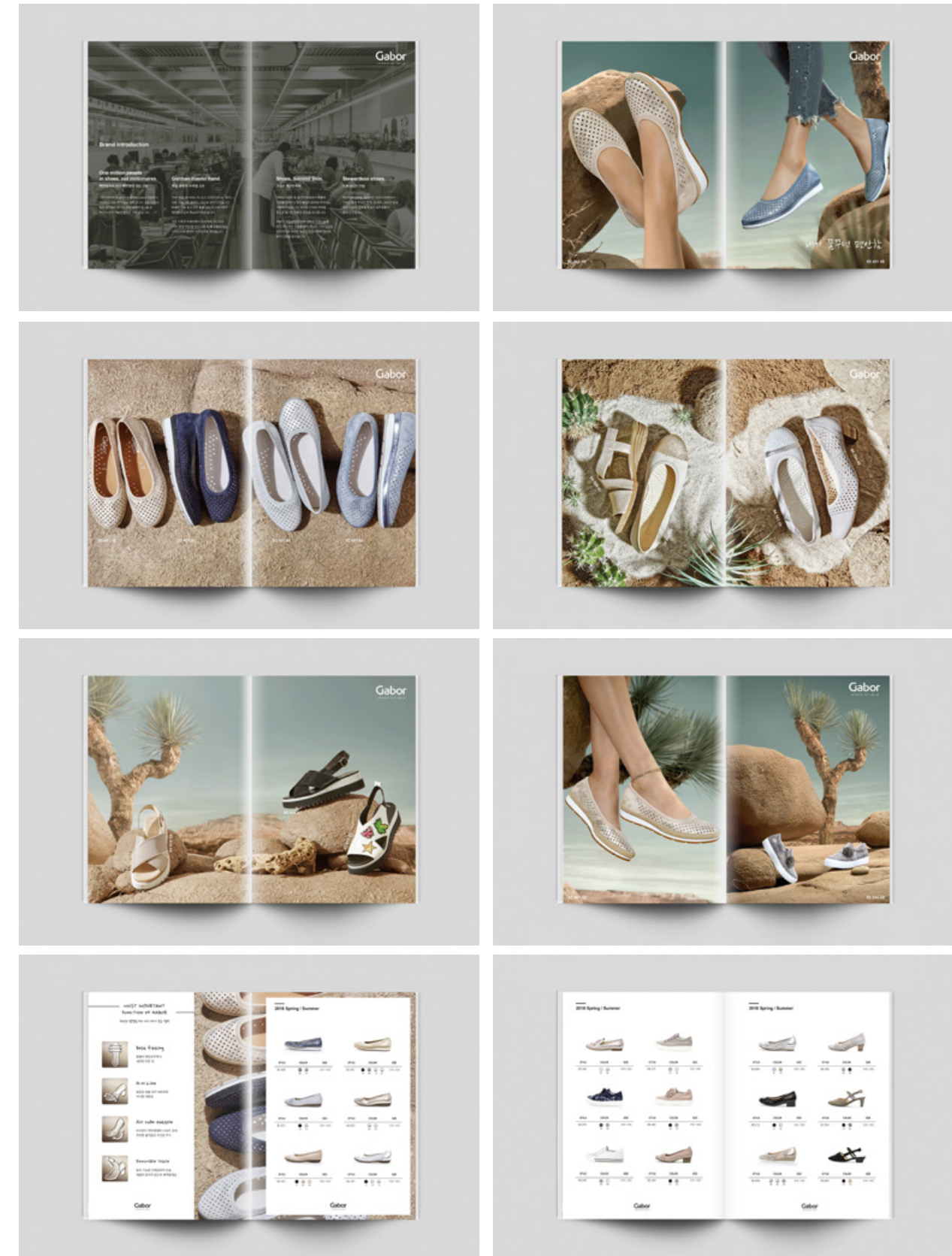






# GABOR 2018 SPRING / SUMMER COLLECTION

- 148x210mm / 24Page / 스노우지 / 중철제본
- 광고 촬영 ..... 리터칭 및 합성 ..... 카달로그 시안 작업 ..... 카달로그 편집 ..... 인쇄 ..... 납품

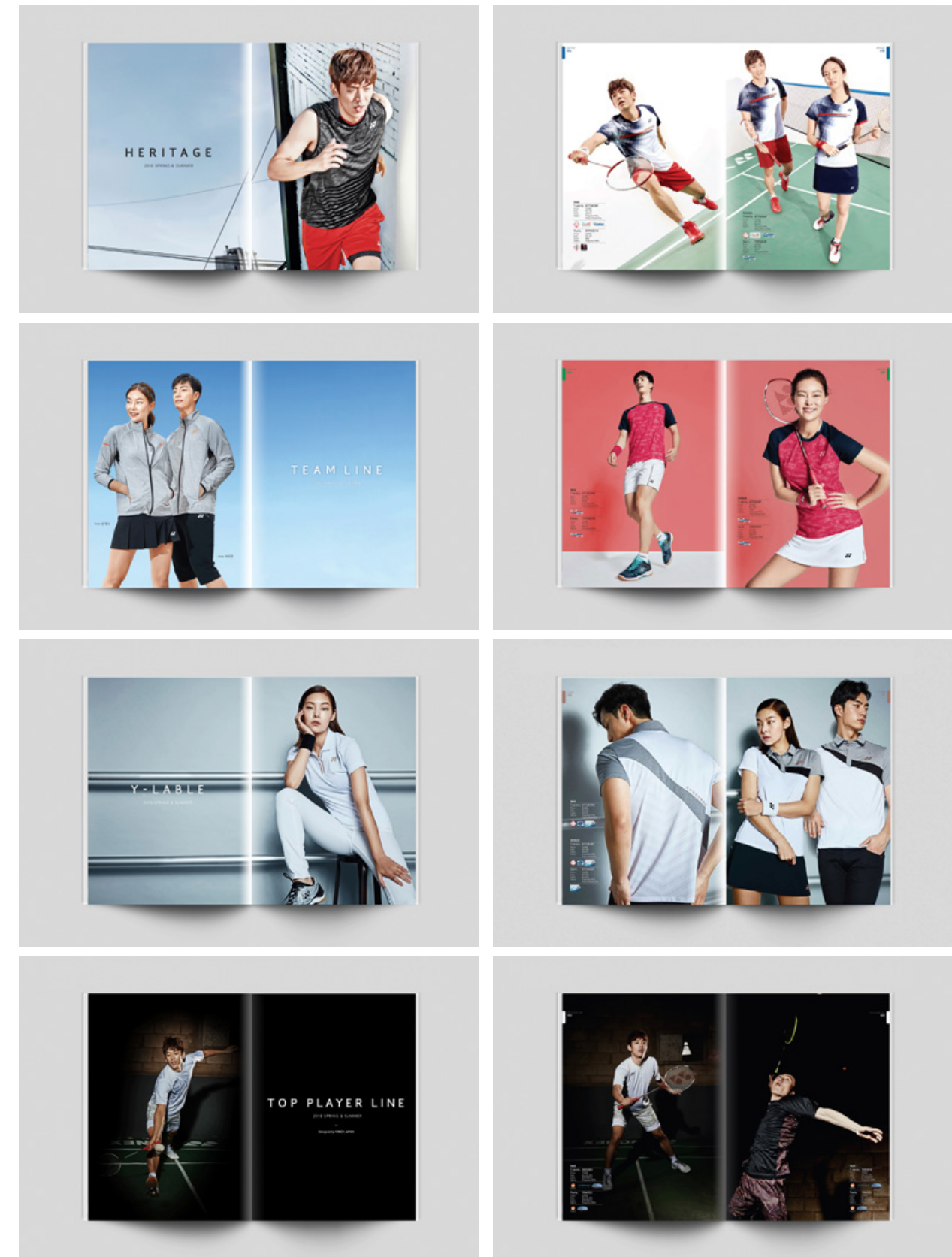






## YONEX 2018 SPRING / SUMMER COLLECTION

- 210x297mm / 194Page / 아트지 / 무선제본
- 광고 컨셉 기획 ..... 광고 및 제품 촬영 ..... 리터칭 ..... 카달로그 시안 작업 ..... 카달로그 편집 ..... 인쇄 ..... 납품







