

GENESIS COLLECTION

GENESIS ENDLESSLY PURSUES BOLD CHALLENGES
AND INNOVATION TO CREATE CUSTOMER
EXPERIENCES THAT SET IT APART.

THE GENESIS COLLECTION IS A SELECTION OF
SOPHISTICATED YET UNPRETENTIOUS ITEMS THAT
TITILLATE THE SENSES AND ELEVATE DAILY LIFE.



PURCHASING GENESIS COLLECTION ITEM

The availability of individual items may vary, and we offer a wider selection of products beyond those featured in the brochure. For further details or assistance with your purchase, please feel free to inquire with our staff.

GENESIS ESSENTIAL COLLECTION

The Genesis Essential Collection brings our core design ethos from the road into your everyday world. With sophisticated touches added to everyday items such as keyrings, umbrellas, tumblers, and blankets, we've raised the bar on daily essentials. Experience the sophisticated details of Genesis not just in your vehicle, but throughout your daily routine.

Stitched Leather Key Case	Stitch detailing on soft, durable Nappa leather creates a sophisticated design. · 360-degree rotating strap, G metal pin · Natural cowhide, metal
Genesis Tumbler	Designed with a cylindrical shape to fit car cup holders, the Genesis Tumbler is easy to clean and maintain. · Excellent corrosion resistance and a 430 ml capacity make it highly practical for everyday use · Stainless steel, polypropylene, rubber (silicone)
Lightweight Full Carbon Umbrella [Long/Mid-size]	Made with high-strength carbon, the Genesis umbrella is available in two versions: a long umbrella made with eco-friendly fabric from upcycled PET bottles, and a mid-size version made with premium 50-denier fabric. · Black · Carbon (ribs & shaft), ABS injection (handle)
Genesis Goose Blanket	Made with 100% premium Polish pure white goose down, the Genesis Goose Blanket is lightweight and soft and offers excellent warmth and resilience. · Hypoallergenic fabric is safe to use year-round in vehicles, outdoors, or at home · Goose down, polyester fabric
Strap Leather Key Case	Double stitching symbolizes Genesis' 2 lines design element, while an embossed logo adds an elegant touch. · 360-degree rotating strap, G metal pin · Natural cowhide, metal



GENESIS SCALE MODEL

The Genesis scale model is meticulously crafted by Italian artisans using real vehicle data. Produced in limited quantities, it captures the refined beauty of Genesis through exquisite details and scientific precision. More than just a simple model, it becomes a unique object that adds a special presence to your everyday space.

- G90

G90 Long Wheel Base

GV60

GV70
- Uyuni white, valencia gold, Hallasan Green

· Makalu gray, bariloche brown, capri blue

· Uyuni white, storr green, tromso green

· Uyuni white, storr green, seres blue

※ A 1:18 scale model built from actual vehicle data.
Each of the 500 limited-edition, hand-crafted units is accompanied by a numbered certificate of authenticity.



- GV80
 - Uyuni white, storr green, makalu gray
- GV80 Coupe
 - Uyuni white, bering blue, mauna red
- GV80 Coupe Concept
 - Magma orange

※ A 1:18 scale model built from actual vehicle data.
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- X Concept · Lençóis blue
- X Convertible Concept · Crane white
- X Speedium Coupe Concept · Inje green

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GENESIS COLLECTION MAGMA EDITION

Genesis Magma balances perfectly concentrated energy with an elegant design that evokes the passion and joy of driving. It's an expression of Genesis' commitment to pushing the boundaries of performance and luxury to create a new touring culture.

From limited-edition items created exclusively for the Genesis Magma Edition to practical lifestyle items designed to express the passion of magma, Genesis Magma Edition adds vitality to daily life just like the intense energy contained in magma.

Puzzle [limited-edition]	GV80 Coupe concept car jigsaw puzzle in a non-woven pouch. Limited to 200 sets. · Jigsaw puzzle for hobby or collection purposes. · 1,000 pieces
Postcard book [limited-edition]	Numbered booklets with images of the Magma concept car. Limited to 300 units. · Compact size for portability, note-taking, and correspondence while traveling. · 40 postcards
Stitched leather trays	Intense magma color and 2 lines stitching on the corners express understated beauty. · For the storage of diverse small items at home and in the office. · Magma orange, black · Cowhide
Leather luggage tag	Adds a magma-colored focal point to bags with a luxurious finish. · Suitcase or golf bag attachment for customization and loss prevention. · Magma orange · Cowhide, metal
Performance Golf Balls	From driving to putting, experience tour-level performance with consistent distance and a soft feel. · Set of triple core golf balls with a soft urethane cover that optimizes wedge spin · Magma orange · Composition: 12 balls (4 sleeves of 3), 3 balls



GENESIS BEAR BAG CHARM

This special-edition bear charm commemorates Genesis' partnership with racing legend Jacky Ickx and the Genesis Magma Racing Concept. It features design elements inspired by golf champion jackets, Jacky Ickx's racing suit, and the Magma concept helmet. Crafted from sturdy materials, it offers both practicality and collectible value.

- Magma Bear Bag Charm

A luxurious herringbone pattern and a Magma concept helmet add unique wit to the design.

 - Compact size and sturdy materials make it ideal for attaching to keys or bags
 - Composition: bear charm, accessory (helmet), package, manual
- Golf Bear Bag Charm

A golf-edition bear charm commemorating the Genesis Golf Tournament..

 - Design and colors inspired by the tournament winner's jacket
 - Composition: bear charm, accessories (golf club, apparel), package, manual
- Jacky Ickx Bear Bag Charm [limited-edition]

A bag charm that commemorates Genesis' special partnership with legendary racer Jacky Ickx.

