

Koni



Koni Kim

BEDDING | LINENS | DRAPERY | SPA | ECO

## Koni Kim

Design legend Koni Kim has had a profound impact on the hospitality industry and her product innovations have significantly improved the hotel guest's experience. She is considered a visionary in the field. The bedding and drapery concepts she introduced have become adopted and embraced by hotels and resorts worldwide. With 30 years in hospitality soft goods (bedding, drapery, linens and bath products) and innovations that include the Westin Heavenly Bed® duvet ensemble which revolutionized the industry, Kim embodies creativity and entrepreneurial spirit.

### FROM ARTIST TO CEO

Koni Kim's success is driven by her experience, passion, and established relationships. She has devoted her career to creating beautiful, comfortable environments for hotel guests through hotel room soft goods. Koni products are not only appreciated by the guests of the hotels, but also provide functional and operational values that improve a hotel's bottom line while contributing to a safer environment.

From humble beginnings in a guest house to leading a company with annual revenues exceeding \$24 million, Koni Kim epitomizes the American Dream. With determination and perseverance drawn from a strong spiritual core, Koni overcame cultural differences and built a model company that has touched the emotions of tens of millions of people in the world.

Born in Seoul, Korea, Koni came to the United States after completion of her Bachelor's of Art in Seoul National University with full of hope and enthusiasm. She accepted a full scholarship at the California Institute of the Arts in Los Angeles and continued her education at UCLA, earning a Masters in Fine Arts degree in Interior Design and Applied Art.

Upon graduating UCLA, Koni started a small company, in her guest house, which was named "Koniart". Her company serviced the hospitality industry with custom textiles and soft sculpture graphics. Koni's designs are inspired by nature and the infusion of Oriental flares to the Western Education, Koni had created unique and original art of textiles that were well received by the industry. Koni now has a fabric gallery that contains over 3,000 patterns.

Koniart had focused its services on the unique needs of each customer and found solutions to fulfill those needs, one customer at a time. Every product design was created to custom fit the client's values and reflect their identity, thereby contributing to their success. She believed that the only way to create success was to contribute to the success of others.

### AN EXEMPLARY LEADER

Koni's energy, drive and creativity, coupled with her warmth, wisdom and understanding of the need for balance in life, are some of the qualities that make her an exemplary leader. Her entrepreneurial spirit is infectious, and one of her regular maxims is, "If it's going to be, it's up to me." She believes that everyone possesses unique talents and will even create new positions for her staff to capitalize on their individual strengths. Koni's unconventional approach to business, integrity, stellar reputation and influence make her a model CEO.

Koni Kim is a source of inspiration for her associates and many people around her. She encourages them to take only the best in life and always create “win/win” relationships with everybody they are in touch. Koni believes that everyone should nurture their unique talents and ensure that they are passionate about what they do and embrace the life with gratitude and enthusiasm.

## **ENVIRONMENTAL RESPONSIBILITY**

Considering the end product’s environmental impact has become one of Koni’s primary initiatives in recent years, and the company now offers products made from biodegradable, recycled or recyclable fibers. Koni continues to demonstrate her commitment to raise the industry standard by developing long lasting, easy-to-maintain products that offer beauty and luxury while increasing guest satisfaction. All of Koni’s products reflect her philosophy that each and every product should possess the following qualities: aesthetic, functional, operational and ecological balance with the design inspirations come from nature and send them back to nature when the cycle is over.

## **COLLABORATION**

Everything begins with good design, and good manufacturing. Koni searches the world for the best fabric and product designs. She pays attention to every detail down to the stitching for Koni brand products. In order to insure the best quality products, she had collaborated with companies that understand the design intention and integrity of all elements to successfully execute a product that represents the Koni brand.