## YONEX 2018 SPRING / SUMMER POSTER

· 420x594mm / 2Page / 아트지

· 광고 및 제품 촬영 ..... 리터칭 ..... 포스터 시안 작업 ..... 포스터 편집 ..... 인쇄 ..... 납품



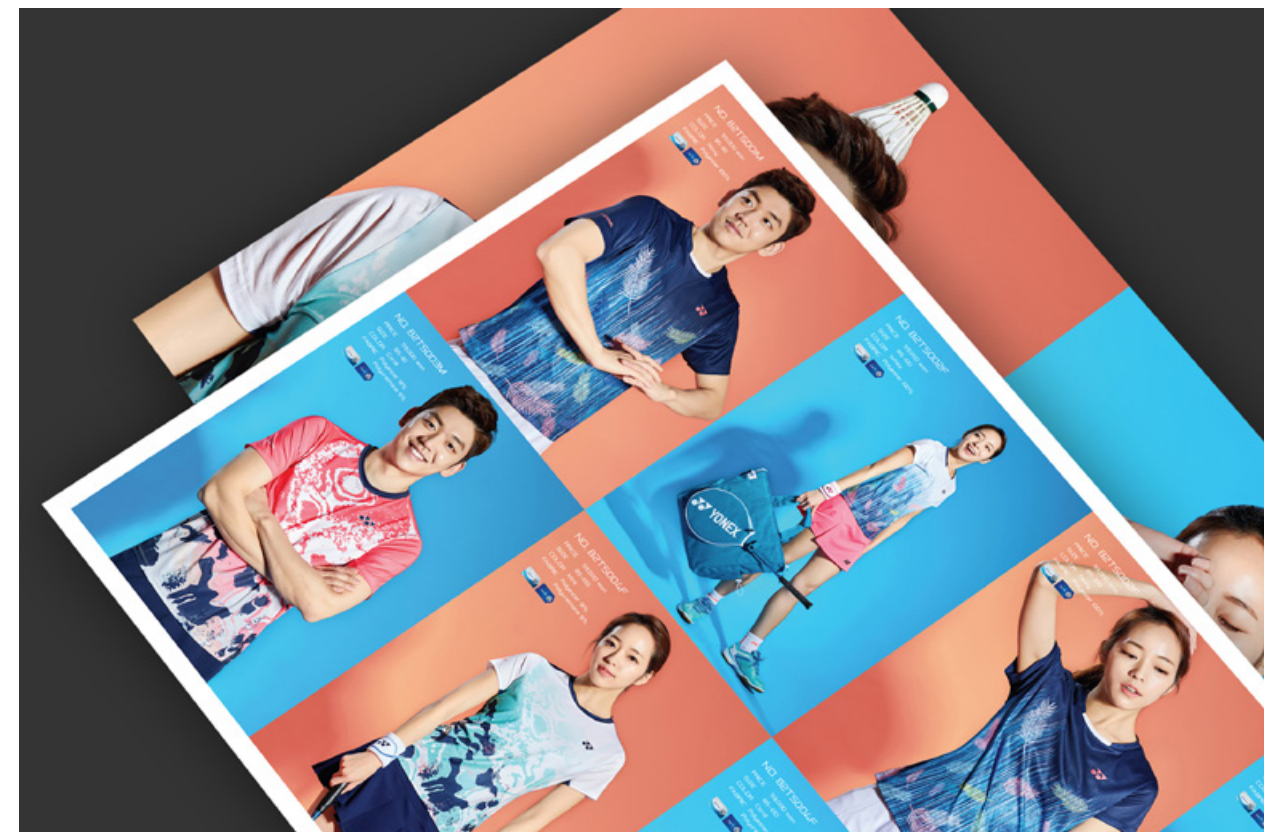


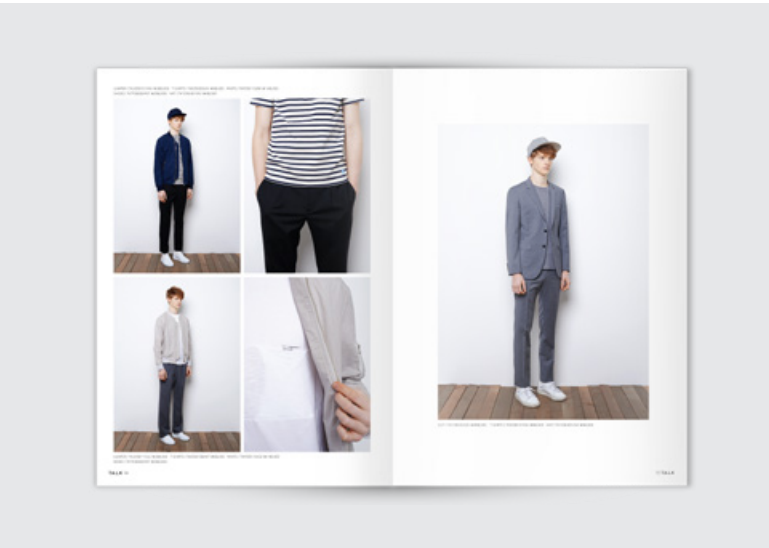


## YONEX 2018 SUMMER POSTER

· 594x420mm / 2Page / 아트지 / 양면 유광 코팅

· 광고 컨셉 기획 ..... 광고 촬영 ..... 리터칭 ..... 포스터 시안 작업 ..... 포스터 편집 ..... 인쇄 ..... 납품





'15 SPRING / SUMMER T.A.L.K



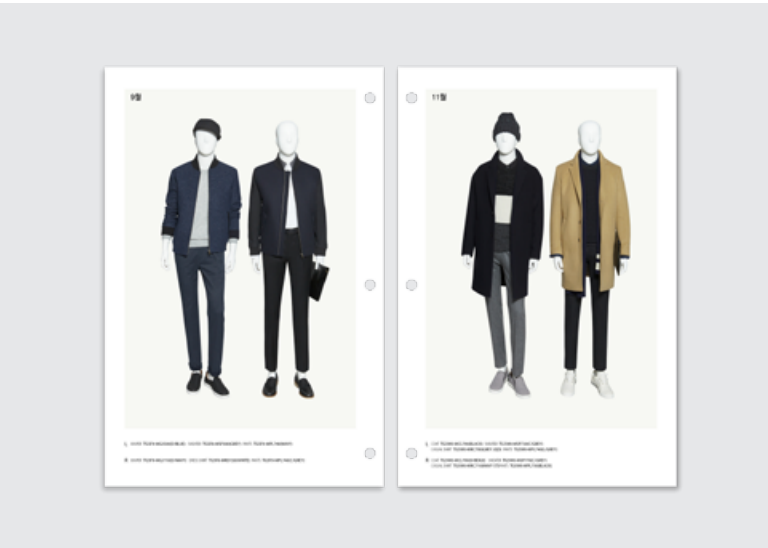
'16 SPRING / SUMMER SCHNEIDER



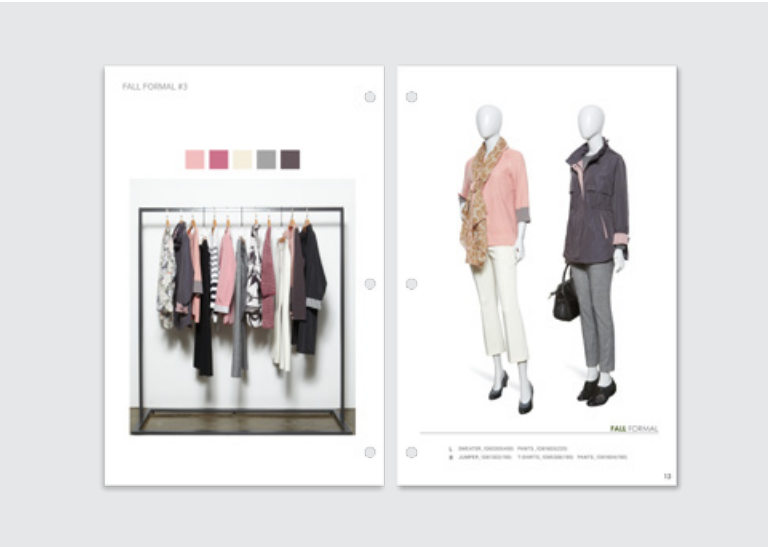
'18 SPRING / SUMMER HAZZYS LADIES



'15 FALL / WINTER TRUGEN



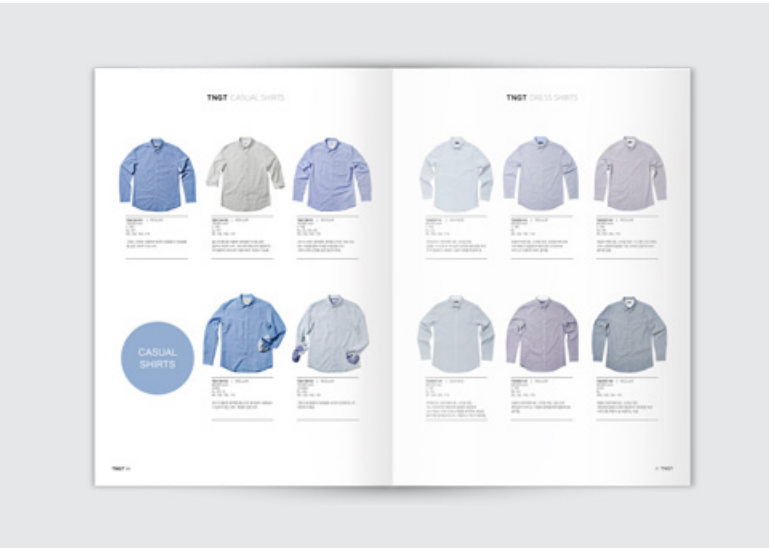
'17 FALL / WINTER PAT



'18 SPRING / SUMMER GALAXY LIFE STYLE







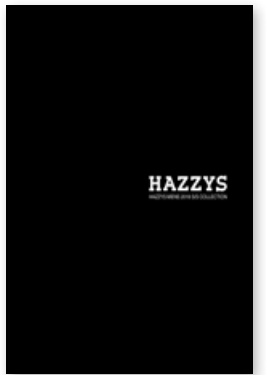
