

J²

COMPANY PROFILE · 2026

The light of Korea, for the Middle East.

✦ *Chosen in Seoul. Made ready for Dubai.*



OUR STORY

Two J's. One clear gap.

J Squared began with a Korean couple living in Dubai.

Raising a child here revealed a gap: gentle skincare, trusted curation and honest information were still hard to choose.

So we decided to translate Seoul's point of view for everyday life in Dubai.



**“What Seoul takes for granted,
Dubai still has to search for.”**

AT A GLANCE

Chosen in Seoul. Made ready in Dubai.



LEGAL NAME

J Squared L.L.C-FZ

FOUNDED

2026 · Meydan Free Zone, Dubai

LICENSED ACTIVITIES

E-Commerce · Web Portal · Wholesale Cosmetics

BASE

Operations Dubai · Sourcing Seoul

COMMERCE STACK

Shopify · Stripe · UAE corporate bank

CONTACT

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getjsquared.com



Vuit Seoul

View your light.

Vuit comes from 빛 — the Korean word for light.
We read what is rising in Seoul, try it ourselves,
and bring only what fits everyday life in Dubai.

vuitseoul.com · Targeting soft open Aug 2026 · @vuit.seoul



THE GAP

K-beauty keeps growing.
The family shelf is still empty.

✦ That empty shelf is where Vuit Seoul begins.

VUIT SEOUL · WHAT WE CURATE

A weekly edit from Seoul.



This Week in Seoul

We read live rankings and review signals from Seoul.



Try It Ourselves

We check ingredients and feel before we choose.



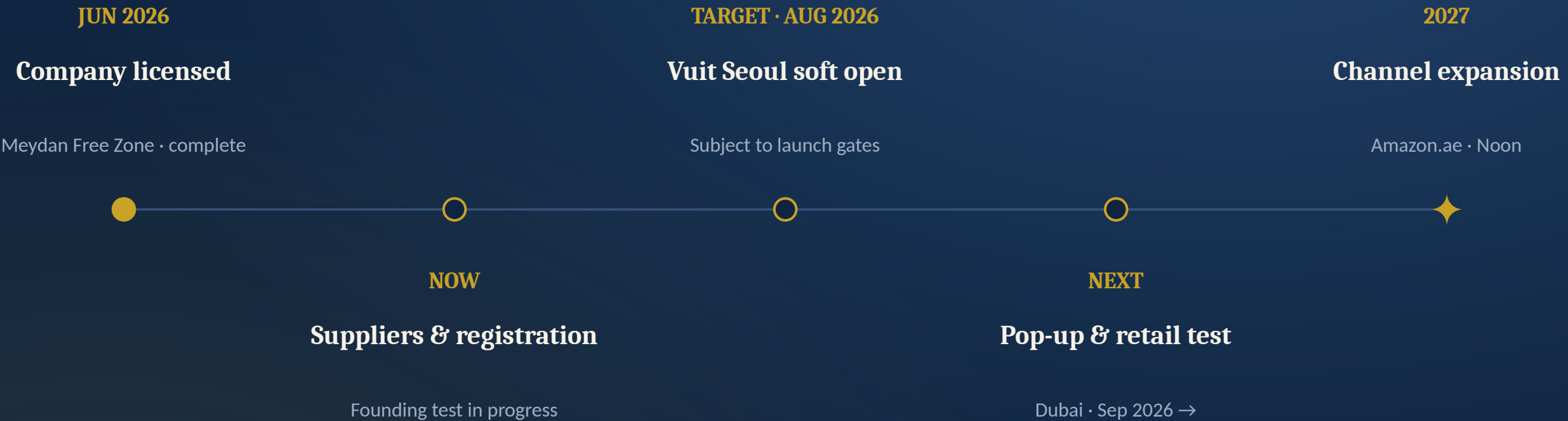
Mother & Child

Gentle choices a family can feel good about.

Three filters: new, trustworthy and right for life in Dubai.

THE ROAD AHEAD

The light is on. The first shelf is next.



SECOND VENTURE — MY K-MED



Wellness, curated into the Seoul journey.

My K-Med curates Seoul journeys woven from shopping, K-culture, beauty and wellness.

We focus on information and content. Consultations, bookings and patient facilitation are handled by registered partners in Korea.

OCT 2026

app launch target

@mykmed.kr

Instagram · live channel

* Information and content platform only. We do not directly perform bookings, patient facilitation or healthcare advertising.



PARTNER WITH US

Let's begin with one focused pilot.



Brands & Vendors

Test UAE response with 3–5 SKUs.
Prepare registration, labels and content together.



Tour & Wellness

Co-create Seoul experiences and wellness content inside a clear information-platform model.



Content & Community

Begin with a focused pop-up, content or community experiment.

One focused pilot is enough to start — jj@j-squared.io



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한국의 빛을, 중동의 일상으로.



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getjsquared.com · vuitseoul.com (targeting Aug 2026)



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