

SEOUL 2024

41 NEW RETAIL CONCEPTS

■ APPAREL.....	3
■ ACCESSORIES.....	197
■ BEAUTY.....	238
■ CAFÉ/FOOD & LIFESTYLE.....	295

SEOUL 2024

41 NEW RETAIL CONCEPTS

APPAREL

1. GENERAL IDEA
2. WOOLONG
3. SHIRTER
4. SATUR HOUSE SEOUL FOREST STORE
5. REST AND RECREATION
6. MOIF FUNCTIONAL
7. HUMAN MADE OFFLINE STORE SEOUL
8. MUSINSA STANDARD
9. MATIN KIM
10. VET WOMAN
11. ROLA ROLA
12. OVERDUEFLAIR
13. LUV IS TRUE & LARTIGENT
14. CITYBREEZE
15. ATELIER NAIN
16. NUMBER PROJECT CHEONGDAM FLAGSHIP STORE
17. KODAK CORNER SHOP
18. KODAK CENTER SHOP
19. &UNIPAIR
20. THE MUSEUM VISITOR
21. TYPE EELEVEN
22. TANAT
23. NOS7
24. MUSINSA STORE SEONGSU
25. DACHI 342
26. ERER
27. H-DEX POWER DOSAN FLAGSHIP STORE
28. VENUS 70TH ANNIVERSARY POP-UP

ACCESSORIES

1. WORLD WIDE SEOUL
2. LUMEN FLAGSHIP STORE
3. CASEIFY DOSAN FLAGSHIP

BEAUTY

1. SKIN1004
2. AXIS-Y
3. GRANHAND SEOGYO STORE
4. TAMBURINS SEONGSU
5. SPACE DOSAN
6. FWEE

CAFÉ/FOOD & LIFESTYLE

1. SIMMONS GROCERY STORE
2. LOTTERIA, THE 'RIA'S BURGER ART MUSEUM' POP-UP
3. WIGLE WIGGLE FLAGSHIP STORE MYEONGDONG
4. FOUND OBJECT

CONTENT: **41** NEW RETAIL CONCEPTS – **326 PAGES**
PRICE: **780 USD (or 750 EUR or 120,000 JPY)**
DELIVERY : PDF AFTER PAYMENT
PAYMENT BY CREDIT CARD, PAYPAL or BANK TRANSFER
ORDER TO loic@fashioninjapan.com



APPAREL

WOOALONG's new flagship store in Seongsu-dong, Seoul, showcases a compelling blend of innovative design and collaboration, encapsulating the brand's aesthetic while offering a unique shopping experience. Located in one of the trendiest areas of Seoul—often called the "Brooklyn of Seoul"—this store reflects the district's creative energy while positioning itself as more than just a retail space.

CONCEPT

The store is built around the "Monochrome House" theme, a concept that reinterprets everyday spaces such as the living room, dining room, bedroom, and terrace in a way that blends familiarity with creativity. Each floor is designed to evoke a different part of a home, progressively transforming as visitors move upward. This concept not only brings a sense of warmth and domesticity to the space but also enhances engagement with WOOALONG's identity by making fashion feel integrated into daily life.

In addition to its fashion collections, WOOALONG's flagship store integrates original artworks by media artist Koo Ki-jung and textile artist Seo Soo-hyun, adding layers of artistic storytelling. These installations help bridge the worlds of fashion, lifestyle, and contemporary art, making the space feel like a conceptual exhibition as much as a retail store.

DESIGN

Each level offers a different interpretation of this theme, combining media art, industrial materials, and soft textures to create an immersive and visually striking experience.