'15 SPRING / SUMMER TNGT



'16 SPRING / SUMMER KOLON SPORT



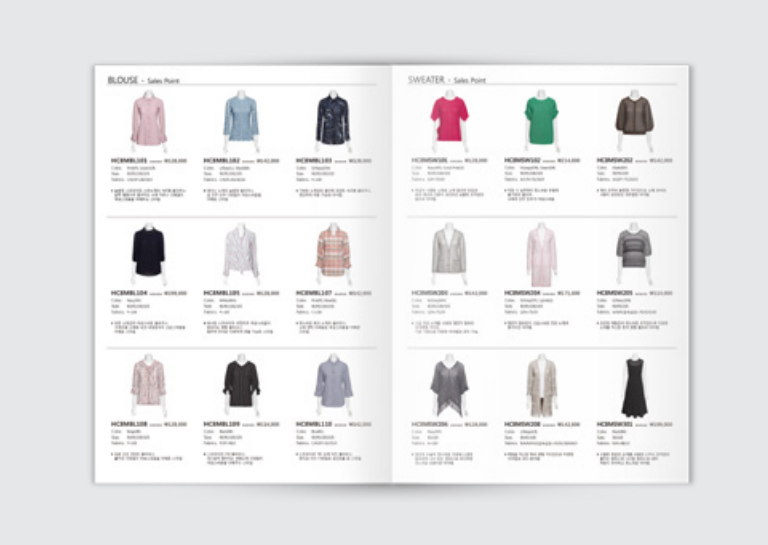
'18 SPRING / SUMMER HAZZYS MEN



'18 SPRING / SUMMER RAGELLO



'18 SUMMER CHATELAINE



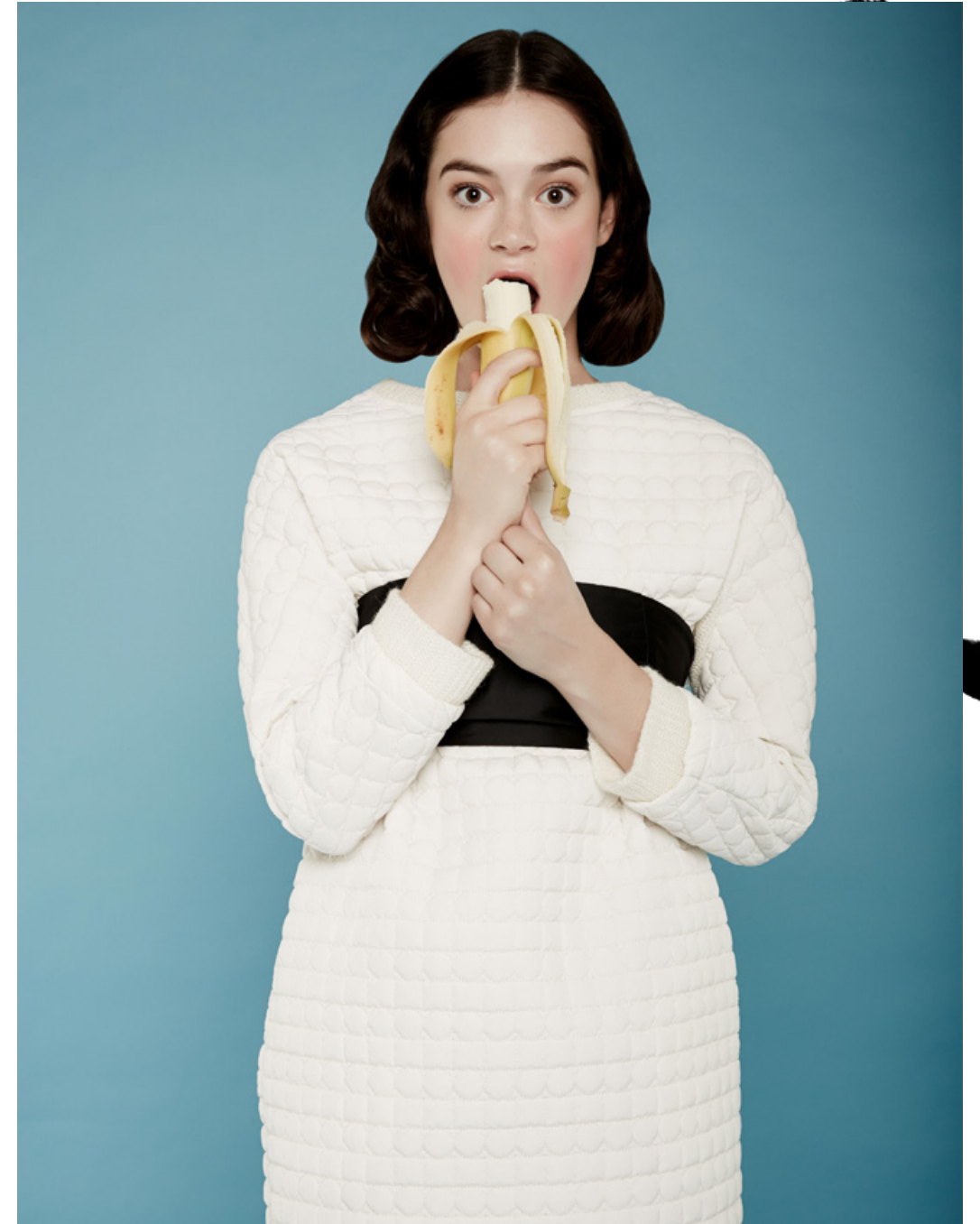
'18 SPRING / SUMMER HAZZYS GOLF



## 04. MOBILE COLLECTION

Look Book

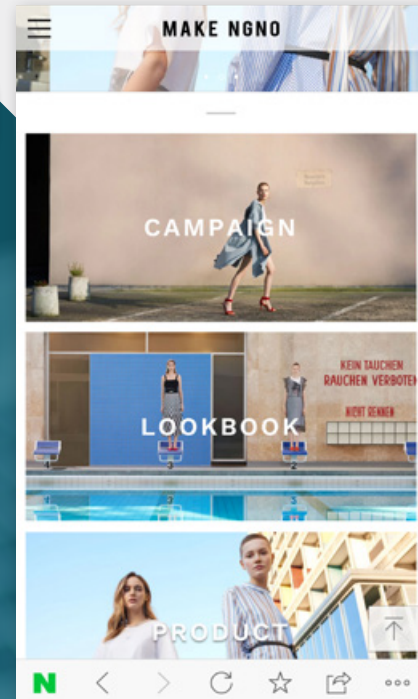
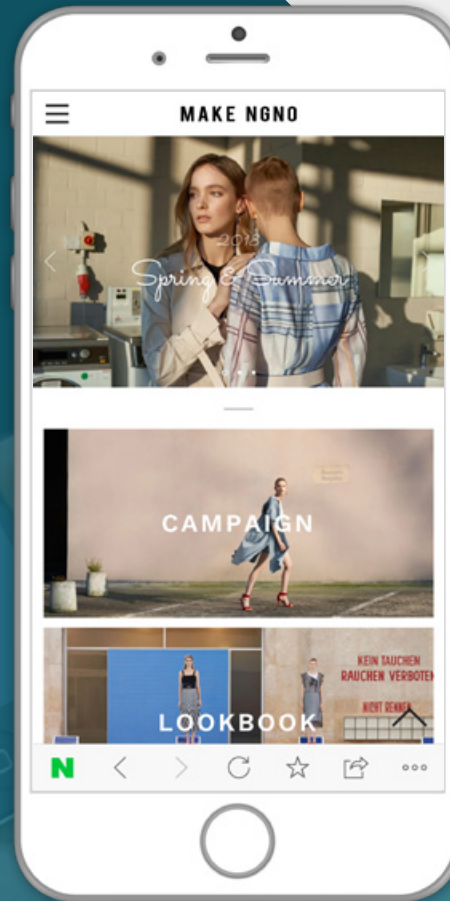
Coordi Book





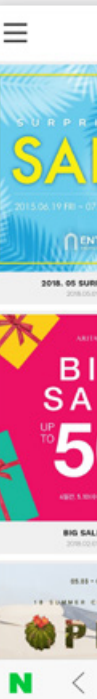
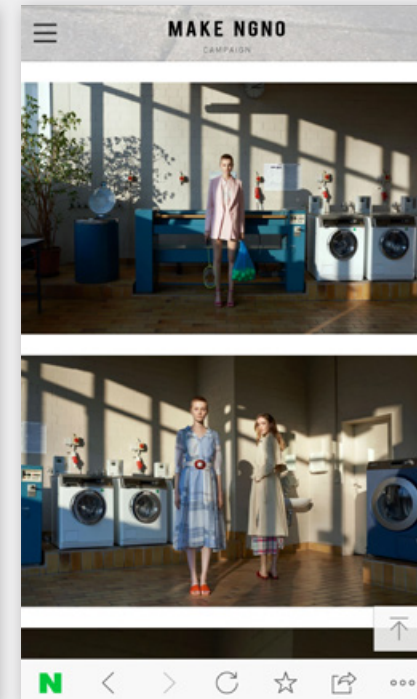
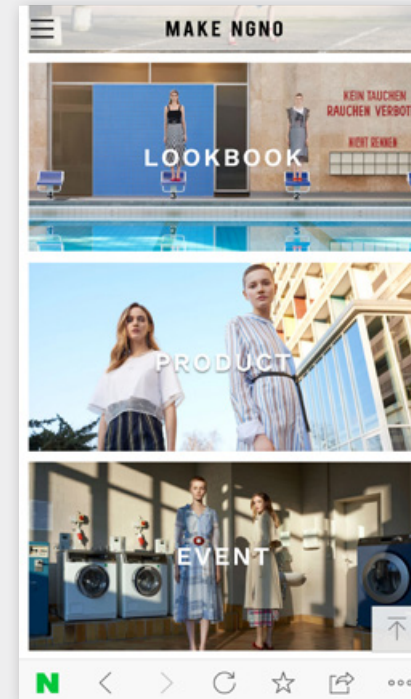
# 설치 없이 간편하게 URL MOBILE COLLECTION

앱 설치 NO! URL OK!  
때와 장소를 가리지 않는 신개념  
홍보수단!  
버려지는 데이터 이제 그만,  
모바일로 재탄생!



목적에 따라 다양하게 제작 가능!

시즌 홍보, 스포츠 광고, 월별 착장 홍보 등  
다양하게 제작 가능한 모바일 컬렉션입니다.



