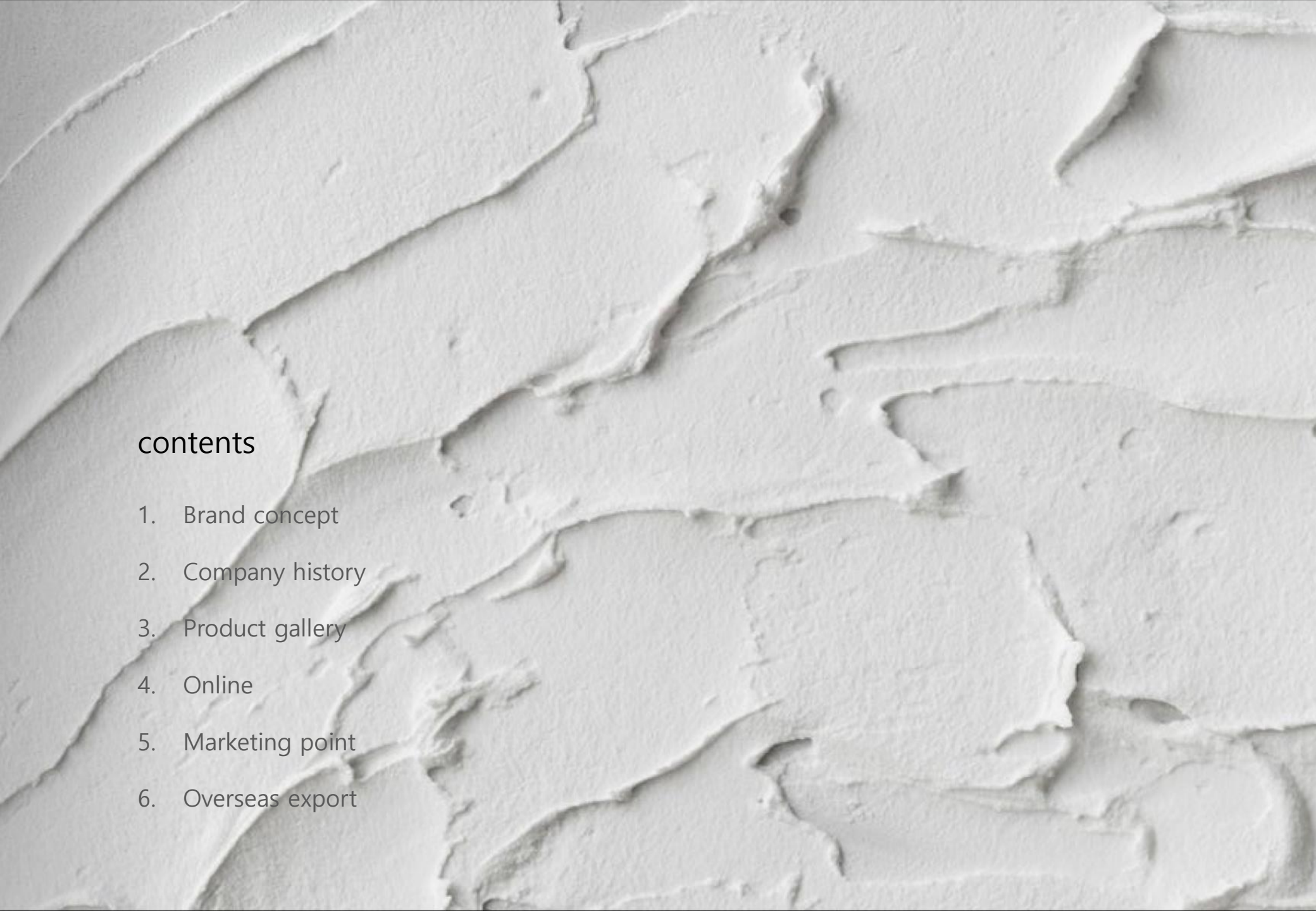




Ardeur Chess

www.ardeurchess.com

**BELLEZA
BRILLANTE**

The background of the entire page is a close-up, grayscale image of a textured surface, resembling layers of torn or peeling paper. The texture is organic and irregular, with various shades of gray and white creating a sense of depth and movement. The edges of the paper layers are jagged and uneven, giving it a raw, handmade appearance.

contents

1. Brand concept
2. Company history
3. Product gallery
4. Online
5. Marketing point
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Ardeur Chess

"ARDEUR CHESS" was started by staring at true desire of human being.