In 1987, Koni had entered a partnership with Joe E. Robertson who was a genius in manufacturing soft goods and had the most technologically advanced equipment in the industry. Koni & Joe had recognized that the synergy between the two would provide better service for the hospitality industry, providing total soft good solutions. The new company was named KOJO, an acronym of KOni & JOe. Koni has been serving KOJO as President since its creation in addition to overseeing Koni Corporation at the same time. “Always Moving Forward” is Koni’s Motto. The companies benefited from consistent improvement and growth in servicing their customers, while tightly holding on to their core principles.

Koni Hospitality has expanded in many ways, from the designing and converting of fabric, to the manufacturing of bed covers and draperies and all the way to final installation. Koni Hospitality is a model of vertical integration that works.

## **PRODUCT INNOVATION**

As Koni introduced many innovative solutions to the hospitality industry that created unforgettable memories to many hotel guests and the guests wanted to buy Koni Products for their homes.

Following the success of the Westin White Heavenly Duvet ensembles, she designed and implemented numerous luxury bed ensembles that provided incomparable guest’s sleep experiences. Koni developed the *Peek-A-Boo* shower curtain that improves shower safety; she is also responsible for introducing the

# Koni Kim Bio

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sheet duvet, which replaces triple sheeting, to hotels as well as towels and linens made from eco friendly fibers. Her latest innovation for the industry is the Box Spring Hugger, a new variation on the bed skirt that has the appearance of a platform bed with a clean and sleek modern look replacing the conventional bedskirt.

## LEGACY

Koni has started a Koni brand licensing program through Koni LLC dba Koni Hospitality to continue the legacy in the hospitality industry. She enjoys passing on her knowledge and experience along with the unique designs she had created over the years. Koni Brand Licensing program provides a step by step process with the necessary ingredients of success for servicing industry customers while providing a “Total Soft Goods Solution” for the hotel owners, management companies, architects and designers.

As part of Koni’s global expansion and her desire to provide the public the opportunity to re-experience her products in their homes, Koni has partnered with entrepreneurs worldwide to promote her Koni Home program for retail sale through strategically place showrooms.

Koni TV is another avenue to reach the public worldwide. This venture utilizes Koni’s vast network within the hospitality industry to provide broadcast and online programming focusing on the people and places that make the industry great, in a format that educates, informs and entertains.

Koni loves to brainstorm with creative people in search of the best. The success she has experienced is generated by listening to other like minded creative people that will create a Win/Win for everyone. She believes that the key to success in business is not only being one step ahead of your customers, but also by being in harmony with the rapidly changing environment.

## IN CONCLUSION

Over the course of her career, Koni Kim has focused on the true meaning of hospitality, giving without expecting anything in return. She believes that our natural inclination to serve stems from a genuine care for people and our world. Teaching and nurturing young people is one of her greatest pleasures, and she considers herself lucky to have frequent opportunities to mentor the next generation.

## By The Numbers

- 5 million beds are wrapped in a Koni bedding duvet ensemble
- 4.5 million guests have enjoyed a Koni bedding experience
- Over 20,000 Heavenly Bed ® duvet ensembles have been sold worldwide

### Membership

- Network of Executive Women in Hospitality
- National Association of Female Executives
- Founder and supporter of Korean Girl Scouts of America
- Smithsonian Institute of the Arts

