

# KOREA Report

## September 2025

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## 1. adidas Originals Dosan Flagship Store

### Project Overview

The Adidas Flagship Seoul, Dosan store is a renovation of a two-story house, featuring a design that balances restrained minimalism with bold sculptural beauty. The exterior masterfully combines curved metal curtain walls with rough-textured natural stone, creating a sophisticated yet striking contrast that expresses both the brand's pursuit of innovation and its urban sensibility. More than simply adorning the entrance, this exterior design delivers a powerful first impression, marking the beginning of the brand experience.

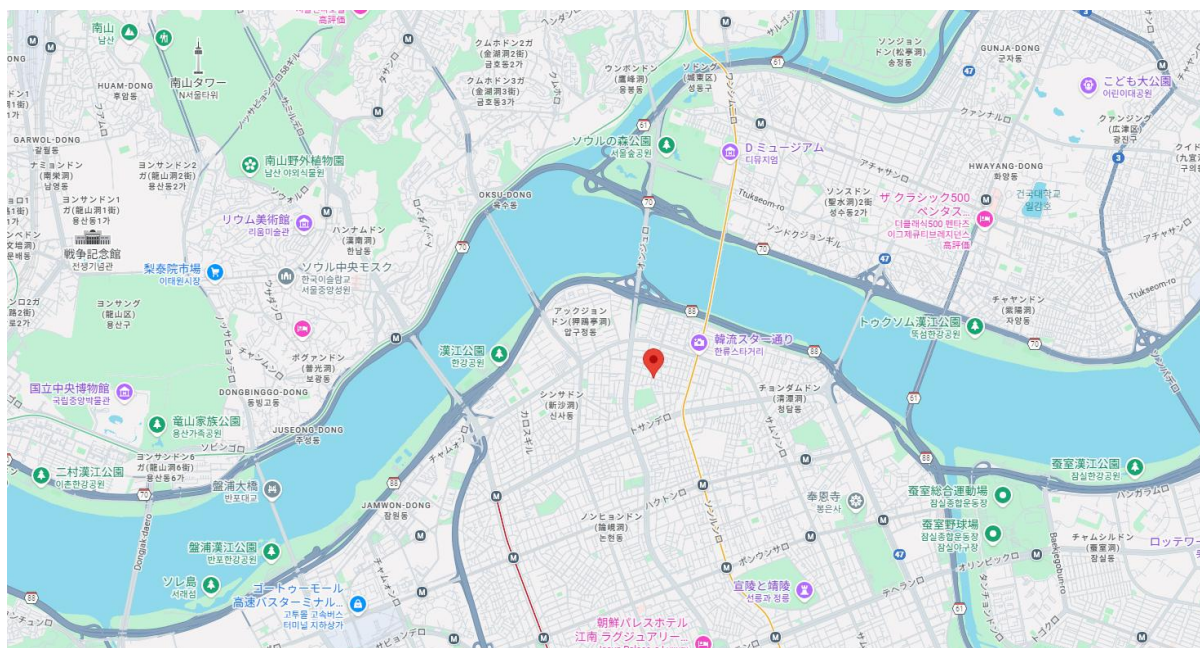
Inside, the spatial flow is organically arranged around a central staircase, encouraging visitors to naturally explore the store. This layout ensures a comfortable shopping experience without a sense of crowding, even within the limited area. Subdued tones and décor further emphasize the brand's signature sophistication, while artworks by local artists, strategically placed throughout the space, elevate the atmosphere beyond retail, evoking cultural and artistic sensibilities that deepen visitor engagement.

Here, customers are invited not only to shop, but to immerse themselves in the brand's identity through a sensory journey that harmonizes with the urban atmosphere of Dosan Park.

### Project Details

1. Brand: adidas Originals Dosan Flagship Store
2. Type of Business: Retail Store
3. Open Date: 06/2025
4. Size: 264 m<sup>2</sup>
5. Location: 29, Eonju-ro 168-gil, Gangnam-gu, Seoul, Republic of Korea

### Location Map















## 2. Zacaffè

### Project Overview

The design of Zacaffè within ZARA's flagship store harmonizes Korean tradition with modern sophistication. Since its debut in Madrid in 2024, Zacaffè has expanded to Nanjing, China, with Seoul marking its third location. Renovated and reopened in May 2025, the space draws inspiration from traditional Korean stone walls, combining the textures and natural patterns of gray-toned stone with contemporary architectural elements to create a calm yet luxurious atmosphere. Minimal, warm-toned furniture and lighting convey both the brand's sensibility and the café's comfort.

The décor is deliberately restrained, using the beauty of negative space to emphasize openness and refinement. Traditional motifs are reinterpreted in a contemporary manner, allowing Korean identity to shine even within the framework of a global brand. Textured stone panels paired with wood add visual depth, while subtle indirect ceiling lighting softly envelops the space, enhancing comfort. The integration of display stands for brand goods with the café area invites visitors to experience the brand's worldview while lingering. Combined with smart shopping features, eco-conscious design, and exclusive Korean menus, Zacaffè transcends retail, transforming into a layered environment where rest, culture, and brand identity seamlessly converge.

### Project Details

1. Brand: Zacaffè
2. Type of Business: café
3. Open Date: 5/2025
4. Size: 2,223 m<sup>2</sup>
5. Location: 3F Noon Square, 14, Myeongdong-gil, Jung-gu, Seoul, Republic of Korea

### Location Map