'Kiri' will be a key to look into the real me.

Break down the suppressed aspirations within yourself with 'Kiri', and focus on the
essence of your dreams

아흐더 체시는 인간 본질의 진실된 욕망을 바라보는 것으로부터 시작되었습니다.

키리는 진정한 나를 들여다볼 수 있는 열쇠가 될 것입니다.

키리로 감혀있던 열망을 깨부수고, 꿈꾸던 본질에 집중하세요



Ardeur Chess

Kiri -

Kiri is the first signature collection by ARDEUR CHESS which is inspired by the Arc de Triomphe in Paris.

Kiri, which represents ARDEUR CHESS's brand concept, reflect the way to open human desire for freedom through the key.

키리는 파리 개선문에서 영감을 얻어 디자인 하게 된
아르더 체스의 첫 시그니처 컬렉션 입니다.

아르더 체스의 브랜드 컨셉을 대표하는 키리는 해방에 대한 인간의
욕망을 열쇠를 통해 반영했습니다.



BRAND CONCEPT

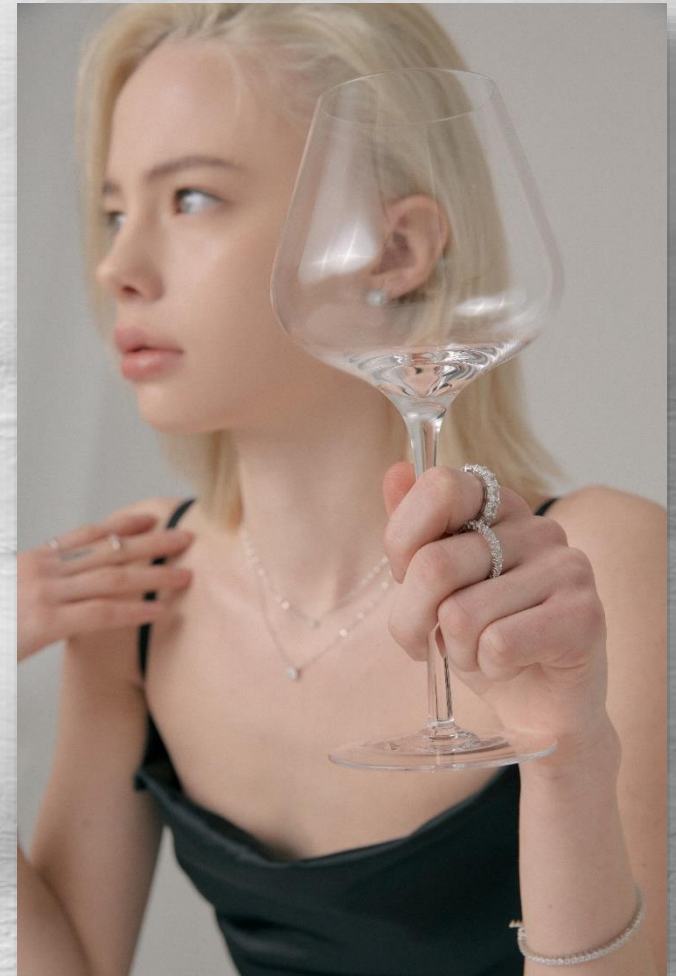



High Quality

We use high-quality materials imported directly from Korea and overseas.
It's the best design ever made by the chief designer.
We are confident of the highest quality with strict and strict inspections.

Self -Product Line

Based on accurate target setting and branding concept,
We create our own designs.
High-quality with its own production line,
We aim for a premium brand based on reasonable prices.



