Dreamcos Turns Acquired General Brands Profitable in First Half of 2026, Highlighting Brand Incubation Success

Operating losses fell approximately 88% between 2023 and 2025; DUFT&DOFT expands its retail presence in South Korea ahead of further international growth

SEOUL, SOUTH KOREA, September 9, 2026 /EINPresswire.com/ -- Corporation Dreamcos, a South Korean cosmetics export and brand incubation company, announced that General Brands, Inc., the company behind personal care brand DUFT&DOFT, posted an operating profit in the first half of 2026 following its acquisition by Dreamcos in 2025.

Corporation Dreamcos, the South Korean cosmetics export and brand incubation company that acquired General Brands, Inc.

General Brands recorded operating losses of KRW 3.4 billion in 2023 and KRW 2.5 billion in 2024. Following
Dreamcos's investment and business restructuring, the operating loss narrowed to KRW 400 million in 2025, a reduction of approximately 88% from 2023. The company then achieved its first operating profit under Dreamcos ownership in the first half of 2026.

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> *Kang Ho-min, CEO of Corporation Dreamcos*

Dreamcos began its investment in General Brands in April 2025 and completed the acquisition later that year. The deal marked the company's second brand incubation investment, following its investment in Corporation Celebritykorea in 2023. Dreamcos works directly with its portfolio companies on product planning and development, distribution strategy and international expansion, while preserving each brand's distinct identity.

Since the acquisition, Dreamcos has expanded DUFT&DOFT's distribution network across South Korea. The brand is now available at duty-free stores at Incheon, Cheongju and Gimhae international airports, extending its reach among international travelers.

General Brands, Inc. corporate logo, a Corporation Dreamcos subsidiary.

Elsewhere in South Korea, DUFT&DOFT is sold in Myeongdong, a major shopping district popular with international visitors in Seoul, as well as through pharmacies and a range of retail partners. These include MUSINSA, a South Korean online fashion platform; OFF BEAUTY, a specialist beauty retailer; ARTBOX, a lifestyle retail chain; and Costco Korea. The brand has also secured a presence in a ground-floor premium cosmetics section at Lotte Department Store.

The distribution strategy gives each channel a distinct role: airport duty-free stores and tourist shopping districts connect the brand with travelers, online and lifestyle retailers broaden its reach among consumers in South Korea, and department store distribution supports its premium positioning.

"Returning a loss-making brand to operating profitability takes more than cost reductions," said Kang Ho-min, CEO of Corporation Dreamcos. "It requires reshaping the distribution strategy and strengthening the brand's position in the market. General Brands' performance demonstrates the potential of our incubation model, and we plan to apply the same approach to future additions to our portfolio."

Dreamcos supports its international business through overseas subsidiaries and partner networks in China, Hong Kong and Vietnam. It has also secured distribution agreements for DUFT&DOFT covering physical retail channels in China, Taiwan, Thailand and Vietnam. A dedicated platform team manages online storefronts and marketing in these markets, including operations on Tmall, a Chinese e-commerce platform.

Building on General Brands' improved financial performance and broader retail presence in South Korea, Dreamcos plans to accelerate DUFT&DOFT's expansion in Greater China, Southeast Asia, Russia and other markets in the Commonwealth of Independent States (CIS). The company will also continue to identify South Korean independent beauty brands for its incubation portfolio.

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