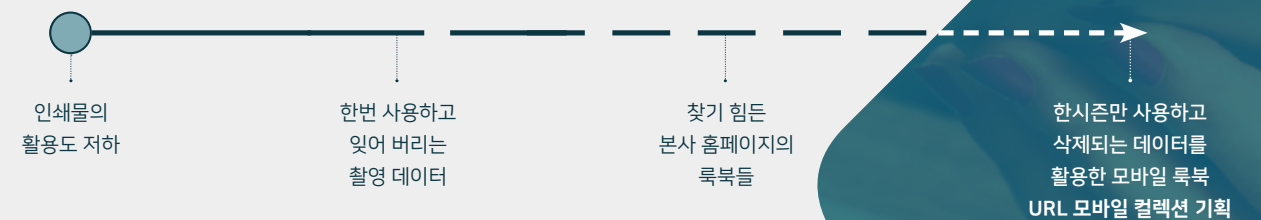
## 모바일 컬렉션 특허증

모바일 컬렉션은 자사의 아이디어로  
개발하여 특허권을 가지고 있으며  
저작권 또한 메이크엔지노에 있습니다.



Sample URL  
QR코드

## SITUATION



# JOINUS

2018 SPRING COLLECTION



## SEASON

2017 SPRING ~ 2018 SUMMER(현재)

## PROCESS

LOOK BOOK 촬영(인물) ..... 리터칭 ..... 모바일 편집 ..... URL 발송

## MENU 구성

MAIN - COLLECTION - EVENT



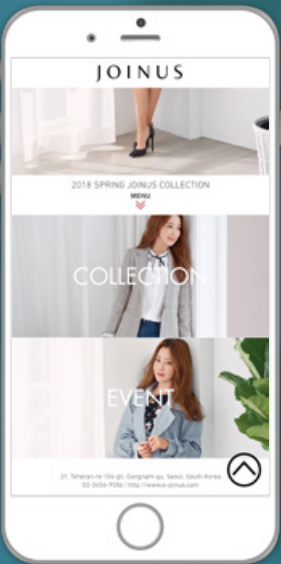
메인 이미지 슬라이드쇼

## MENU 구성

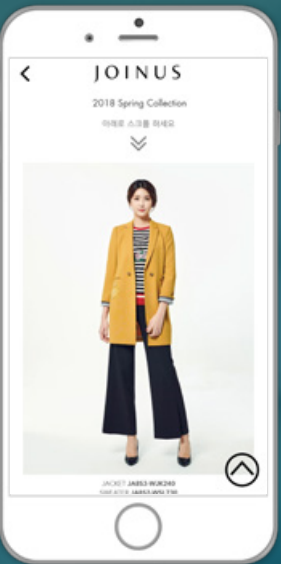
MAIN



MENU



MENU



COLLECTION



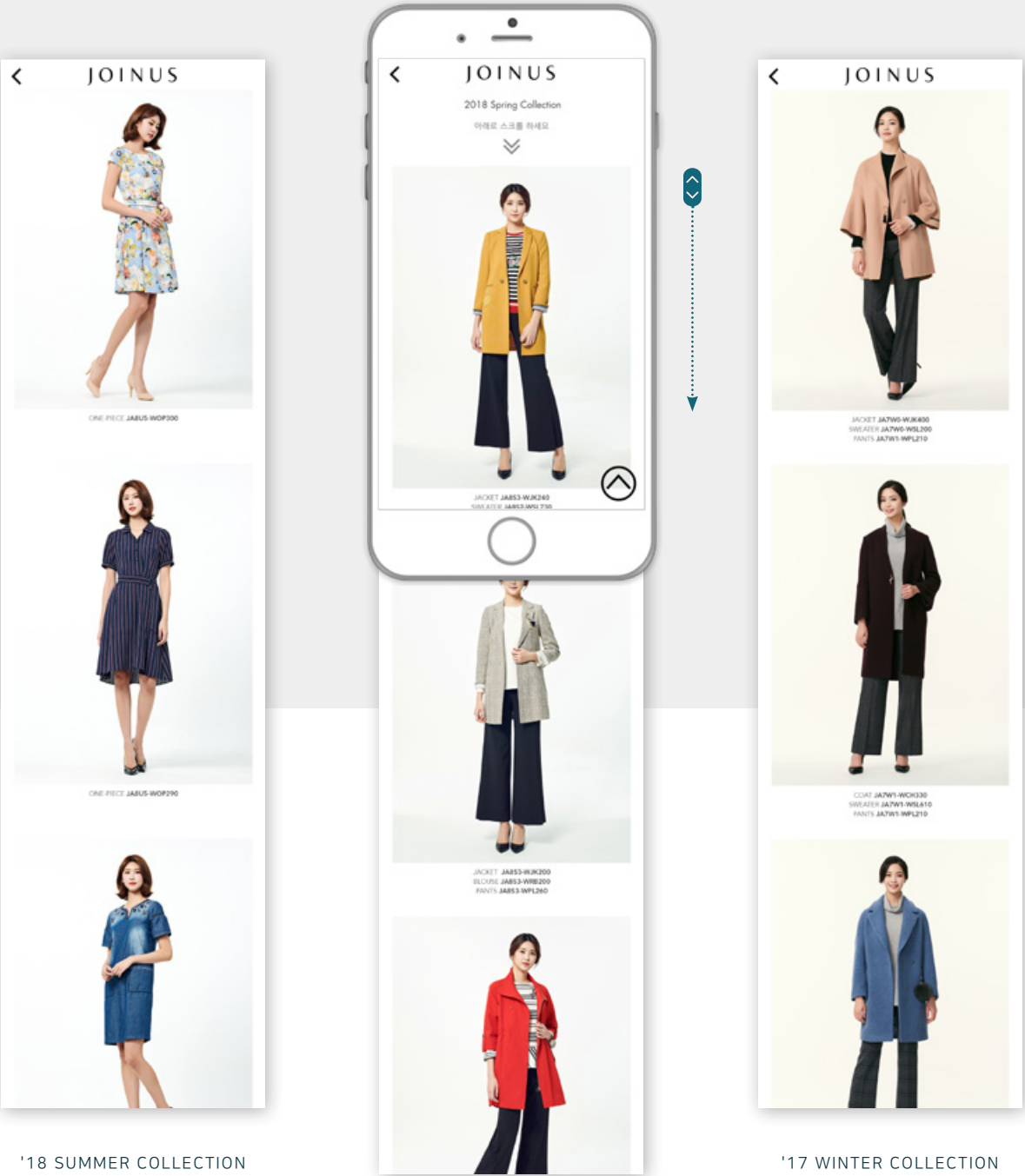
EVENT



<https://www.joinus-collection.com/18spring>



COLLECTION

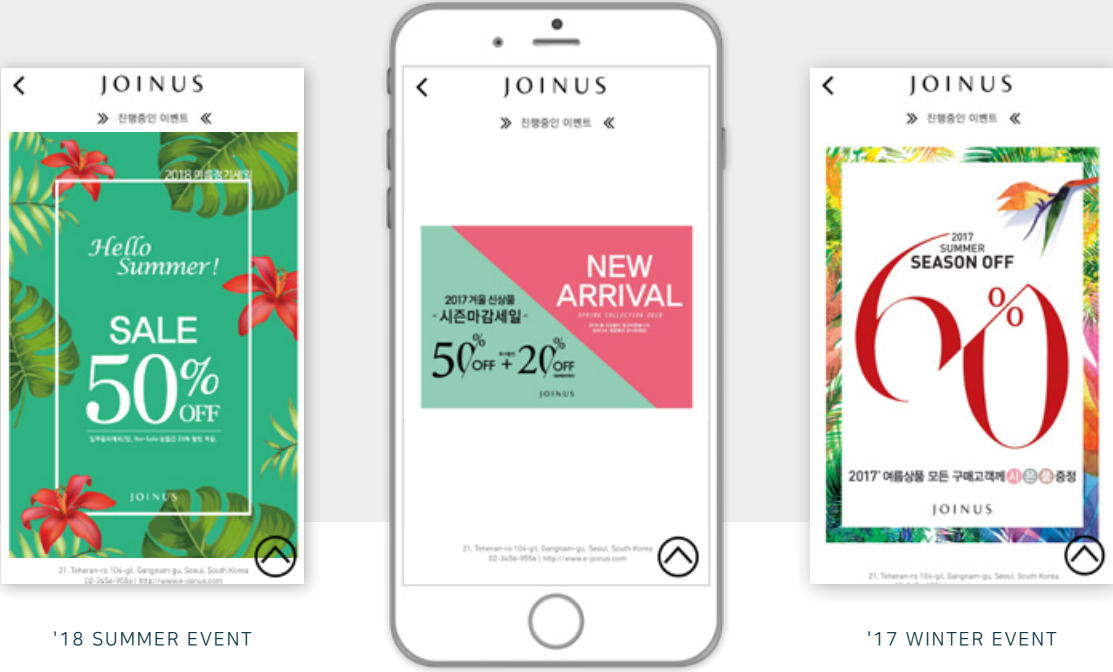


'18 SUMMER COLLECTION

'18 SPRING COLLECTION

'17 WINTER COLLECTION

EVENT



'18 SUMMER EVENT

'18 SPRING EVENT

'17 WINTER EVENT

# COMPAGNA

2017 WINTER COLLECTION

## SEASON

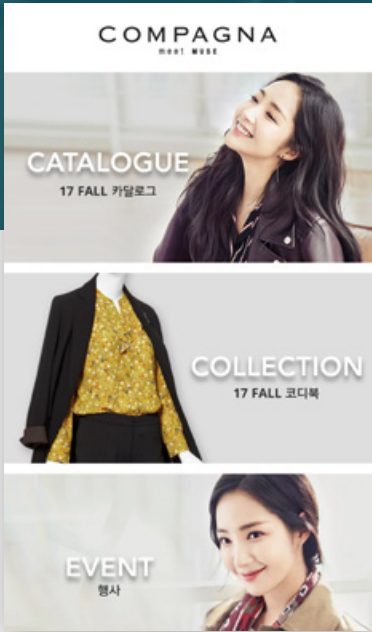
2017 SPRING ~ 2018 SPRING

## PROCESS

COORDI 촬영(마네킹) ..... 리터칭 ..... 모바일 편집 ..... URL 발송

## MENU 구성

MAIN(MENU) - CATALOGUE - COLLECTION - EVENT



'17 FALL 메인



메인(메뉴)