- 
- 2024 ARDEUR CHESS POP-UP STORE AT LOTTE DEPARTMENT STORE
- 2023 ARDEUR CHESS POP-UP STORE AT HYUNDAI DEPARTMENT STORE
ARDEUR CHESS LAUNCH
- 2022 ACHIEVEMENT OF OVERSEAS EXPORTS
- 2018 ENTER THE GIFTING KAKAO TALK STORE
- 2017 OPEN OUR OWN MALL
- 2015 ENTERING THE ONLINE GENERAL MALL
- 2014 SPONSORSHIP OF CELEBRITIES
POP-UP STORE AT HYUNDAI DEPARTMENT STORE
- 2013 SELF-DESIGNED PRODUCTION
POP-UP STORE AT LOTTE DEPARTMENT STORE
- 2012 BRAND ENCLAIR LAUNCH

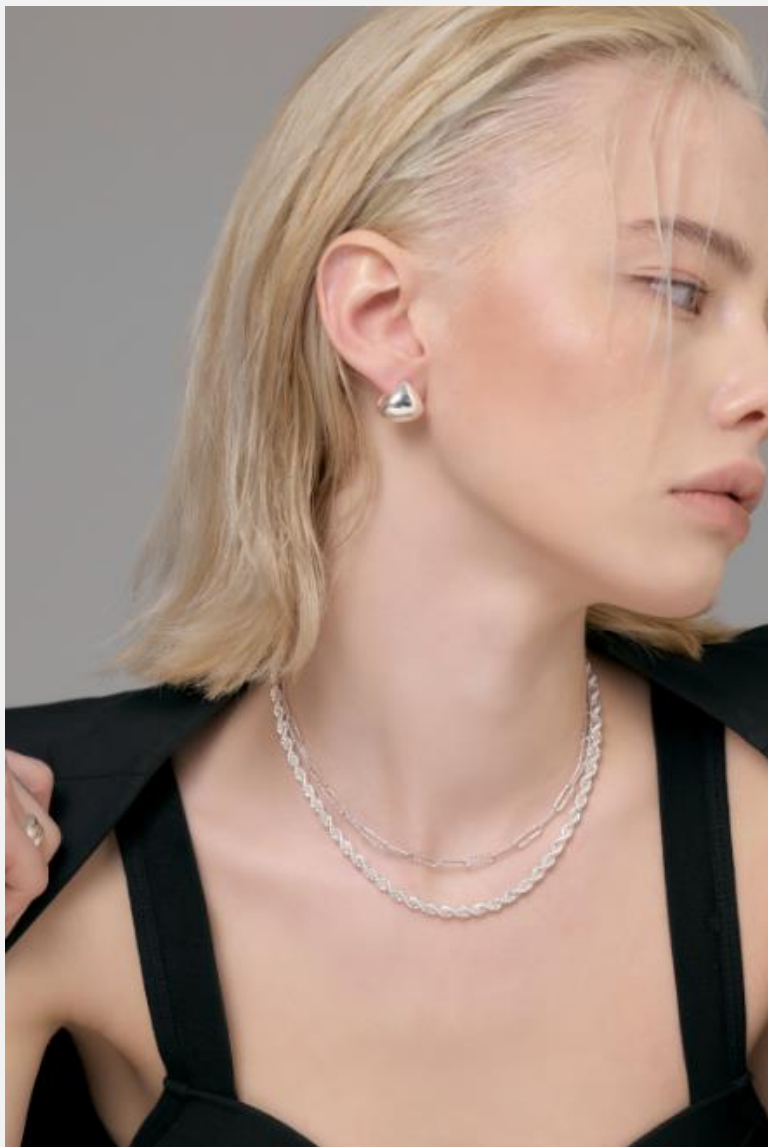
PRODUCT
GALLERY



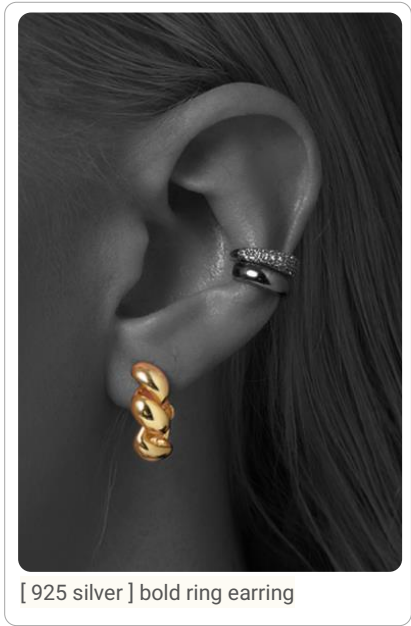
PRODUCT
GALLERY



PRODUCT
GALLERY



PRODUCT
GALLERY



[925 silver] bold ring earring

EARRING 139,000



[925 silver] black ring earring

EARRING 199,000



[925 silver] heart clip earring

EARRING 139,000



[925 silver] unbalanced ring earring

EARRING 199,000

PRODUCT
GALLERY



[925 silver] layered bracelet

BRACELET

399,000



[925 silver] bloom heart necklace

NECKLACE

259,000