 - Design inspired by Jacky Ickx's iconic helmet and racing suit.
 - Composition: bear charm, accessories (helmet, apparel), package, manual, gift card highlighting Jacky Ickx's major achievements



GENESIS HOME COLLECTION

A collection consisting of a bottle carrier, leather bowl, and leather coaster set embodies the unique character of Genesis. Sturdy finishes, premium materials, and 2 lines detailing bring Genesis' sensibility to everyday life.

- Bottle Carrier

A harmony of vegetable-tanned Nappa leather and herringbone-patterned fabric creates a natural silhouette and elegant design.

 - Brown: designed to carry wine securely and conveniently
 - Black: designed to carry traditional liquors or wine safely and easily
 - Exterior: 50% cotton, 50% jute;
 - Lining: PVC; Handle, vegetable-tanned Nappa leather details: cowhide
- Leather Bowl

A sturdy yet practical leather bowl is crafted from luxurious pebble-pattern cowhide.

 - Black & Brown [S]:
Uses Sienna-embossed leather for a luxurious, soft touch and a light, plush texture
 - White & Navy [M]:
Uses vegetable-tanned Nappa leather for a natural silhouette and outstanding resilience
 - Gray & Beige [L]:
Uses Silky Nappa leather to preserve the natural softness and texture of the leather
- Leather Coaster Set

Uniquely designed coasters elevate the enjoyment of beverages reflecting Genesis' character and spirit of hospitality.

 - Crafted from premium pebble-pattern cowhide for excellent durability and practicality
 - Composition: 7 coasters, 1 case
 - Cowhide (Coasters: Sienna-embossed leather; Case: Silky Nappa leather)



GENESIS GOLF COLLECTION

Using the same exterior and interior color combinations and seat patterns found in the vehicles, Genesis golf bags embody the brand’s “Athletic Elegance” design philosophy. In combination with golf club covers made from premium semi-aniline leather, you can enjoy Genesis’ unique elegance on and off the golf course.

GENESIS GOLF BAG

- Caddy bag

Color combinations and seat patterns from Genesis vehicles create an elegant silhouette.

 - Diverse storage pockets and six cuffs facilitate gear storage and the loading of clubs.
 - Black, black & white
 - 100% polyurethane (exterior), 100% nylon (lining)

A combination of blue and green enhances the natural silhouette of the caddy bag.

 - Magnetic pockets improve the convenience of storing items.
 - Blue, green
 - 100% polyurethane (exterior), 100% polyester (lining)
- Stand bag

Sturdy carbon legs and a well-balanced design create a bag that is even more attractive when standing.

 - An X-shaped strap distributes weight to make it easier to carry.
 - Black, black & white
 - 100% polyurethane (exterior), 100% nylon (lining)
- Wheeled bag

A refined handle and wheels make it practical yet attractive.

 - Wheels that rotate smoothly and quietly optimize long-distance movement.
 - White, brown
 - 100% polyurethane (exterior), 100% polyester (lining)



GENESIS GOLF COVER

Semi-aniline leather
iron cover set

- Tasteful numbering and magma-color TWO LINE stitching offer a high-quality finish.
- Materials prevent scratching of club heads and resist external contamination.
 - Composition: 10 covers (3, 4, 5, 6, 7, 8, 9, P, S, W)
 - White, beige, brown, gray, black
 - 100% natural leather (exterior), 67% polyester (lining)

Semi-aniline leather
mallet putter cover

- The cover can be customized by attaching diverse accessories to the D-ring.
- Protects the mallet putter from damage that can occur from the constant jostling of clubs.
 - White, beige, brown, gray, black
 - 100% natural leather (exterior), 67% polyester (lining)

Semi-aniline leather
putter blade cover

- A Genesis logo embossed on the back elevates its luxurious appearance.
- Protects the putter's blade from scratches that can occur from contact with other golf clubs.
 - White, beige, brown, gray, black
 - 100% natural leather (exterior), 67% polyester (lining)



GENESIS TRAVEL COLLECTION

Enjoy the elegance of Genesis even while engaging in diverse outdoor activities. Stylish items and the Camping Edition, created in collaboration with Helinox, a global outdoor brand, make moments of leisure even more special.

GENESIS X HELINOX EDITION 2

Chair	The elegance of Genesis and the seat pattern of GV80 create a luxurious mood. · Compact size and weight. Solid and comfortable seating. · Composition: 1 chair, 1 pouch · 600D polyester (skin-case), DAC aluminum (frame)
Table	A balanced table-shape combines harmoniously with GV80's seat pattern and magma-colored stitching. · Versatile table is lightweight and sturdy. Easy to assemble, disassemble, and transport. · Composition: Bag, bag frame, tabletop, 4 table frames, frame separators · ABS (top), DAC aluminum (frame), 600D polyester (bag)
Camping package	Camping gear collection has a cohesive and uniquely luxurious Genesis look. · Practical package includes a table, chair, and premium goose blanket. · Composition: 2 chairs, 1 table, 1 premium goose blanket



GENESIS WEEKENDER BAG

Full Alcantara
Weekender Bag

Conveys a sporty look using the seat pattern of the GV80 Coupe concept car.

- Ideal for leisure and business travel, with spacious compartments, multiple pockets, and straps.
- Alcantara (exterior), 100% polyester (lining), 100% cowhide (handles)

Light
Weekender Bag

Leather patches, an engraved Genesis logo, and magma-colored 2 lines stitching create an attractive appearance.

- Lightweight materials and spacious compartments make it ideal for long-distance travel.
- 100% nylon (exterior 1), 100% cowhide (exterior 2), 100% nylon (lining)



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<https://shop.genesis.com/category/?mcode=collection>