'18 SPRING 메인

## MENU 구성



MENU



CATALOGUE



COLLECTION



EVENT



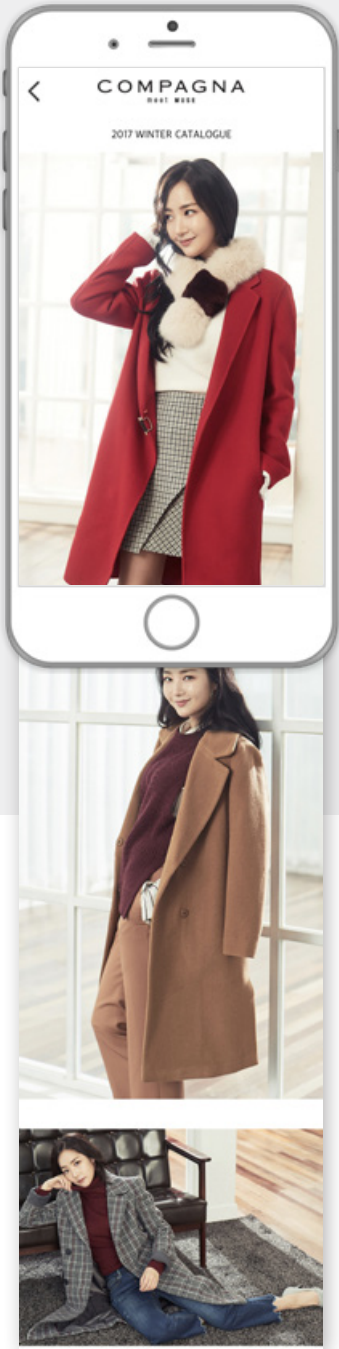
<https://www.compagna-collection.com/compagna-17winter>



CATALOGUE



'18 SPRING CATALOGUE

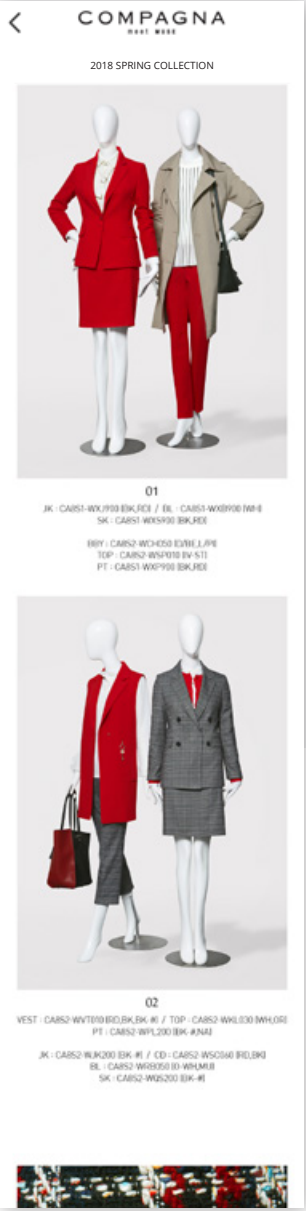


'17 WINTER CATALOGUE

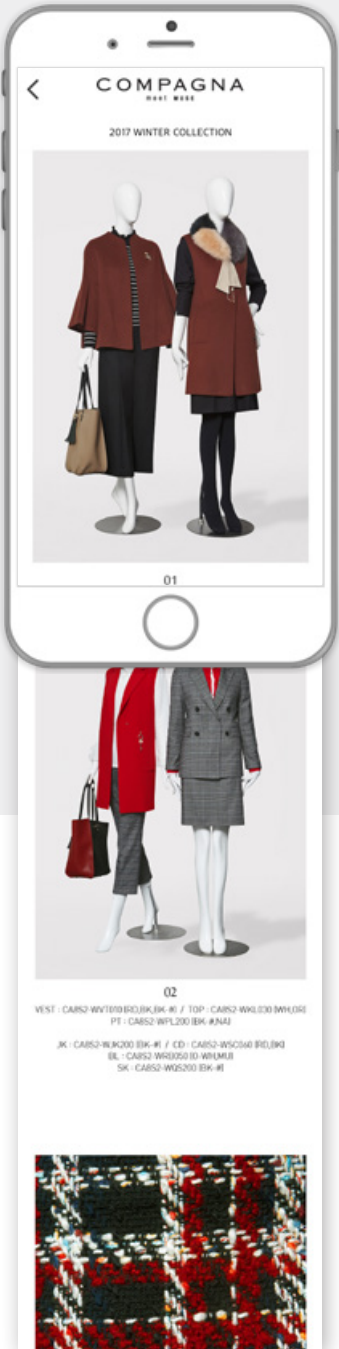


'17 FALL CATALOGUE

COLLECTION



'18 SPRING COLLECTION



'17 WINTER COLLECTION



'17 FALL COLLECTION

## MOUNTIA

2018 SPRING&amp;SUMMER COLLECTION

## SEASON

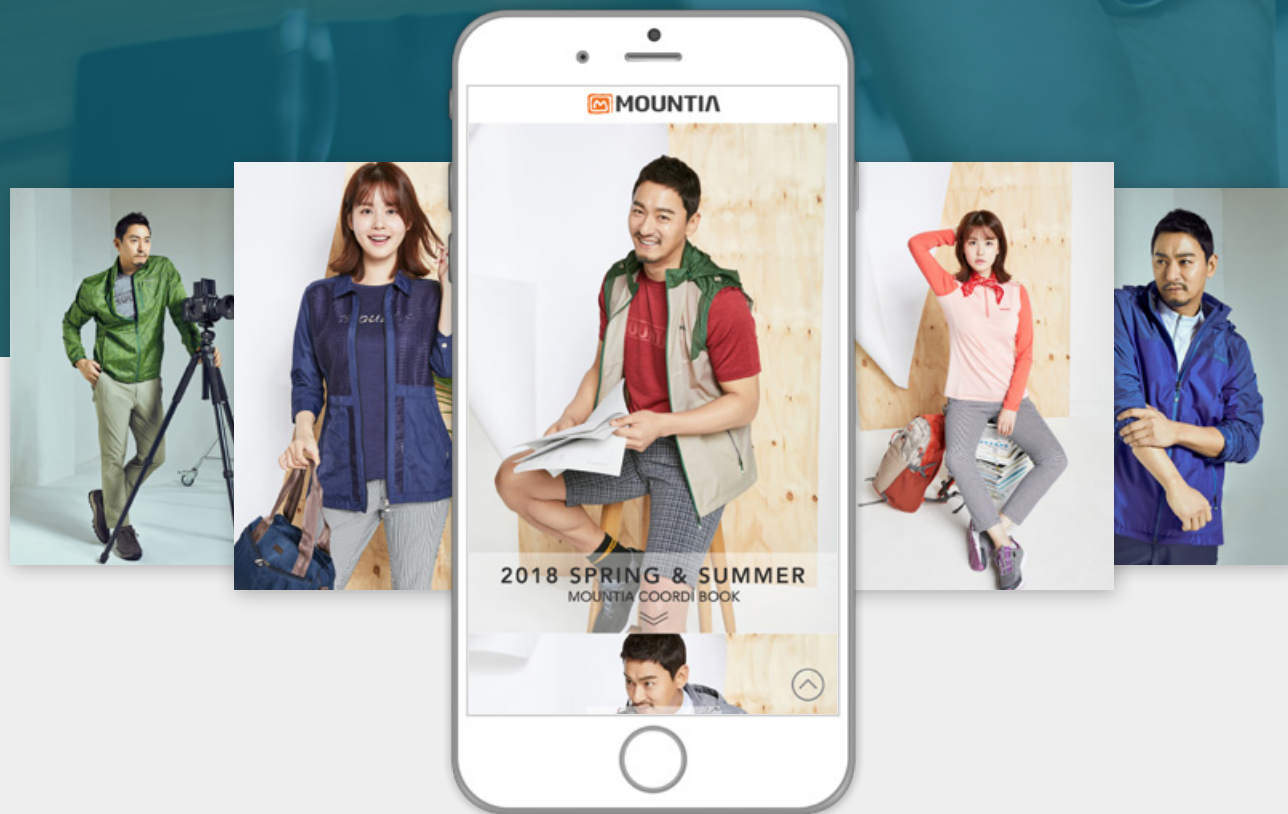
2017 SPRING&amp;SUMMER ~ 2018 SPRING&amp;SUMMER(현재)

## PROCESS

광고(CAMPAIGN) 촬영(인물) ..... 리터칭 ..... 모바일 편집 ..... URL 발송

## MENU 구성

MAIN - CAMPAIGN - PRODUCT - EVENT(팝업창)