[925 silver] multi color ring

RING

199,000



[925 silver] blue heart cut ring

RING

199,000

PRODUCT
GALLERY



[925 silver] bold ring earring

EARRING

199,000



[925 silver] Turquoise ring earring

EARRING

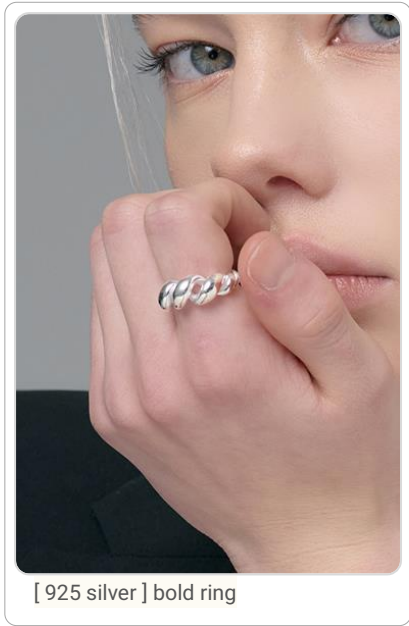
199,000



[925 silver] Turquoise cross necklace

NECKLACE

259,000

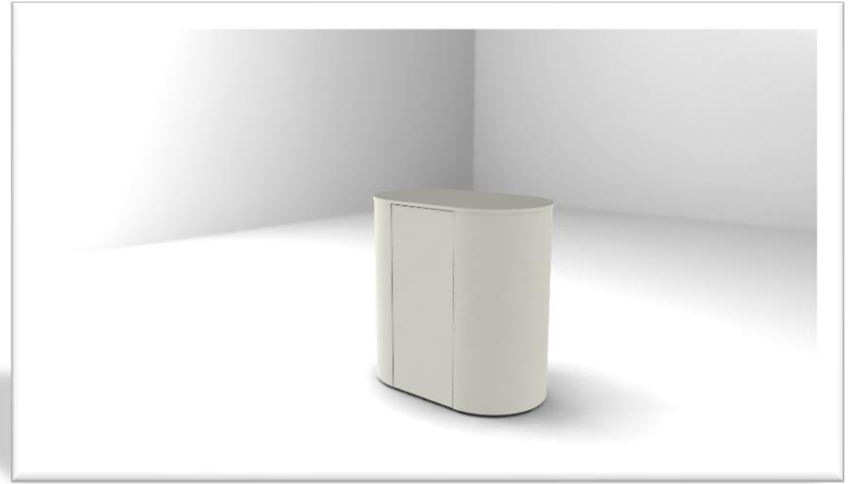


[925 silver] bold ring

RING

199,000

FURNITURE GALLERY

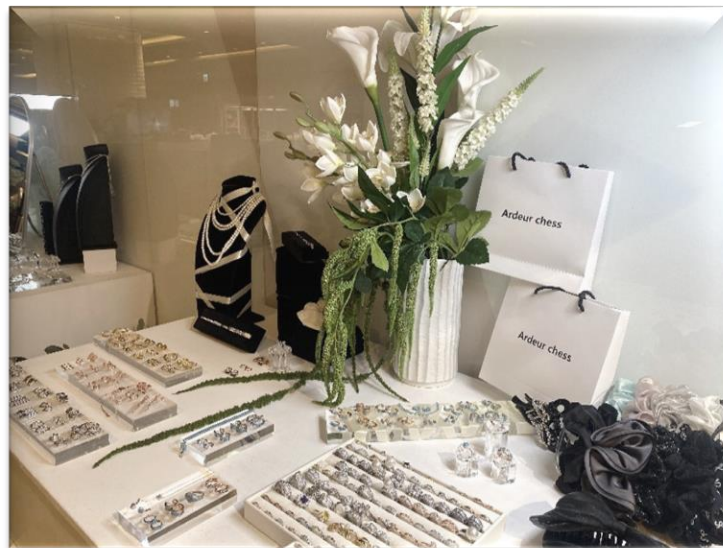


MODERN
WHITE



POP-UP GALLERY

현대백화점 무역점 24.04.19-04.21



POP-UP GALLERY

현대백화점 천호점 24.06.03-06.16




현대백화점 목동점 24.05.27-06.02




Ardeur Chess

SHOP


ArdeurChess is




[925 silver] blue Accent ring / ac.005r
139,000원





[925 silver] heart necklace / ac.005n
159,000원



[925 silver] heart clip earring / ac.011e
129,000원









Ardeur Chess

≡

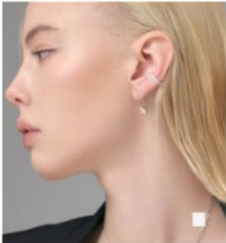
BEST



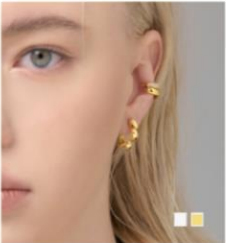
[925 silver] blue Accent ring / ac.005r
139,000원



