

KOREA Report

August 2025

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1. CASETiFY Dosan Flagship

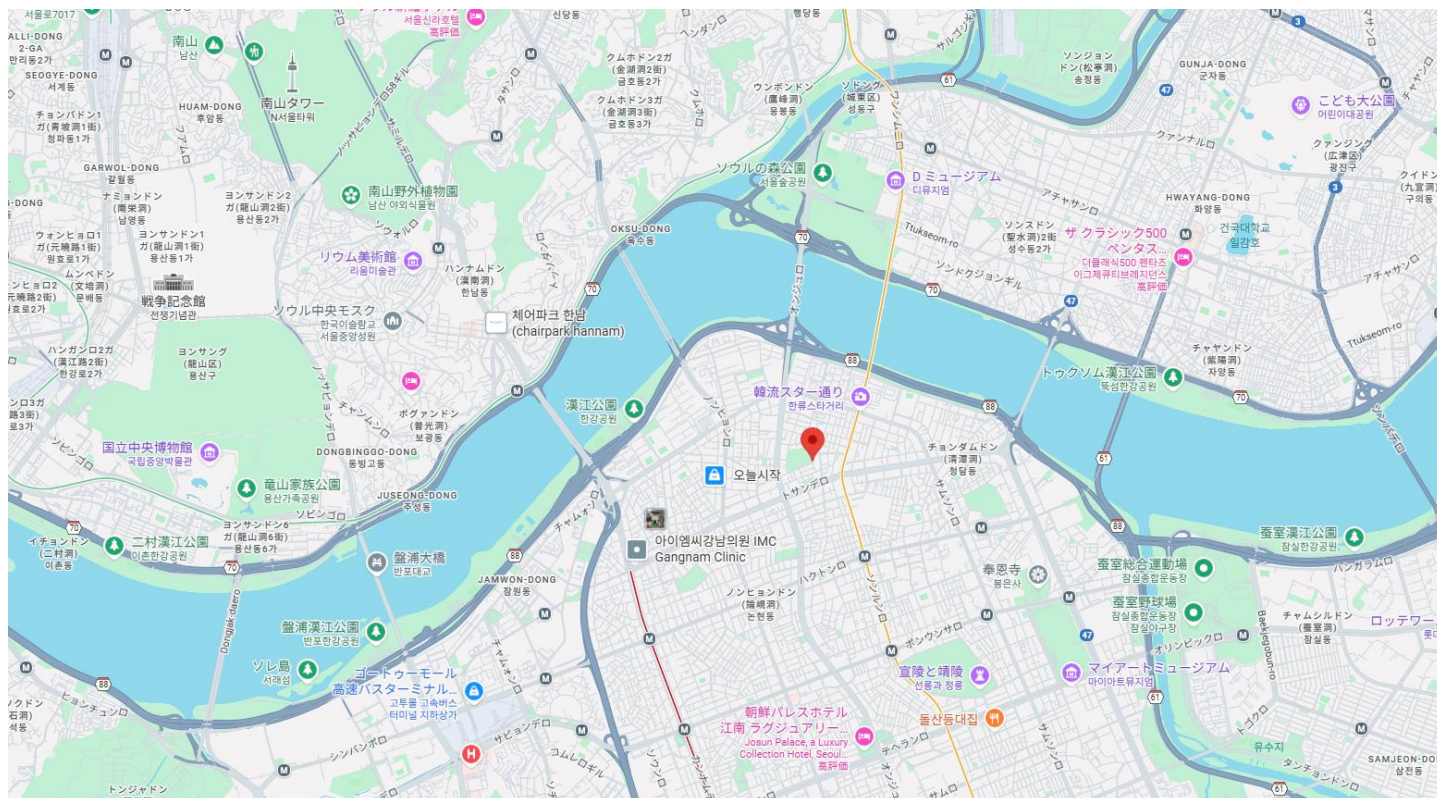
Project Overview

CASETiFY has unveiled its first global flagship store, CASETiFY Dosan, in Gangnam, Seoul, a five-story experiential retail space that translates the brand's digital sensibility and culture of customization into the physical world. Designed by Moscow-based Crosby Studios, the flagship incorporates modular structures and bold color blocks to create a dynamic environment reminiscent of LEGO, with each floor curated to merge technology and artistry through curiosity-driven objects and products displayed like works of art. Vibrant colors, three-dimensional forms, lighting effects, and mirrored installations amplify the brand's core message, "Show Your Colors," while sculptural elements and branding-centric media ensure that every visit becomes a fully immersive brand experience.

Project Details

1. Brand: CASETiFY Dosan Flagship
2. Type of Business: Retail Store
3. Open Date: 11/2024
4. Size: 930 m²
5. Location: 67, Apgujeong-ro 46-gil, Gangnam-gu, Seoul, Republic of Korea

Location









2. J.Lindeberg Flagship

Project Overview

J.Lindeberg's flagship store in Seoul embodies the brand's philosophy of "bridging sports and fashion," designed to resemble a clubhouse and redefining the concept of a traditional retail space. As the brand's largest location, strategically positioned to capture the Asian market, the six-story store spans from the basement to the fifth floor, with each level offering a distinct theme and function. The basement houses a customization atelier where customers can directly select designs, fostering immersive interaction with the brand; the second and third floors feature men's and women's collections respectively, with architectural elements inspired by the strategic rhythm of a golf course and the fluidity of a swing. Upper levels elevate the customer journey through private shopping areas and VIP styling lounges, while the rooftop, aptly named the "Swing Zone," provides an outdoor space for relaxation and putting in the heart of the city. More than a retail destination, the flagship offers a holistic environment where customers can intuitively experience J.Lindeberg's philosophy and lifestyle.

Project Details

1. Brand: J.Lindeberg Flagship
2. Type of Business: Retail Store
3. Open Date: 4/2025
4. Size: 998 m²
5. Location: 422, Apgujeong-ro, Gangnam-gu, Seoul, Republic of Korea

Location Map

