DUFT&DOFT Takes 600-Store Olive Young Record Global with Fragrance-Led Personal Care

Korean brand positions itself in K-Fragrance Personal Care, a category built around scent rather than skincare claims



DUFT&DOFT perfume hand cream lineup from Corporation Dreamcos.

SEOUL, SOUTH KOREA, September 3, 2026 /EINPresswire.com/ -- DUFT&DOFT, the fragrance-led personal care brand operated by Corporation Dreamcos, led by CEO Kang Ho-min, is expanding into overseas markets on the back of its presence in approximately 600 Olive Young stores, Korea's largest health and beauty retail chain.

Olive Young is the dominant discovery channel for beauty brands in Korea, and shelf space across roughly 600 locations places DUFT&DOFT in front of domestic consumers nationwide. The brand treats that footprint as commercial proof rather than a milestone in itself: distribution at this scale requires consistent sell-through, repeat purchase and supply reliability, the same conditions overseas retail buyers assess before listing a new brand. The brand also sells tens of thousands of units every month through Korea's leading e-commerce platforms, further demonstrating its established presence in the domestic market.

> Six hundred Olive Young stores is not a headline for us, it is the evidence base."
>
> *Kang Ho-min, CEO of Corporation Dreamcos*

What separates DUFT&DOFT from the broader K-beauty field is its starting point. Many K-beauty brands are positioned around ingredients and skincare performance. DUFT&DOFT builds its products around scent, developing personal care items as fragrance experiences first. Its signature fragrance concept extends across multiple product categories, including hand care,

body care and hair care. By maintaining a consistent fragrance identity across each collection, the brand allows consumers to enjoy a cohesive and layered scent experience throughout their daily personal care routine. The brand is developed and supplied by General Brands, Inc., a Dreamcos subsidiary that applies its long-standing expertise in fragrance research and development to the personal care category.



DUFT&DOFT's signature fragrance concept extends across hand, body and hair care.

The company describes the category it is pursuing as K-Fragrance Personal Care, a space adjacent to K-beauty but distinct from it. Where K-beauty is understood abroad through functional claims such as brightening, soothing or barrier care, fragrance-led personal care competes on sensory identity and daily ritual, and can encourage repeat purchase as scent preference is personal and habitual.

That positioning matters in markets where fragrance already carries cultural weight. In Russia and Kazakhstan, perfume and scented personal care occupy an established place in everyday retail, and Korean brands have gained recognition in both markets over recent years.

DUFT&DOFT is targeting the intersection of the two: Korean product quality delivered through a fragrance-first proposition rather than a skincare one.

"Six hundred Olive Young stores is not a headline for us, it is the evidence base," said Kang Ho-min, CEO of Corporation Dreamcos. "A brand that holds shelf space at that scale in Korea has already answered the questions overseas buyers ask first. We intend to take that record into markets where fragrance is part of daily life, and to build K-Fragrance Personal Care as a category rather than compete inside the crowded K-beauty label."

Corporation Dreamcos operates a portfolio of beauty and lifestyle brands including DUFT&DOFT, SALMON:LAB and NOLIE, and adapts brand positioning and product assortment to the characteristics of each regional market.

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