[925 silver] heart necklace / ac.005n
159,000원



[925 silver] heart clip earring / ac.011e
129,000원

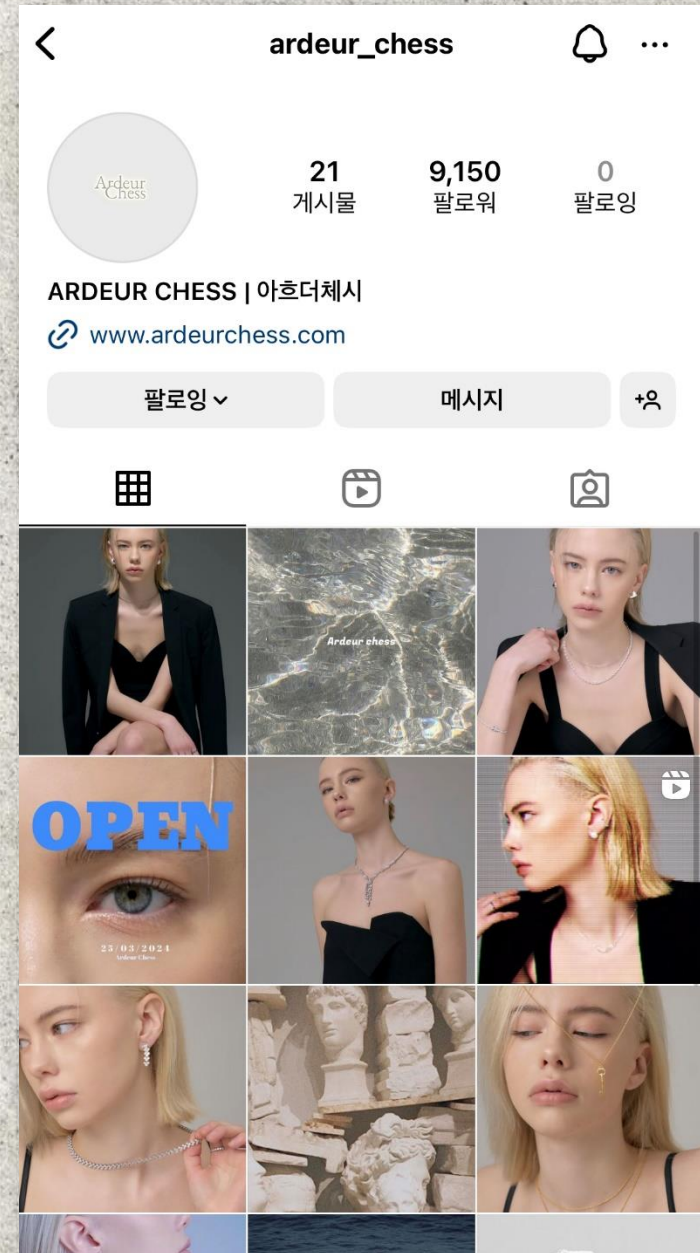


[925 silver] bold ring earring / ac.009e
139,000원

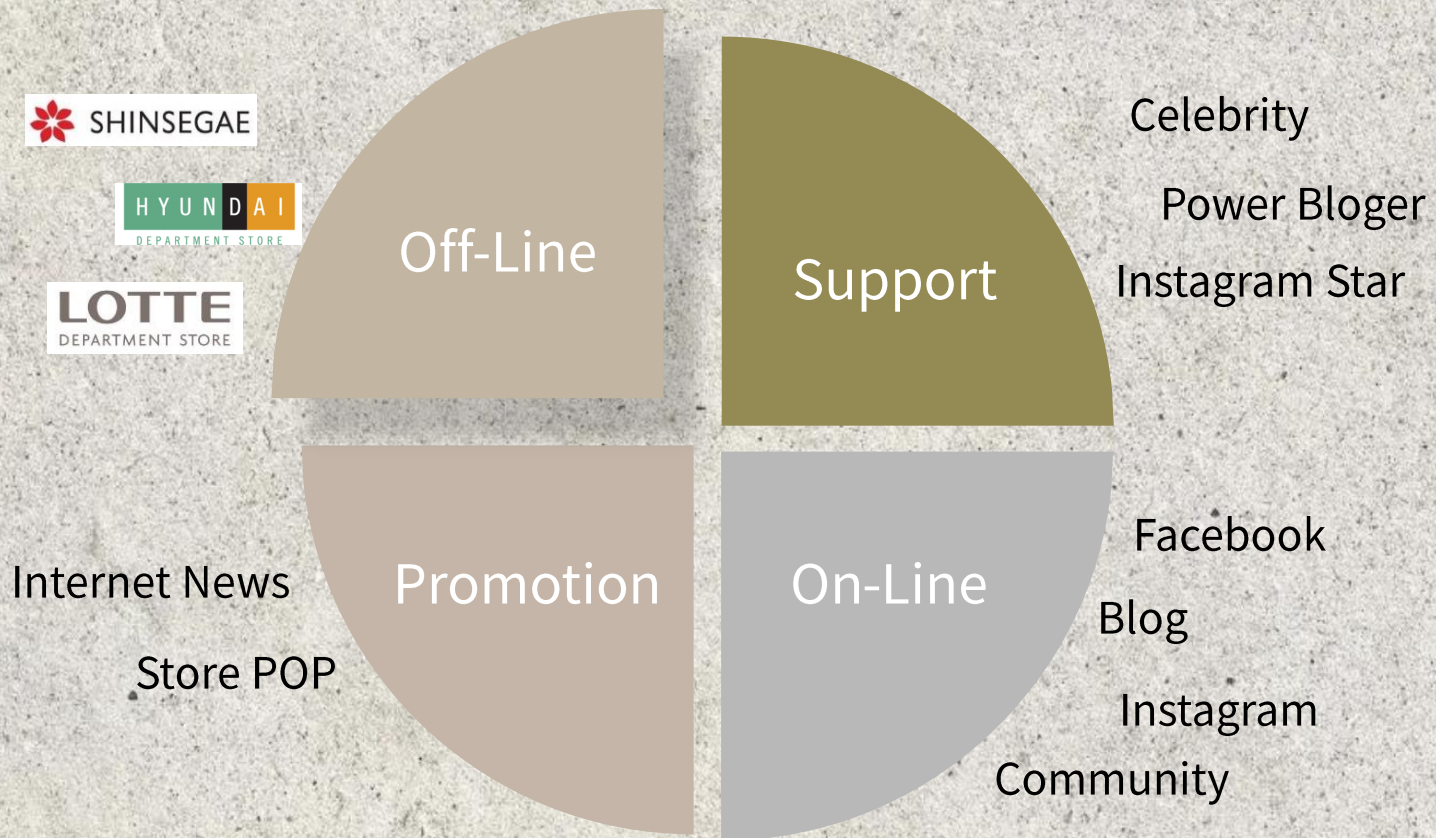
ONLINE



rabid perfect
CONCEPT truthful
concise ambition forthright
ardor strong



MARKETING POINT



OVERSEAS EXPORT



Ardeur chess's sophisticated self-production technology achieves overseas exports.

Australia, the United States, Mongolia, etc

Globalization of brands through continuous participation in overseas exhibitions.



CONTACT US

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INSTAGRAM / ARDEUR_CHESS