- **First Floor**
The entrance features a cityscape-inspired media façade designed by media artist Gogijeong, visually reflecting the transition from the urban environment into the store's conceptual home. The tunnel-like passage leading into the store is lined with metallic panels, creating a futuristic, immersive moment before entering the main retail space.
- **Second Floor**
Designed to represent a dining room, this level incorporates collaborations with the lifestyle brand 46month, featuring unique items like wine bottle covers and stool covers that bridge the gap between fashion and everyday objects. The dim lighting and dark-toned materials add an intimate, cozy feel, while reflective surfaces maintain a contemporary edge.
- **Third Floor**
Inspired by a bedroom, this level has cozy textures, relaxed silhouettes, and casual wear, creating a comfortable yet stylish environment. The hanging textile installations by artist Seo Soo-hyun introduce tactile elements, emphasizing the intersection of art and fashion.
- **Fourth Floor**
The brightest and most open of all floors, this level is framed by large glass windows and a terrace, offering an airy, almost gallery-like feel. Here, caps, accessories, and lighter-toned items are displayed in a minimalist setup, reinforcing the final transition from enclosed interior spaces to an open, serene atmosphere.



façade with angled metal
fins creates a sharp
architectural silhouette



Sculptural black display table contrasts with the textured walls, reinforcing the industrial yet refined aesthetic





Curated selection of accessories put on racks instead of regular shelves





UP TO 50% OFF



WELLOR









for terrace and bright
display section
ent the final
ion to an open, airy
phere







ACCESSORIES



DESTINATION - EXPERIENTIAL - INDUSTRIAL - CURATION

The launch of RAWROW's second WORLD WIDE SEOUL flagship store in Myeongdong marks an exciting development for both the brand and the area. Positioned as a "trip center," the store aligns seamlessly with RAWROW's 13-year dedication to transportation and storage solutions, offering travel-related products and experiences.

CONCEPT

The store brings together various trip wear brands under one roof, catering to travelers with practical items designed for exploring life. This thematic approach is not just about products but also encompasses cultural and experiential aspects of travel. Myeongdong, known as a place for shopping, dining, and tourism, provides a fitting stage for WORLD WIDE SEOUL to highlight its identity and attract both local and international visitors. With its goal of becoming more than a retail space, the store plans to host various cultural activities, turning it into a lively, multifunctional venue that resonates with Myeongdong's dynamic vibe.

DESIGN

The first floor showcases RAWROW's core offerings like trunks, backpacks, and cross bags, complemented by the American casual brand Nautica. The industrial-inspired interior, with corrugated metal walls and aluminum fixtures, reinforces the store's travel and transportation theme. The luggage section is laid out like an airport baggage claim, creating an immersive shopping experience.

The second floor includes an eyewear section and an event space, potentially enhancing customer engagement through workshops or cultural events. Throughout the store, elements like vintage travel signage, stacked suitcases, and aviation-style shelving highlight the "trip center" identity, making the space both functional and visually striking.



Stainless steel façade with neon signage emphasizes the "World Wide Seoul" theme



Structured lineup of suitcases arranged like an airport baggage claim area









Conveyor belt-style display for glasses, resembling airport security trays



BEAUTY

A black and white photograph of a futuristic beauty laboratory. In the foreground, a robotic arm is positioned over a multi-tiered, cylindrical assembly of glass vials and containers. In the background, several other robotic arms are suspended from the ceiling, working at a long, curved counter. A large, transparent dome structure is visible in the distance, and the overall environment is clean, modern, and brightly lit.

IMMERSIVE - EXPERIENTIAL - SUSTAINABILITY - INTERACTIVITY

The new Skin1004 flagship store in Myeongdong, Seoul, is a bold and thoughtfully designed concept that sets it apart in the crowded skincare retail landscape. The store embodies the brand's philosophy of "untouched nature," drawing inspiration from the unspoiled landscapes of Madagascar. Instead of the predictable greens often associated with nature, the space is designed with rich browns and beige tones, creating an environment that feels grounded and organic.

CONCEPT

Skin1004's philosophy of "untouched nature" is not just a marketing message but the foundation of the entire store's identity. The brand takes inspiration from the pure and untouched landscapes of Madagascar, where Centella Asiatica, its star ingredient, is harvested. This concept is translated into a space that blurs the boundary between nature and modern skincare science. The store rejects the typical clinical, white-walled aesthetic of beauty retail in favor of an immersive experience that transports visitors to an environment shaped by earth and time. Rather than relying on overt branding, the space itself tells the brand's story—every material choice, texture, and structure reinforces the connection between Skin1004's natural ingredients and the transformative power of its products.