메인 이미지 슬라이드쇼

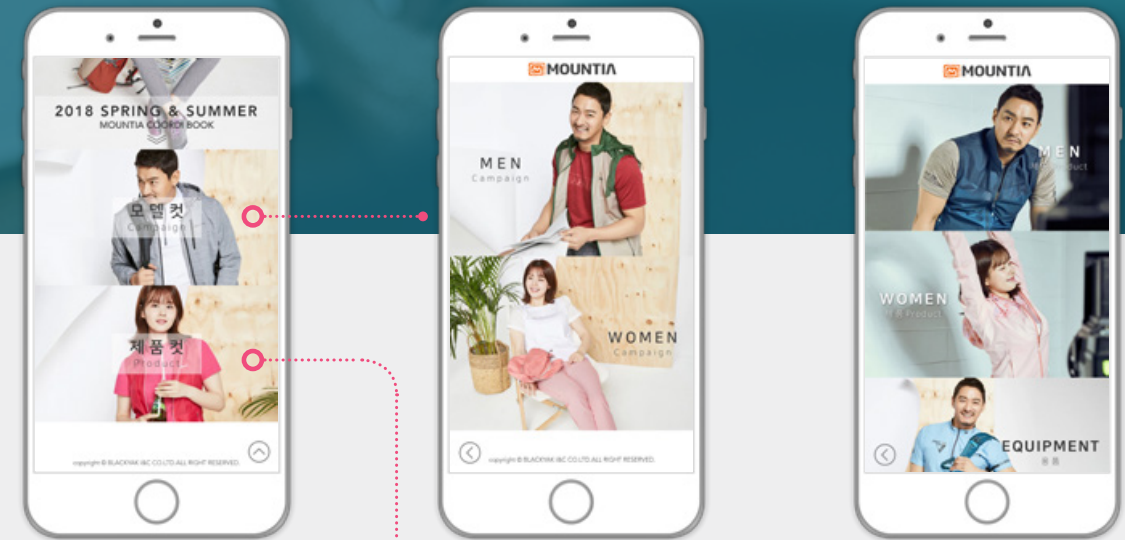
## MENU 구성



MAIN - EVENT 팝업창

MAIN

MENU



MAIN MENU

CAMPAIGN MENU

PRODUCT MENU

<https://www.mountia-collection.com/18ss-main>



CAMPAIGN



'17 FALL&WINTER  
CAMPAIGN MEN



'18 SPRING&SUMMER  
CAMPAIGN MEN



'18 SPRING&SUMMER  
CAMPAIGN WOMEN

PRODUCT



# TATE

2018 SPRING&SUMMER COLLECTION



## SEASON

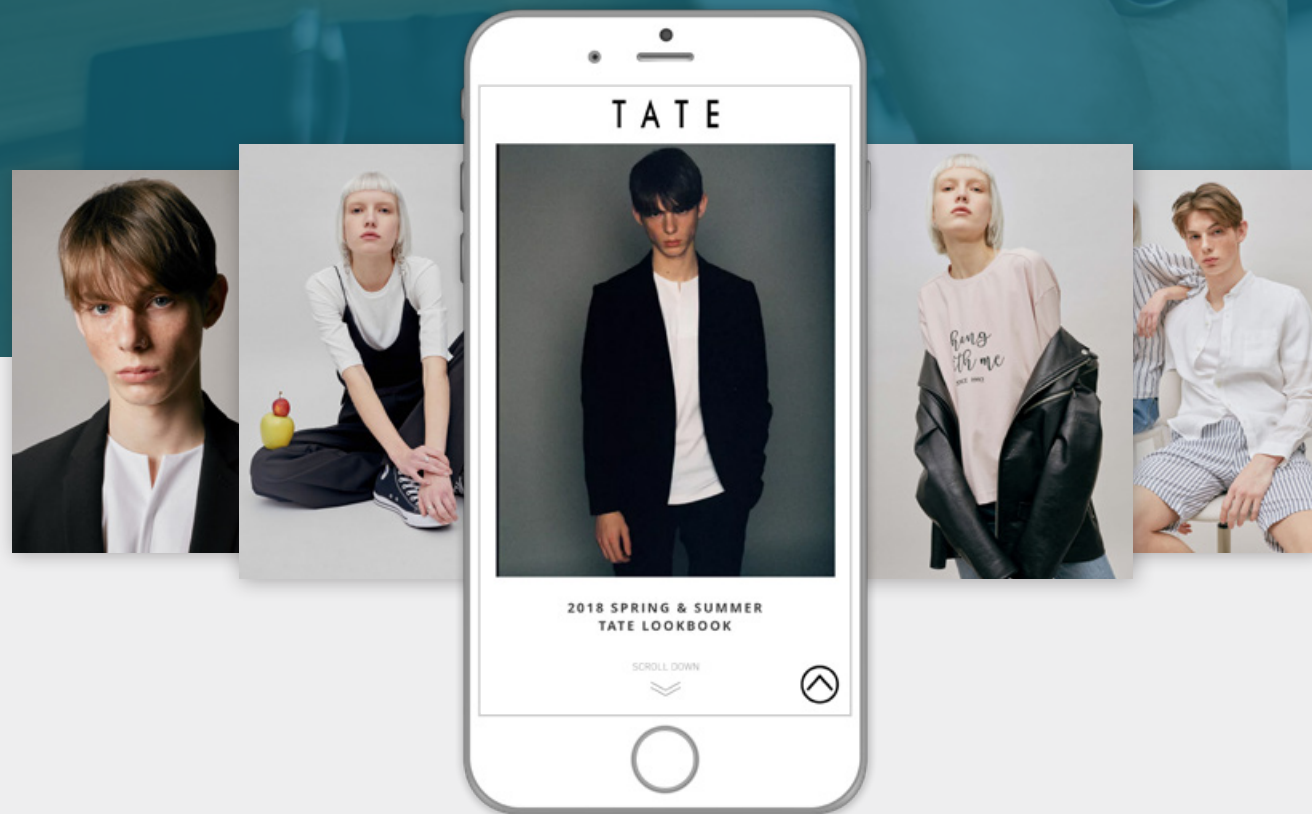
2017 FALL&WINTER ~ 2018 SPRING&SUMMER(현재)

## PROCESS

사진 및 내용 자료 전달 ..... 모바일 편집 ..... URL 발송

## MENU 구성

MAIN - COLLECTION - MAKING VIDEO(MAIN)



메인 이미지 슬라이드쇼

## MENU 구성

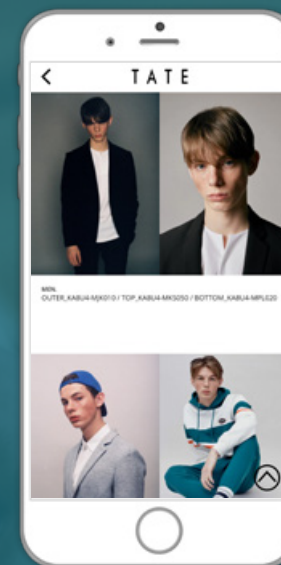
MAIN



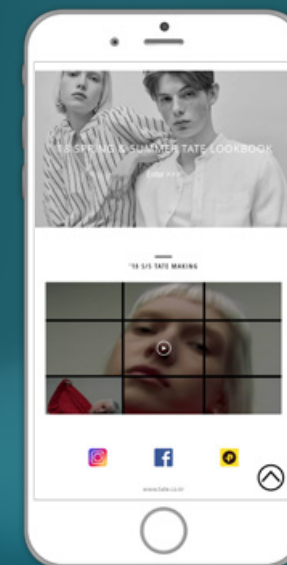
MENU



MENU



COLLECTION



VIDEO / SNS LINKS



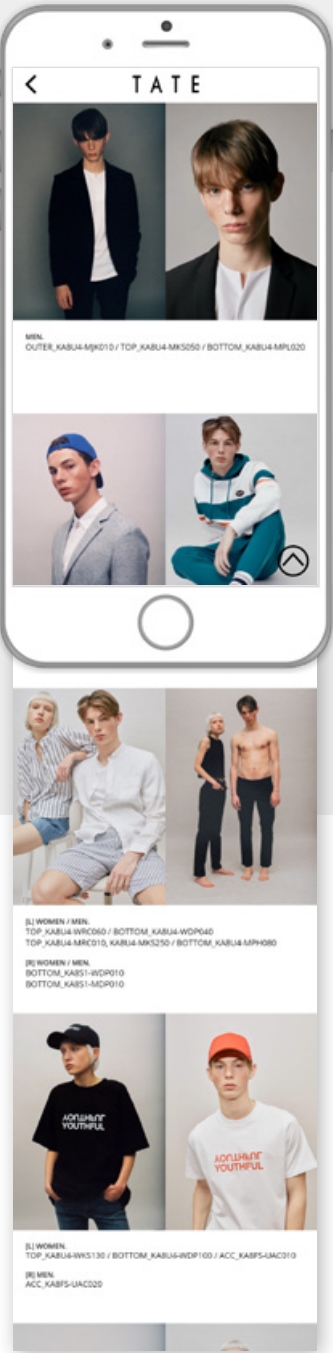
<https://www.tate-collection.com/18ss-main>



