

Attention to Details

One June day in 2014, the respected Comrade Kim Jong Un visited the Taedonggang General Fruit Processing Factory.

After looking at some of its products and giving advice on them, he halted in front of a stand on which perfumes were on display. These perfumes, which varied in colour, were intended for use in such spaces as a drawing room and office.

He took a careful look at the perfumes and asked how they differed from one another.

After listening to an official's reply, Kim Jong Un picked up a bottle. He opened the bottle and smelled it.

He looked at it for a good while and said that the trademark of a perfume should be designed to suit its purpose, stressing that bottles should vary in shape according to the intended purpose.

Listening to what he had to say, the officials in his company could fully understand his intention: Whatever is made for the people should be the best possible in all aspects.