DESIGN

The façade, with its rock-textured exterior and brass accents, immediately immerses visitors in the brand's world, reinforcing the concept of raw nature refined into high-performance skincare. The entrance, designed to resemble a cave, deepens the immersive effect, making visitors feel as though they are stepping into an untouched natural environment. The first floor is an exhibition space, evoking organic walking trails and desert-inspired tones that blend warmth and earthiness. Floating stone shelves illuminated from within make the products appear as if they are emerging naturally from the environment. The second floor serves as a lounge and retail area, where customers can test products and engage in social activities. A digital customization kiosk allows visitors to create their own Centella Ampoule, adding an interactive element that blends technology with nature.



Organic, cave-like space features floating stone shelves illuminated from within, displaying products as if they are emerging from nature





SKIN1004

Curved brass-framed window integrates with the rock-textured exterior



SKIN1004



SKIN1004



Built-in rock shelves highlight key skincare products



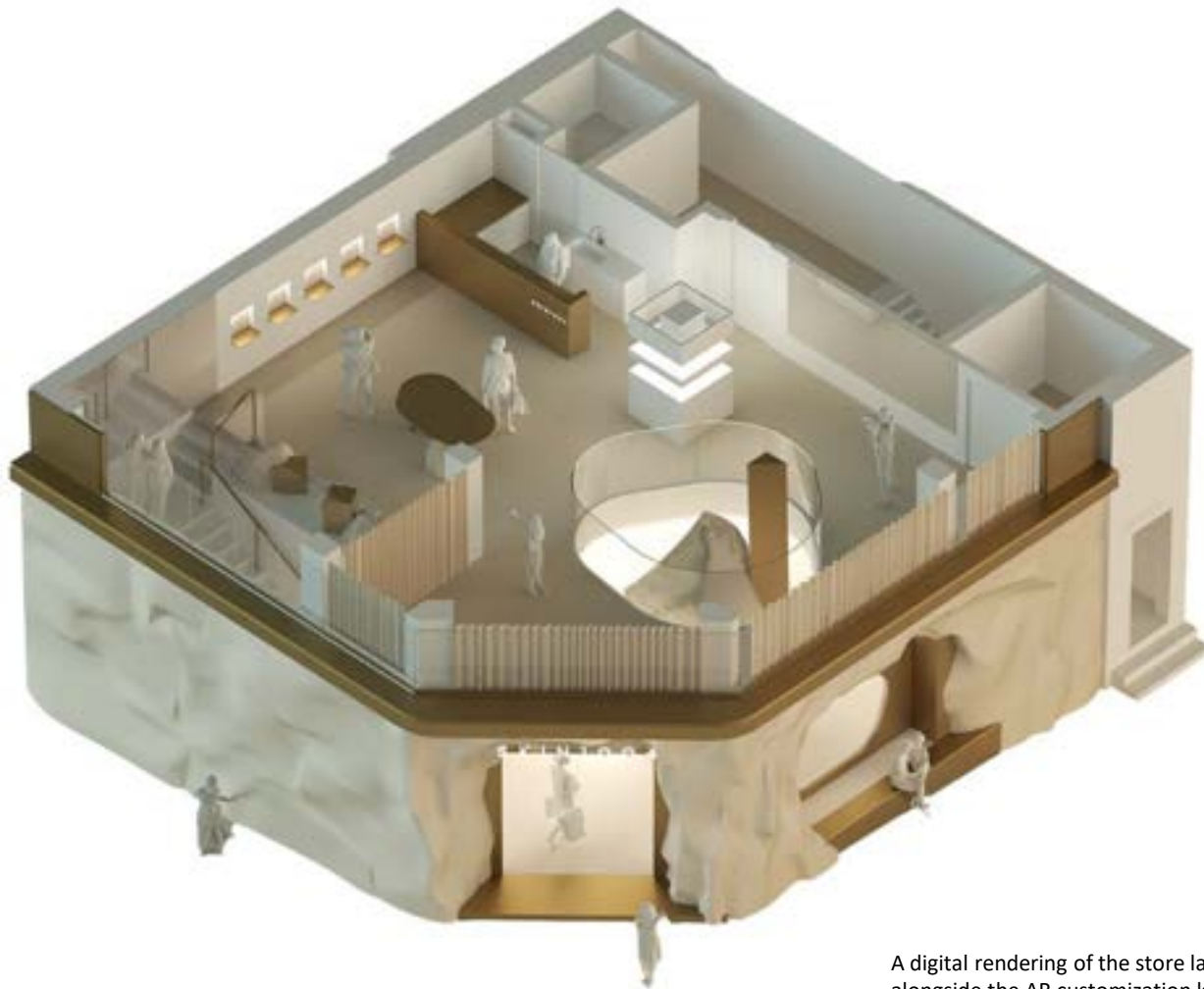


SKIN1004



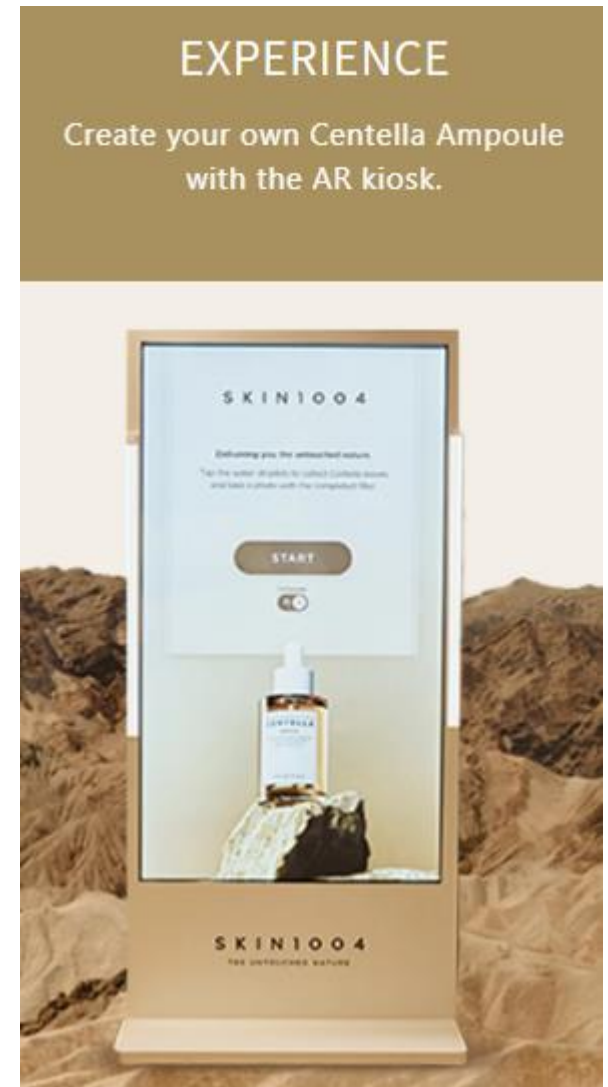
Dedicated corner where visitors can capture their experience





[Start the visit](#)

A digital rendering of the store layout alongside the AR customization kiosk, allowing visitors to create their own Centella Ampoule



[Video](#)



CAFÉ/FOOD &
LIFESTYLE

LOTTERIA THE RIA'S BURGER ART MUSEUM POP-UP

EXPERIENTIAL - INTERACTIVITY - RETAILTAINMENT - GAMIFICATION - MEMORABLE

To celebrate its 45th anniversary, Lotte GRS Lotteria held a pop-up store called "Ria's Burger Art Museum" with the theme of brain art. The pop-up store, which was held at the multi-cultural space "Seongsu Platz," has a total of three floors. It includes a variety of activities, from appreciating works that use hamburgers as artistic materials, to a brain art experience where AI creates pictures by measuring the brain waves emitted after tasting a burger, and a heritage exhibition that incorporates Lotteria's 45th anniversary. In addition, various customer experience programs such as key ring making and a time machine photo zone are also available.

