

KOREA Report

July 2025

CONTENTS

- * Project 1: Face Eyewear
- * Project 2: AS BLANC Lotte Department Store Dongtan

1. Face Eyewear

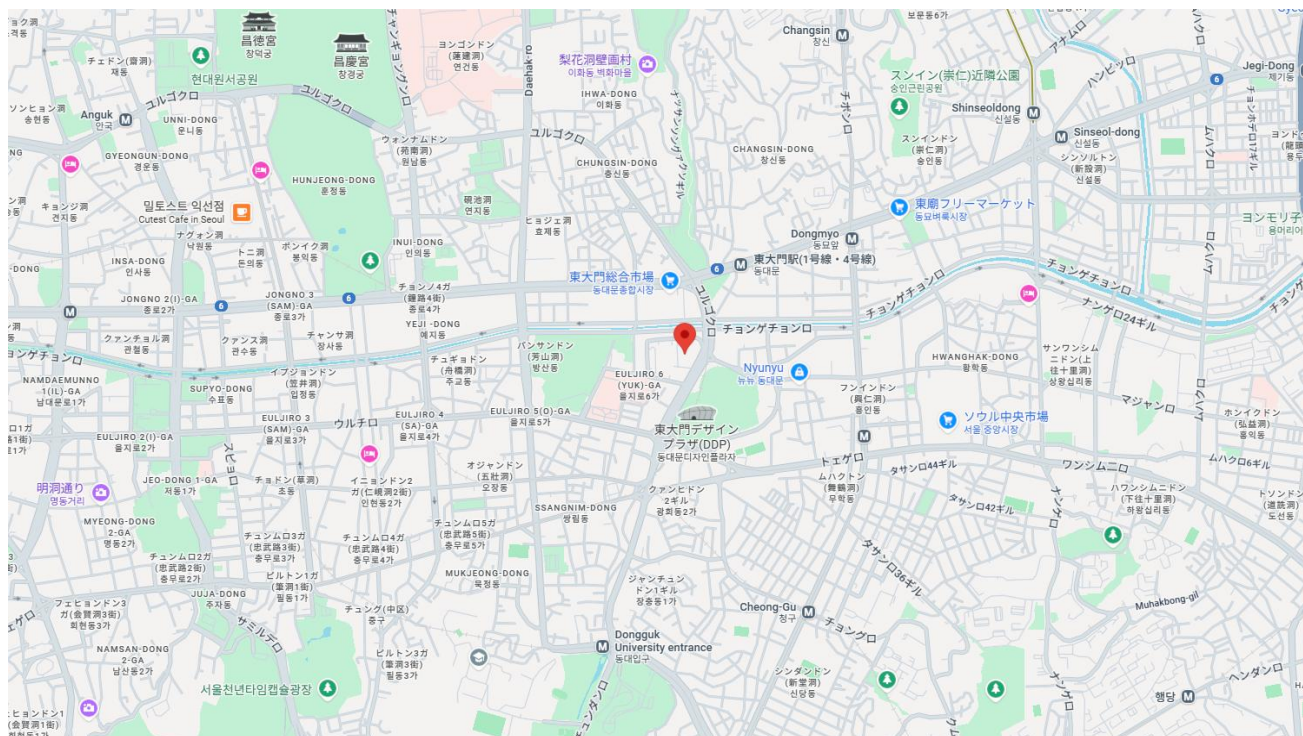
Project Overview

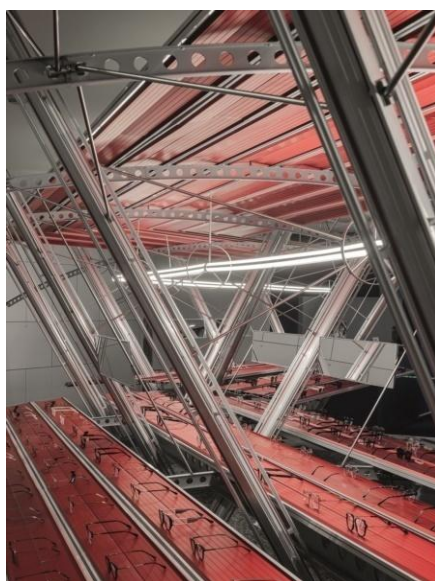
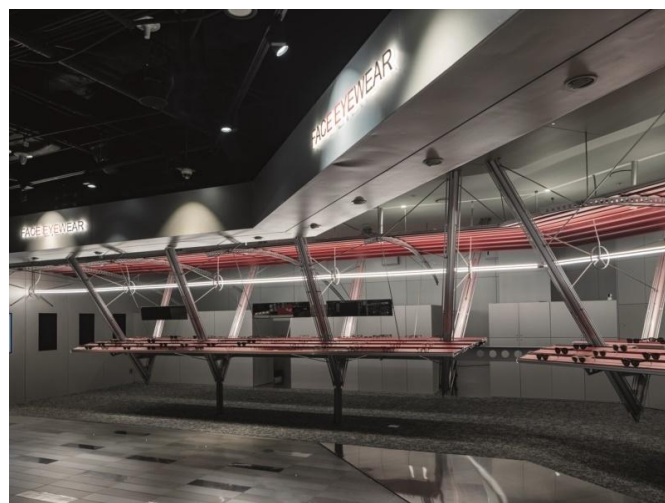
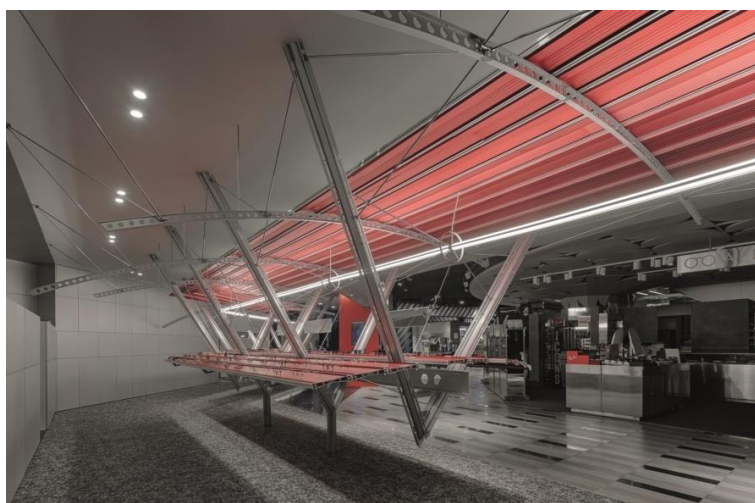
In a corner of Doota Mall in Dongdaemun, visitors will encounter a mysterious structure. With its striking scale and vivid red color, the space immediately grabs attention and piques curiosity. Surprisingly, it's an eyeglass store—Face Eyewear. From a distance or even up close, it's difficult to recognize it as a retail space for glasses. There is no visible optometry or consultation room; instead, a bold V-shaped structure dominates the space, defying the conventions of a typical eyewear store. Naturally, the question arises: “Why design an eyeglass store like this?” Face Eyewear is crafted to deliver a fresh impact for a generation that values dynamic experiences. Its layout is intended not merely to display eyewear, but to engage visitors through a variety of interactions. The entire sales floor is composed of sculptural installations that double as display shelves, creating an immersive environment. The massive pillars supporting these structures command attention while serving multiple functions. These pillar-linked features offer guests a range of experiences as they move through the space, allowing them to explore and try on various styles of eyewear with the central object as their guide.

