

Korean Beauty Sourcing Platform Hannaru Launches Naru Box App for Wholesale Buyers

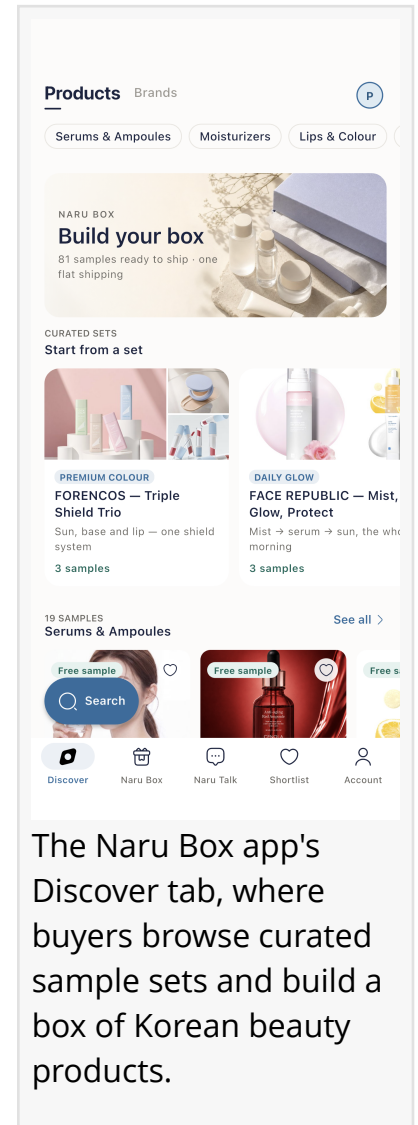
Retailers can now build a free Korean beauty sample box, place wholesale orders and message brand managers directly from the Naru Box app on iOS and Android.

SEOUL, SOUTH KOREA, September 14, 2026 /EINPresswire.com/ -- A retailer who wants to carry Korean skincare has traditionally needed either a trip to a trade fair or a local distributor willing to take a cut. Hannaru built its marketplace to remove that layer, connecting retail buyers directly with the Korean brand owners who make the product. The company has now moved that connection onto a phone.

Hannaru today announced the launch of Naru Box, a free mobile app for iOS and Android that carries the marketplace's full sourcing workflow: browsing verified Korean brand catalogs, requesting samples, placing wholesale orders, tracking shipments and messaging brand managers directly, with push notifications for order and shipping updates. The app is available now in the App Store and on Google Play, alongside the existing web marketplace at hannaru.com.

The app's namesake is Hannaru's sampling program. Rather than shipping perfume-strip sachets, Naru Box sends full retail-size product from multiple Korean brands in a single tracked box, so a buyer can test texture, scent and packaging before committing to a minimum order. The catalog currently holds 83 samples from 24 Korean brands, most of them free to request, with buyers paying one published flat international shipping rate instead of a separate freight quote for every brand.

Behind the sampling program sits a wider catalog of 529 products from 224 verified Korean brands spanning skincare, makeup, haircare, body care and fragrance. Each listing carries the manufacturer's own specifications: volumes, packaging dimensions, HS codes, minimum order quantities and certification data, letting a buyer filter for the regulatory regime that decides whether a product can legally enter their market.



That catalog left the browser for the first time this month at BeautyEurasia 2026 in Istanbul, where a Hannaru sales team handed Naru Box samples to more than 140 retailers and distributors from 31 countries who had traveled to the show without a standing Korean supplier of their own. Every sample handed out on the floor was already listed on the platform, and now on the app, so a buyer who tested a product in Istanbul can reorder from a phone at their hotel or, weeks later, from their own store.

"A buyer used to need a trade show badge or a distributor's goodwill just to get in front of a Korean brand," said Sungjin Kim, CEO at Hannaru. "Now they need a phone. The app carries the same catalog, the same direct line to the brand and the same samples we hand out at trade shows, and it stays open after the show floor closes."

Naru Box is available now for iOS at apps.apple.com/app/id6810069793 and for Android at play.google.com/store/apps/details?id=com.hannaru.hannaru. Retailers, distributors and e-commerce sellers can also start from a browser at hannaru.com, or scan the QR code at hannaru.com/download to install the app directly.

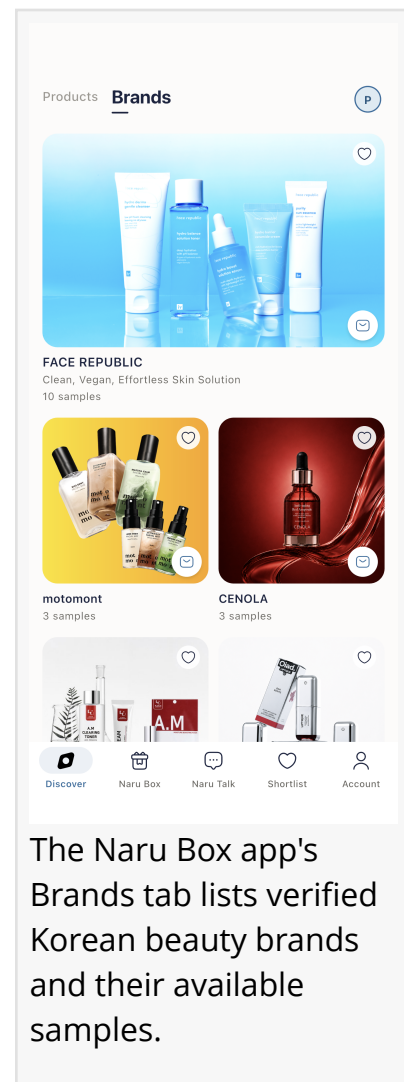
About Hannaru

Hannaru (formerly knok) is a Korean beauty B2B sourcing platform connecting global retail buyers directly with Korean cosmetic brand owners, through both a web marketplace and the Naru Box mobile app. The platform provides verified brand profiles, direct messaging with brand managers, catalog and price list access, minimum order quantity and certification data, meeting scheduling, and the Naru Box sampling program. Hannaru is operated by KMONDS Corp and is based in South Korea.

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Sungjin Kim, CEO at Hannaru



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3 samples · 1 brand

FORENCOS >

Free sample



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Free sample



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Add to box

Free sample



Add this set (3)

A curated sample set in the Naru Box app, where buyers add products to their box before checkout.

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