

# DESIGNOVEL Co., Ltd.



**Year Established** 2017  
**Website** www.designovel.com  
**Domestic Customers** Dalihotel, tifof, Cordiale, Yakjin, Sejung Global

**Type of Business** Other  
**Main Export Countries** USA, Japan, Germany  
**International Customers** Stylem-Takisada Osaka (Japan), Hapakristin (USA), Amazatic (Germany)

**The Person In Charge**  
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**Position** Head of International Operations  
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## Company Description

Designovel is a generative AI company transforming the fashion-retail value chain. We deliver Retail Intelligence by analyzing real-world receipt data enriched with weather and inventory signals, enabling data-driven revenue strategies. We also provide GEO-based marketing solutions that enhance brand visibility and generate strategic content for AI search environments.

## Product

### GEO solution

#### Function and Usage

Generative Engine optimization solution ensuring prominent brand representation in AI-generated search results. Enhances visibility and competitive advantage through strategic positioning, content optimization, and performance monitoring. Delivers comprehensive brand presence with enriched, multi-dimensional content while strategically managing sentiment to amplify positive narratives and minimize negative exposure.

RANK	BRAND	BVI SCORE	PRESENCE	PRESENCE	SOURCE	SENTIMENT	CONTENT
RANK	BRAND	SCORE	SCORE	RANK	CREDIBILITY	SCORE	TYPE
4	TIFFANY & CO.†	38	29%	5.1ST PLACE	71	33	14
5	BLUE ABLE†	37	29%	5.1ST PLACE	75	36	14
6	CARTIER†	32	20%	5.1ST PLACE	71	36	14
7	JAMES ALLEN†	31	15%	5.1ST PLACE	65	36	15
8	VIRGIL†	31	15%	5.1ST PLACE	60	39	16
9	CARTIER†	28	14%	5.1ST PLACE	78	33	14
10	WITH CLARITY†	27	11%	5.1ST PLACE	69	36	15
11	BVLGARI†	26	13%	6.1ST PLACE	69	38	14

  

PRESENCE	10TH PLACE	RANKING	15TH PLACE	SOURCE CREDIBILITY	11TH PLACE	SENTIMENT	2ND PLACE	CONTENT TYPE	14TH PLACE
13%	5	77	38	14					

WITH THE UPWARD RULANCE OF GET TRAILS AND THE EXPANSION OF LIFE STYLE, WE NEED TO BE AWARE OF THE VISIBLE BRAND.

WE NEED TO AVOID THE OVER RANGE OF GET THE ANNUAL TOPIC WHILE FOCUSING ON THE TOPIC.

SUCCESS IN OUR COUNTRY TRICKS TO BE COVERED REQUIRES THE EXPANSION OF MEDIA WITH THE LIFESTYLE SECTOR.

WE ACHIEVED THE INDUSTRY'S SECOND HIGHEST REVENUE FOR SOLIDATION AND MUST MANAGE THE OPERATIONS.

LACK OF VISUAL CONTENT GENERATING RESPONSES THAT INCLUDE IMAGES IS A TOP PRIORITY.

### ARaaS

#### Function and Usage

Analysis and Reporting as a Service that merges point-of-sale, product, and customer data with external factors such as weather and search trends. ARaaS leverages this data to analyze customer segments, detect inventory gaps, and identify optimal marketing timing—delivering actionable insights to optimize operations and maximize revenue.