CONCEPT

Lotte GRS Lotteria's "Ria's Burger Art Museum" pop-up store sounds like a highly creative and immersive experience to celebrate the company's 45th anniversary. With its focus on brain art and the integration of art, technology, and food, the event aims to offer engagement to visitors. The three floors each serve a distinct purpose:

- **Ria Art Zone (First Floor):** This space showcases hamburger-themed art pieces, with installations such as large objects and AI-generated burger masterpieces. Visitors can also purchase exclusive merchandise and art pieces, with proceeds supporting emerging artists. This is a great way to merge art, food, and community support.
- **Brain Art Zone (Second Floor):** Here, customers can engage in the innovative brain art experience, where their brainwaves are measured after tasting a Ria Bulgogi or Ria Shrimp burger, and AI generates a personalized artwork based on their brain activity. This interactive aspect makes the experience even more memorable and personalized.
- **45th Anniversary Zone (Third Floor):** This space celebrates Lotteria's history and heritage. It features media art representations of the company's advertising works from the past 45 years and a "Time Machine Photo Zone" where visitors can capture images with AI-enhanced kiosks that recreate key moments in Lotteria's history.

DESIGN

The Burger Art Museum stands out for its bold, playful aesthetic with elements of pop art, fast food nostalgia, and digital culture. The bright red exterior immediately draws attention, covered in a vibrant mix of burger illustrations, classic art motifs, and checkered diner-inspired graphics.

Inside, the design is heavily themed with immersive installations:

- Classic paintings reimagined with burgers, featuring famous works like the Mona Lisa and The Girl with a Pearl Earring holding burgers.
- A massive silver inflatable burger sculpture sits in the center of the exhibition, reinforcing the pop-art-meets-fast-food concept.
- The entrance tunnel is an eye-catching red and yellow archway, reminiscent of a retro fast-food restaurant yet styled with a museum-like grandeur.
- Several interactive zones allow visitors to create their own keychains using upcycled plastic materials, adding an eco-conscious touch to the experience.



Bright red storefront covered in pop-art style illustrations of burgers, cakes, and neon-inspired graphics



Retro-style burger truck sits outside







A display of famous classical paintings altered to feature burgers

Giant silver inflatable burger is the centerpiece of one of the rooms, surrounded by red inflatable hands, creating a surreal and exaggerated version of food culture







Visitors can create keychains from upcycled materials, adding a hands-on and environmentally conscious aspect to the experience







A section of the museum dedicated to Lotteria's 45-year advertising history, showcasing vintage posters, old-school menu designs, and retro TV displays for a nostalgic look back at the brand's evolution



SEOUL 2024

41 NEW RETAIL CONCEPTS

APPAREL

1. GENERAL IDEA
2. WOOLONG
3. SHIRTER
4. SATUR HOUSE SEOUL FOREST STORE
5. REST AND RECREATION
6. MOIF FUNCTIONAL
7. HUMAN MADE OFFLINE STORE SEOUL
8. MUSINSA STANDARD
9. MATIN KIM
10. VET WOMAN
11. ROLA ROLA
12. OVERDUEFLAIR
13. LUV IS TRUE & LARTIGENT
14. CITYBREEZE
15. ATELIER NAIN
16. NUMBER PROJECT CHEONGDAM FLAGSHIP STORE
17. KODAK CORNER SHOP
18. KODAK CENTER SHOP
19. &UNIPAIR
20. THE MUSEUM VISITOR
21. TYPE EELEVEN
22. TANAT
23. NOS7
24. MUSINSA STORE SEONGSU
25. DACHI 342
26. ERER
27. H-DEX POWER DOSAN FLAGSHIP STORE
28. VENUS 70TH ANNIVERSARY POP-UP

ACCESSORIES

1. WORLD WIDE SEOUL
2. LUMEN FLAGSHIP STORE
3. CASEIFY DOSAN FLAGSHIP

BEAUTY

1. SKIN1004
2. AXIS-Y
3. GRANHAND SEOGYO STORE
4. TAMBURINS SEONGSU
5. SPACE DOSAN
6. FWEE

CAFÉ/FOOD & LIFESTYLE

1. SIMMONS GROCERY STORE
2. LOTTERIA, THE 'RIA'S BURGER ART MUSEUM' POP-UP
3. WIGLE WIGGLE FLAGSHIP STORE MYEONGDONG
4. FOUND OBJECT

CONTENT: **41** NEW RETAIL CONCEPTS – **326 PAGES**
PRICE: **780 USD (or 750 EUR or 120,000 JPY)**
DELIVERY : PDF AFTER PAYMENT
PAYMENT BY CREDIT CARD, PAYPAL or BANK TRANSFER
ORDER TO loic@fashioninjapan.com