COLLECTION



'17 FALL&WINTER  
COLLECTION

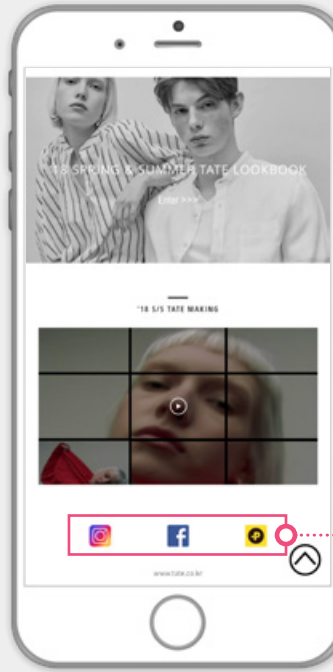


'18 SPRING&SUMMER  
COLLECTION

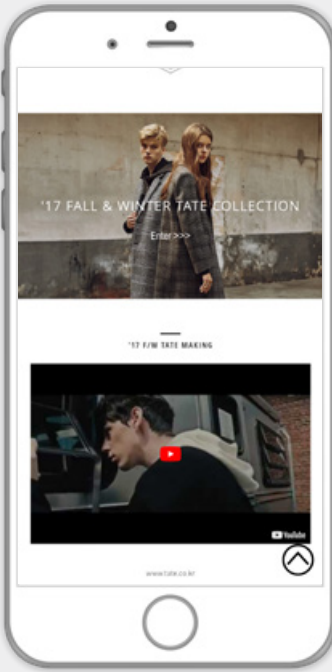


'18 SPRING&SUMMER  
COLLECTION

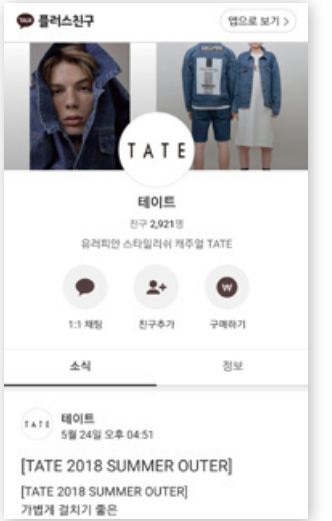
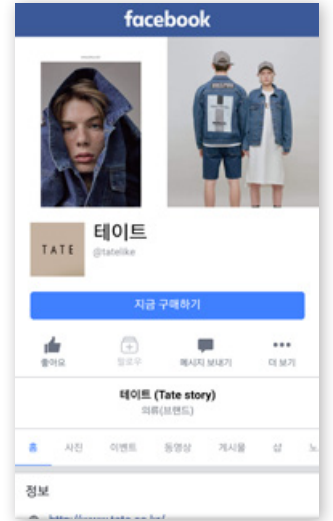
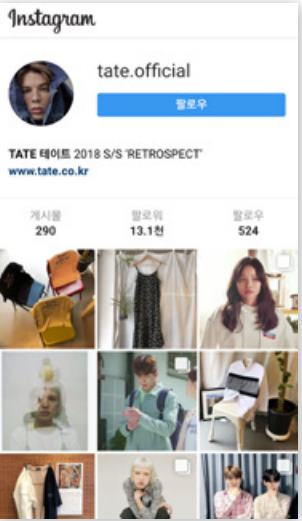
VIDEO / SNS LINKS



'18 SPRING&SUMMER  
MAKING VIDEO



'17 FALL&WINTER  
MAKING VIDEO



## DAKS GOLF

2017 WINTER COLLECTION



## SEASON

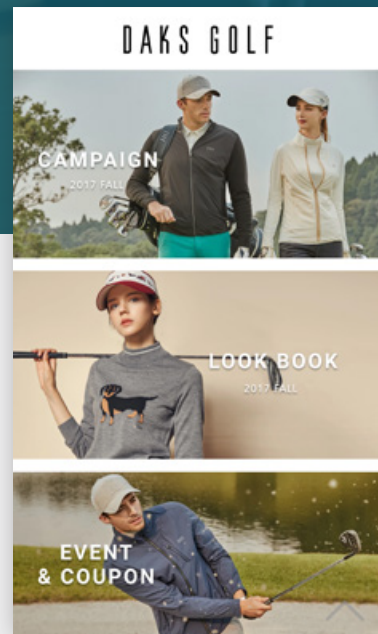
2017 SPRING ~ 2018 SUMMER

## PROCESS

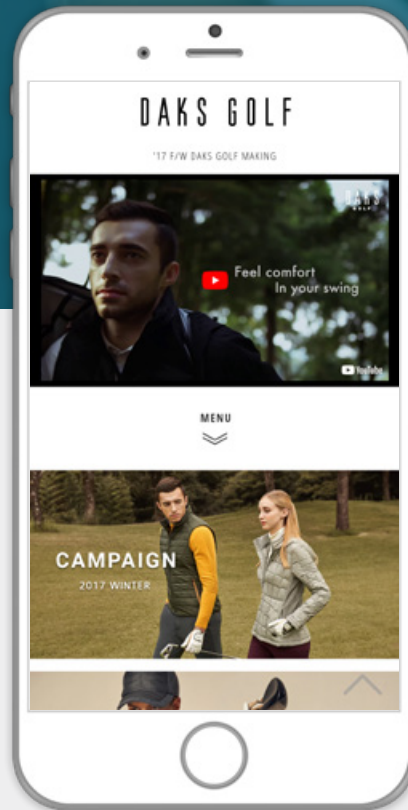
사진 및 내용 자료 전달 ..... 모바일 편집 ..... URL 발송

## MENU 구성

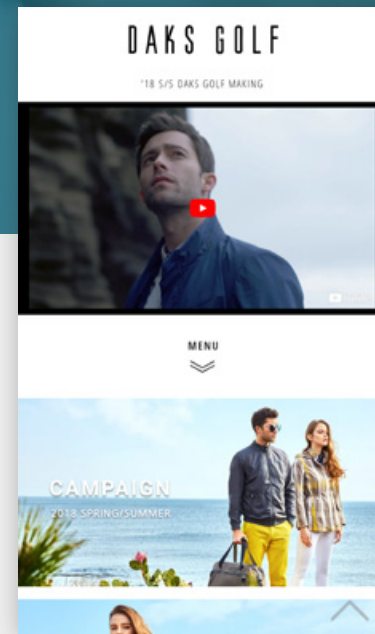
MAIN(VIDEO, MENU) - CAMPAIGN - LOOK BOOK - EVENT&amp;COUPON - SHOP INFO.