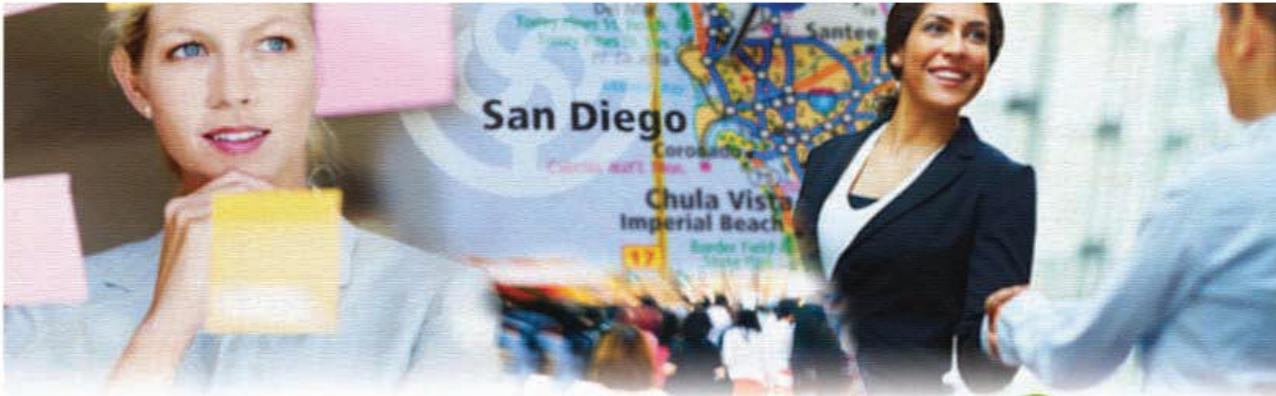
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## Recognition:

- 1987 The Who's Who of Women - This Certificate of Merit was awarded to Koni Kim for distinguished achievement which is the subject of commendation in the World WHO's WHO of Women 9th edition Feb. 1987
- The Marquis Who's Who of Emerging Leaders in America First Edition 1987/88 to those individuals who have demonstrated outstanding achievement in their own fields of endeavors and who have, thereby, contributed significantly to the betterment of contemporary society.
- 1989 -2000 Notable American Women in the first edition in 2000 Notable American Women in recognition of past achievements and outstanding service to community, state and nation by America Biographical Institute
- 1993 Woman of the Year - American Biographical Institute, USA, proclaimed that Koni Kim was selected Woman of the Year 1993 based on her outstanding accomplishments to date and the noble example she has set for her peers and entire community.
- 1993 - International Honors Cup -In honor of exceptional 20th Century Achievements exhibited in Professional and Personal Accomplishments - Contribution to the Design Industry.
- 1994 – Awarded the largest hospitality contract in the industry renovation project, refurbishing 38,000 properties in one year.
- 1996 -1997 Edition Who's who in Executives and Professionals - Honored Professional of the National Directory of Who's who. (Started in Strathmore's, Oxford, England)
- 1998 – Name as “Supplier of the Year” by Starwood Hotels & Resorts.
- 1999 – Received “Vendor Excellence Award” from Starwood Hotels & Resorts.
- 2001 – Names as “Supplier of the Year” by Starwood Hotels & Resorts
- 2005 – March Hacia el Sur Award from Mr. Vicente Fox, Mexican President for bringing jobs in South Mexico.
- 2007 – “Top Business” Award from Multi Cultural Business Association.
- 2007 – Entrepreneur Magazine has recognized Koni Corporation as the second fastest-growing women-led company in the United States.
- 2008 – Received an award “Woman Who Mean Business” from San Diego Business journal.
- 2011 – Inductee of “Hall of Fame” by NAWBO (National Association of Women Business Owners) at the Women Business Conference.

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**NAWBO**  
National Association of Women Business Owners

**YOUR TIME IS NOW!**  
Access. Influence. Grow.

WOMEN'S BUSINESS CONFERENCE 2011

## HALL OF FAME INDUCTEE

# Koni Kim



*President & CEO*  
Koni Corporation

Design legend Koni Kim has had a profound impact on the hospitality industry and her product innovations have significantly improved the hotel guest's experience. With 30 years in hospitality soft goods, Koni embodies creativity and entrepreneurial spirit. Koni Kim founded Koni Corporation in 1987; the company created custom textiles and soft sculptures for the design community and retail stores. Koni's designs became very popular and the company quickly grew, and her design concept and the quality of the products became a high demand in the Hospitality Industry. Among her many innovations, Koni developed the Westin Heavenly Bed, which changed the hospitality industry. Additional Koni introductions include the "Peek-A-Boo" shower curtain that brings light to the bathtub and "Light Seal" drapery that seals the light in the window delivering comfortable sleep.