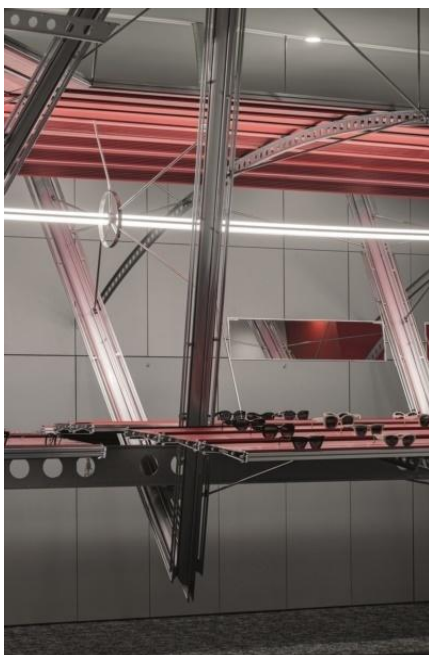
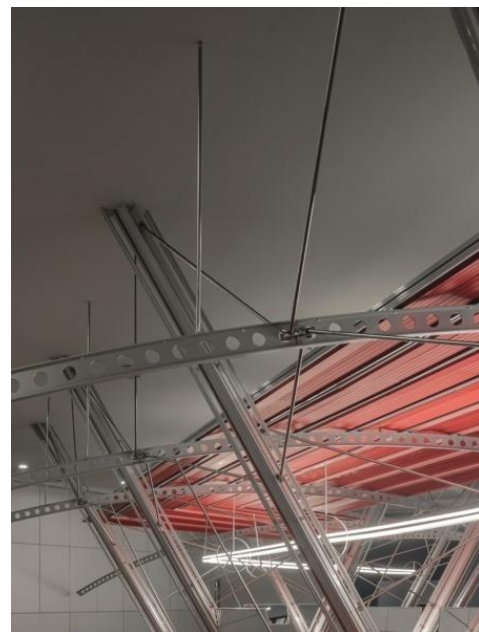
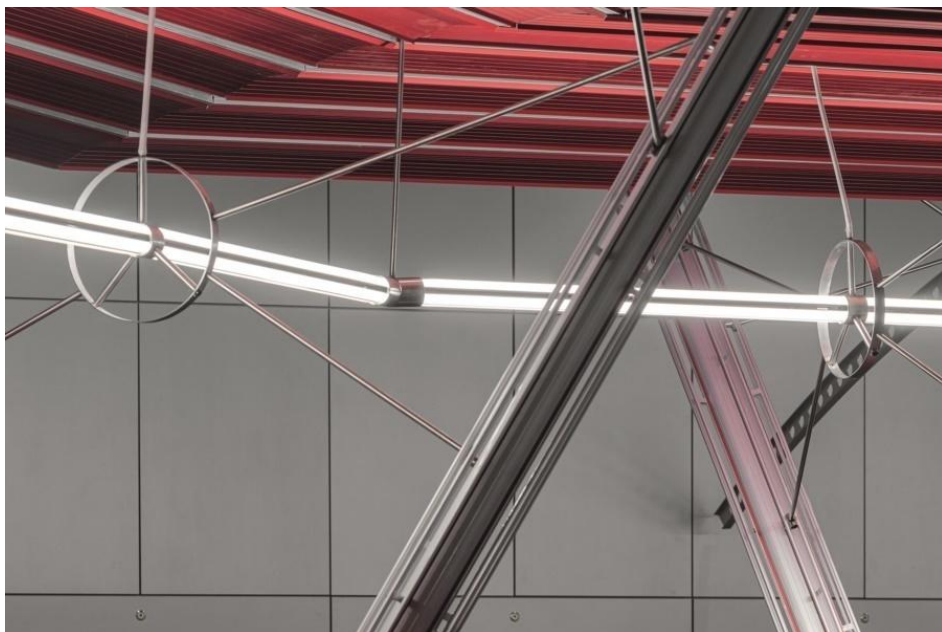
Project Details

1. Brand: Face Eyewear
2. Type of Business: Retail Store
3. Open Date: 11/2024
4. Size: 28 m²
5. Location: B2F, 275, Jangchungdan-ro, Jung-gu, Seoul, Republic of Korea

Location







2. AS BLANC Lotte Department Store Dongtan

Project Overview

AS BLANC at Lotte Department Store Dongtan uses light to shape the spatial experience. AS BLANC is a luxury spa and aesthetics brand, and its core offering—the spa—conveys a sense of comfort and serenity. The design needed to reflect both the brand's identity and the calming nature of the spa, while also working within practical constraints. Located within a department store and bound by budget limitations, the space retained its original grid structure for both the floor and ceiling. The brand's signature orange was introduced into the palette, sitting somewhat incongruously between the dark gray floor and ceiling. However, the design intentionally sought to balance the energy of the orange with the spa's tranquil atmosphere. Indirect lighting plays a central role, softening the bold presence of orange and contributing to a sense of calm. A large Barrisol light, visible from the lobby entrance, casts a soft orange glow throughout the space. Combined with the low overall illumination, it evokes the peaceful stillness of dusk.

Project Details

1. Brand: AS BLANC Lotte Department Store Dongtan
2. Type of Business: Aesthetic
3. Open Date: 1/2025
4. Size: 258 m²
5. Location: 2F, 160, Dongtanyeok-ro, Hwaseong-si, Gyeonggi-do, Republic of Korea

Location Map

