

# KOREA Report

March 2025

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# 1. DAY MEAN MOMENT

## Project Overview

The name DAY:MEAN reflects the brand's philosophy of creating a meaningful day for its customers. Recently, a new retail space, DAY:MEAN MOMENT, opened on the basement floor of the same building. The goal of this project was to redefine the traditional beauty salon experience, moving beyond its basic spatial function to embody a dynamic brand identity that evolves in real-time.

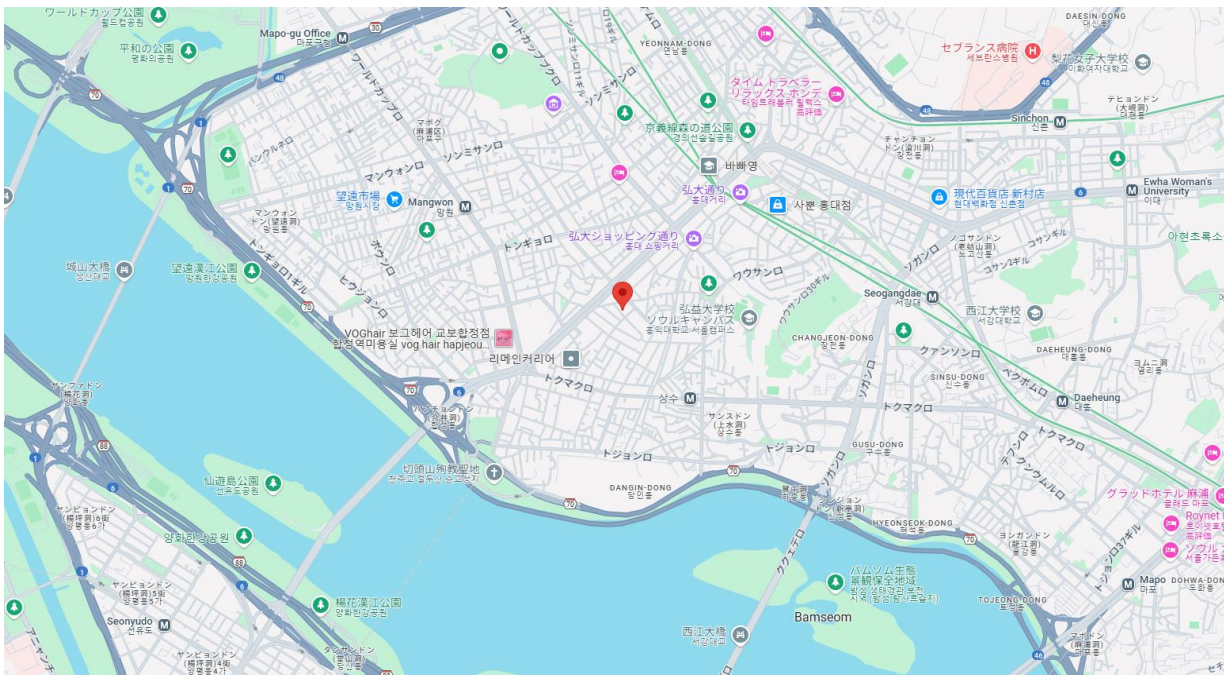
Basements are often perceived as dark and underutilized, but rather than resisting this inherent characteristic, the space embraces and reinterprets it in a contemporary way. Coarse gray concrete and heavy stainless steel were chosen as the primary materials, reinforcing the basement motif. These durable materials not only contribute to the space's raw, industrial aesthetic but also ensure longevity and sustainability, allowing for easy maintenance and reuse over time.

With a carefully structured spatial flow and an immersive design, DAY:MEAN MOMENT transforms the conventional beauty salon into a multisensory experience. By breaking free from traditional constraints, the space reimagines what a beauty salon can be—an ever-evolving environment offering endless possibilities.

## Project Details

1. Brand: DAY MEAN MOMENT
2. Type of Business: Hair Shop
3. Open Date: 9/2024
4. Size: 260 m<sup>2</sup>
5. Location: 16-9, Yanghwa-ro 12-gil, Mapo-gu, Seoul, Republic of Korea

## Location









## 2. PV(palo verde) aesthetic

### Project Overview

At the end of a long aisle, the entrance to PV Aesthetic, a premium skincare space, is framed by a row of trees visible through clear glass.

Inside, a vibrant green color palette, inspired by tree branches and trunks, creates a fresh, natural ambiance. To the left of the entrance, a seamlessly integrated mirror blends with the display shelves, reflecting the trees outside and enveloping visitors in a tranquil, green-tinted atmosphere. Above the counter, BARRISOL lighting forms a gentle curve, casting a soft, sun-like glow that enhances the serene environment.

PV Aesthetic cultivates a sense of calm and relaxation, free from excessive stimulation. Its philosophy of beauty is subtly woven into the space—a harmonious blend of white and muted green tones, a contrast of rough and soft textures, and the ever-changing natural scenery framed by large windows.

Just as the palo verde tree extends its roots deep into the earth, PV Aesthetic is committed to strengthening the skin's natural barrier, prioritizing long-term beauty and health over instant results. A sanctuary of safety and expertise, this space is designed to stand the test of time—just like the lasting impression of a green landscape in our hearts.

### Project Details

1. Brand pv(palo verde) aesthetic
2. Type of Business: Aesthetic
3. Open Date: 10/2024
4. Size: 80 m<sup>2</sup>
5. Location: 2F, 127, Sinchon-ro, Seodaemun-gu, Seoul, Republic of Korea

### Location Map