'17 FALL 메인



'17 WINTER 메인

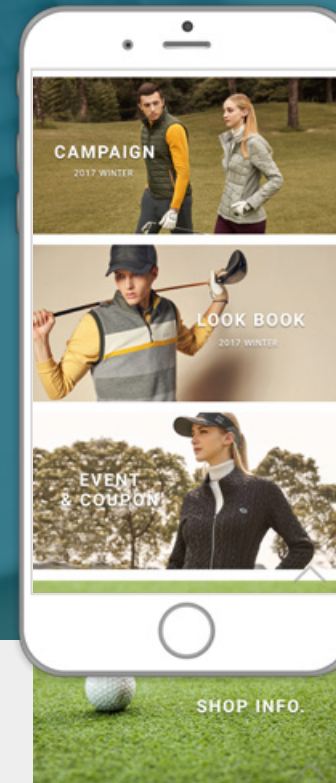


'18 SPRING/SUMMER 메인

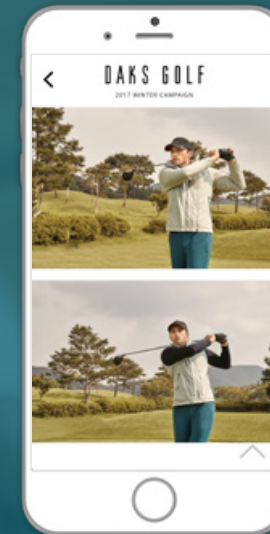
## MENU 구성

MAIN

MENU



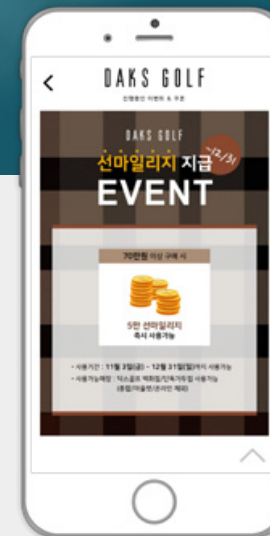
MENU



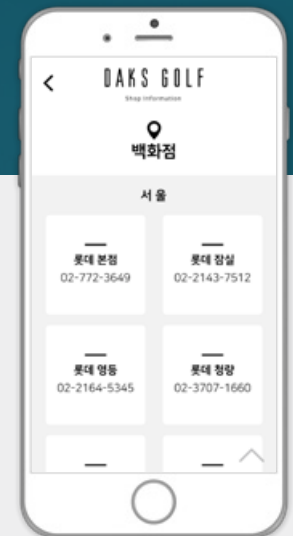
CAMPAIGN



LOOK BOOK



EVENT&amp;COUPON

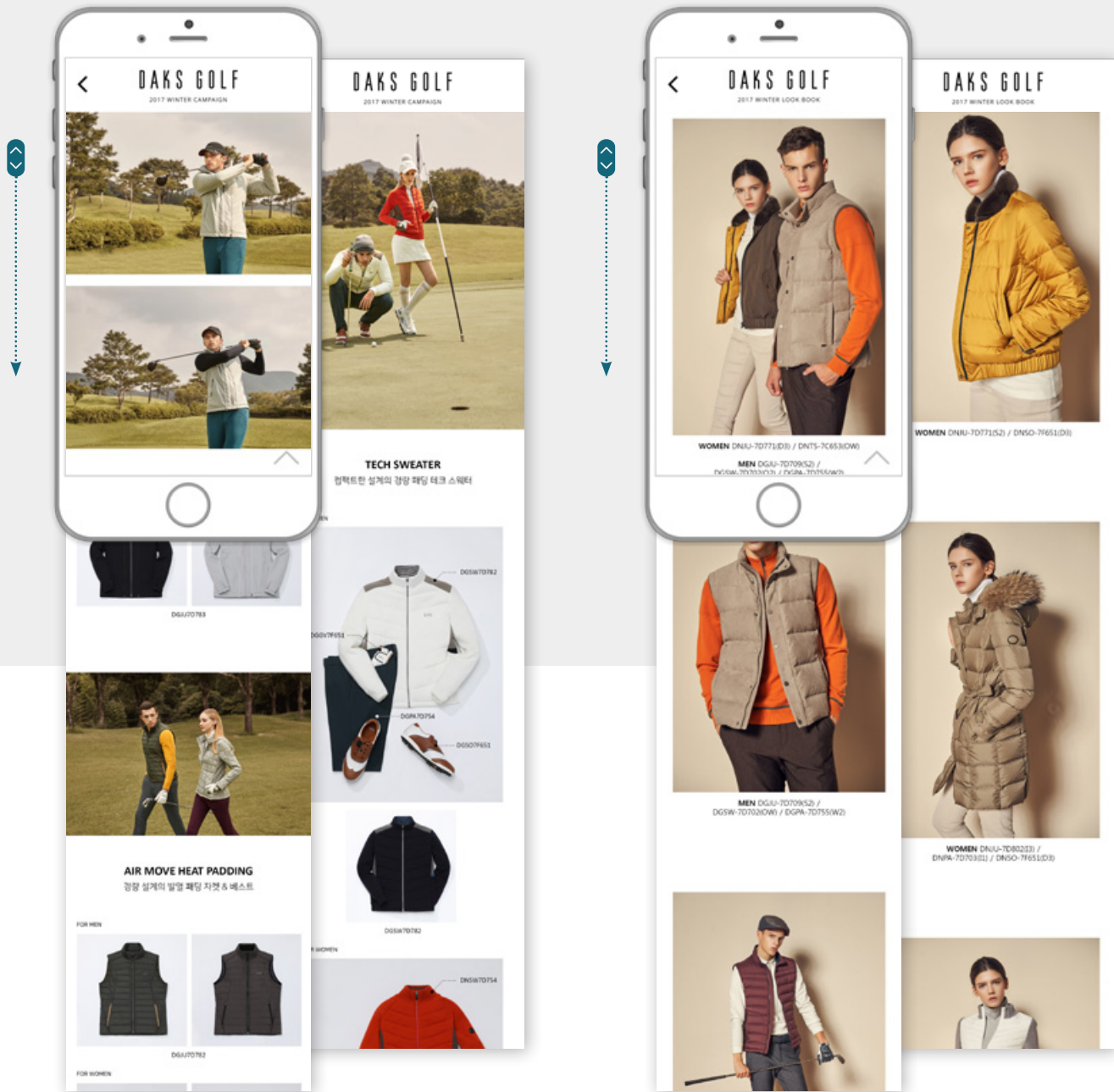


SHOP INFO.





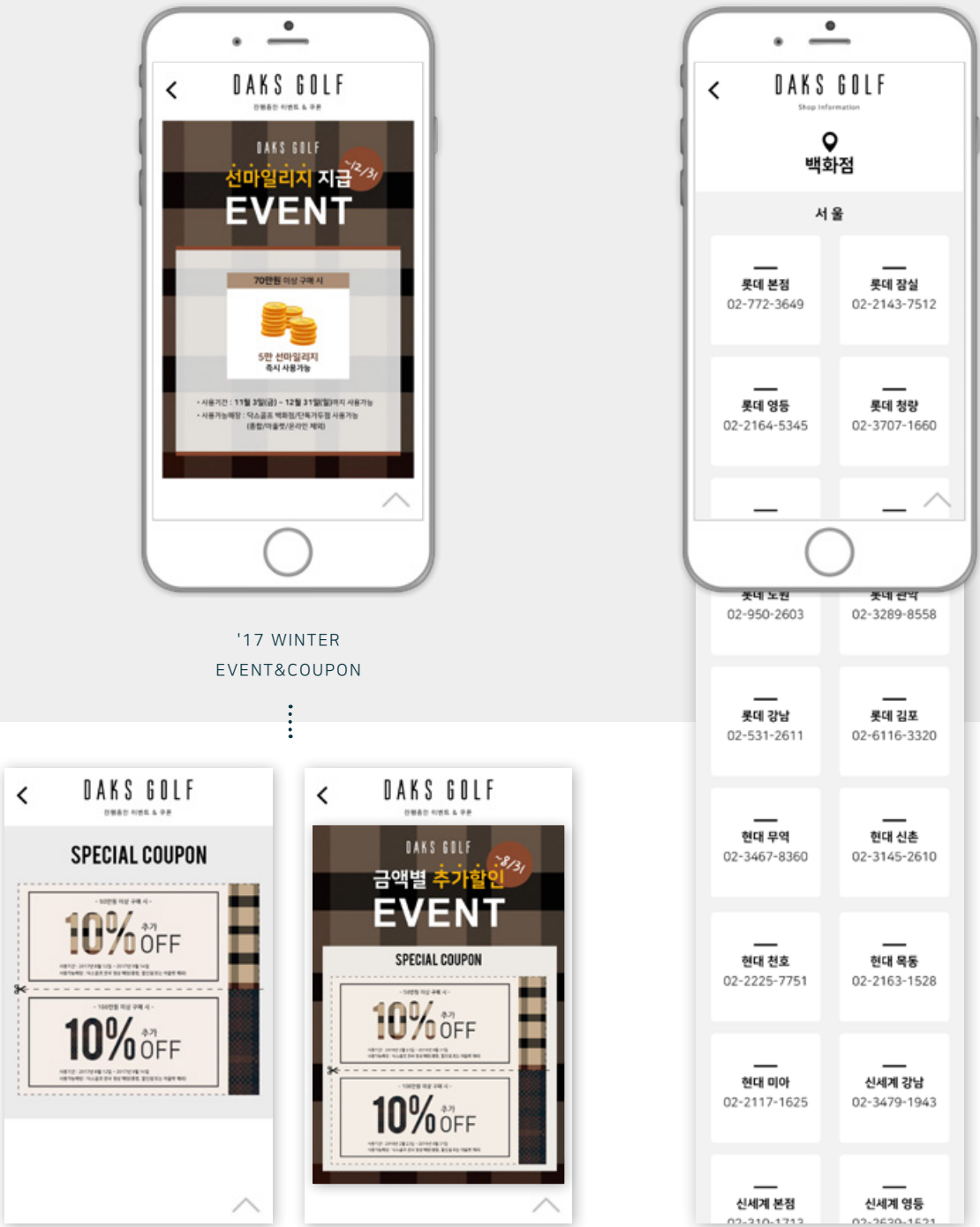
CAMPAIGN / LOOK BOOK



'17 WINTER CAMPAIGN

'17 WINTER LOOK BOOK

EVENT&COUPON / SHOP INFO.



'17 FALL EVENT

'18 SPRING/SUMMER EVENT

SHOP INFO.



# URL MOBILE COLLECTION 활 용 하 기

태블릿을 이용하는 매장이  
늘어나고 있는 만큼  
모바일 컬렉션을 활용하여  
실용성을 높이하고자 하였습니다.

첫번째.

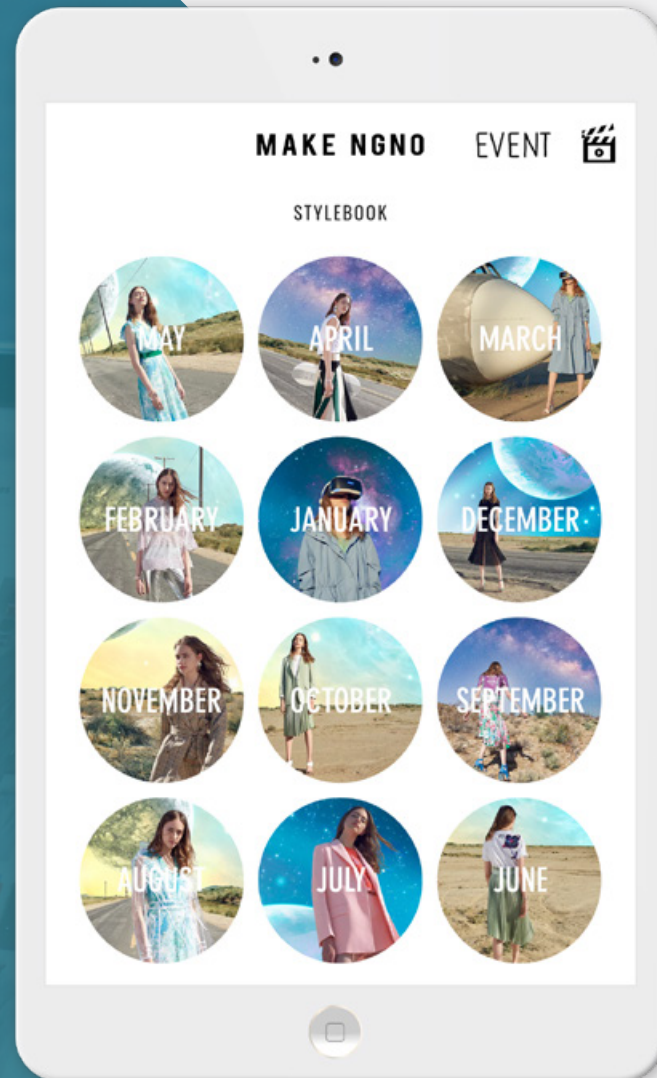
월별/주간 착장을 매장 점주 및  
고객들의 이해 용도로 활용

두번째.

메이킹 또는 홍보영상 등을 재생하여  
디스플레이로 활용하고 시선끌기!

세번째.

이벤트 등 POP를 이미지나 gif로  
디스플레이 가능!



메인 메뉴



Sample URL  
QR코드

이벤트 POP

월/주간별 스타일링 가이드, 영상, 이벤트 POP 등  
매장 디스플레이 용도로 활용

광고 영상/메이킹 영상 등



월별/주간별 스타일링 가이드