## NEWS RELEASE

### National Association of Women Business Owners® (NAWBO®) Honors Koni Kim of Koni Corporation with the Hall of Fame Award



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#### FOR IMMEDIATE RELEASE

SAN DIEGO, CA - October, 31, 2011 – Koni Kim, President and CEO, Koni Corporation, was inducted into the Hall of Fame by the National Association of Women Business Owners® (NAWBO®) Women’s Business Conference’s Closing Dinner and Awards Ceremony on September 1, 2011. The conference was held at San Diego’s Manchester Grand Hyatt. Koni was chosen among four of the most dynamic and significant women

business owners in California. Each honoree was recognized by their legacy of power and success of the women’s business community at large. They were selected among tens of thousands of accomplished businesswomen, making the four recognized women business owners truly exceptional.

“With this year’s conference in California, we selected top California-based women entrepreneurs who not only reflect the rich diversity of the No. 1 entrepreneurial state in our nation, but each one of them is a quintessential woman entrepreneur who strives for excellence in everything she does and is committed to giving back to her community,” says NAWBO® President and CEO Helen Han. “Through continuing to induct extraordinary women into the NAWBO® Hall of Fame, we hope to celebrate the rising power of women business owners and the growing impact of their leadership in the economic blueprint of our country.”

“On behalf of all women business owners, I thank NAWBO for all they do for us. I proudly accept this award,” announced Koni. Koni Kim has been a leader in the hospitality industry for more than 30 years bringing many innovations to the industry including the crisp white duvet ensembles for the Westin Heavenly Bed which revolutionized sleep experiences in hotel guest rooms around the world. In addition, she is known for developing the Peek-A-Boo and QuickZip shower curtain, Light Seal drapery, Peachskin Duvet Insert, and more.

**About Koni Corporation** Koni Corporation, is a leading woman-owned supplier of soft goods to the hospitality industry headed by design legend Koni Kim. Koni Corporation manufactures and distributes quality bedding, drapery, linens, bath, spa and eco products which represent the best value and guest experience for the hospitality industry. *Women Presidents’ Organization* and *Entrepreneur Magazine* named Koni Corporation No. 2 of the Top 50 fastest-growing women-owned/women-led, privately owned businesses in the U.S. and Canada. Koni Corporation operates and has presence in 52 countries around the world. This global coverage allows Koni Corporation to provide consistent design, manufacturing, pricing, product quality, and logistics [www.konicorp.com](http://www.konicorp.com).

**About NAWBO®** Founded in 1975, the National Association of Women Business Owners® (NAWBO®) propels women entrepreneurs into economic, social and political spheres of power worldwide by: strengthening the wealth creating capacity of our members and promoting economic development within the entrepreneurial community; creating innovative and effective change in the business culture; building strategic alliances, coalitions and affiliations; and transforming public policy and influencing opinion makers. Learn more at [www.nawbo.org](http://www.nawbo.org).

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Jaclyn Smith



Fans at Costa Rica

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Tom Cocran from Felcor



Koni at NAWBO



Mr. Gapanay - COO of Grupo Real

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# Branded? Beautifully. Inspired? Naturally.

Koni Kim would like to personally invite you to visit her booth #2040 at the HD show in Las Vegas. Koni would like to share her many concepts and innovations with you. Inspired by Nature, designed for quality, to enhance your guest experience, Koni brand products make you look good!



Memorable Bed Ensembles | Innovative Window Treatments | Fabulous Fabrics | Designer Bed Linens & Bath Accessories | Exclusive Carpet & Furniture

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KONI Hospitality | 881 Kuhn Drive #100, Chula Vista CA 91914 | T 619.754.6554 | F 619.872.0701



KONI PRODUCTS

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## TOTAL SOFT GOODS SOLUTION

BEDDING | DRAPERY | LINENS | BATH | SPA | ECO

Koni Hospitality  
DESIGNER, DISTRIBUTOR  
AND  
GLOBAL VERTICAL MANUFACTURING

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