

KOREA Report

November 2025

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1. Rimowa The Hyundai

Project Overview

Rimowa Korea has opened a new store on the first floor of The Hyundai Seoul.

This opening marks the brand's expansion into the domestic retail market and introduces its first experience-driven space—one that seamlessly integrates interior design, product curation, and cultural expression.

The interior highlights Rimowa's signature silver aluminum, paired with premium materials such as oakwood, Italian terrazzo, and limestone to create a refined interplay of contrast and texture.

Reflecting the venue's multifunctional and cultural nature, the store also features photography by Alessio Bolzoni from Rimowa's global exhibition project "AS SEEN BY," illustrating the dialogue between art and brand.

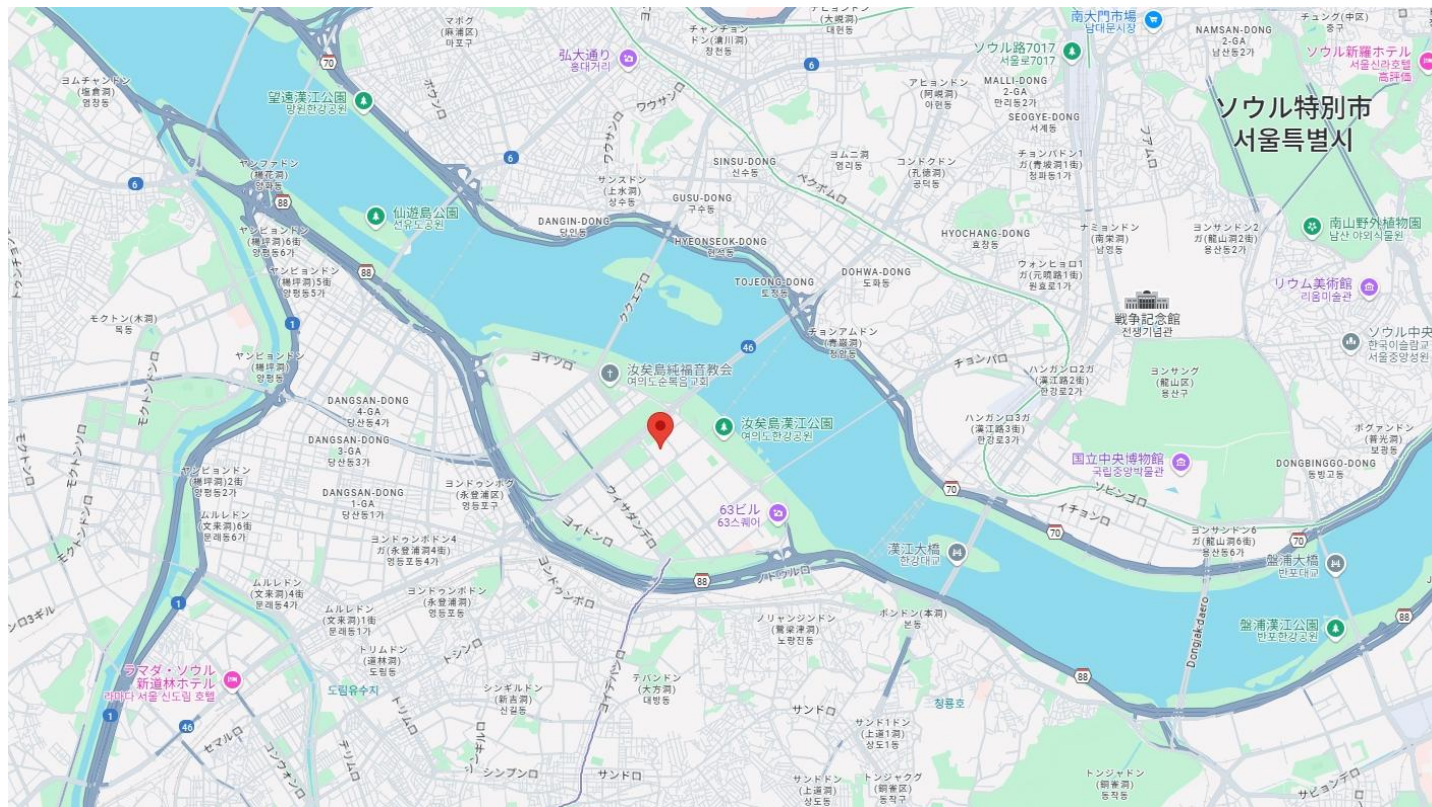
More than a retail environment, the space embodies a harmonious convergence of materials, aesthetics, cultural elements, and user experience.

Located within The Hyundai Seoul—a design-led commercial and cultural complex—it intuitively communicates Rimowa's brand philosophy to a clientele seeking experiences that transcend traditional shopping.

Project Details

1. Brand: Rimowa The Hyundai
2. Type of Business: Retail Store
3. Open Date: 06/2025
4. Size: 99 m²
5. Location: 1F, 108, Yeoui-daero, Yeongdeungpo-gu, Seoul, Republic of Korea

Location MAP







2. THE ATTICO

Project Overview

Italian luxury brand THE ATTICO has opened its first standalone store in Asia, located in Seoul. The store marks the first domestic realization of the brand's new spatial concept, "The Attico Floorplan."

The Attico Floorplan seeks to move beyond traditional retail staging by designing the sales floor as if it were a private room—offering a distinctive environment where the brand and its customers can connect on a deeper level. This spatial design allows visitors to fully experience the brand's philosophy and aesthetic, clearly conveying its unique identity.

The Seoul store, inspired by the theme of a "library," incorporates warm wood tones, Italian architectural elements, design books, Milan-style wood paneling, and bookshelves. Together, these elements express the brand's refined sensibility and aesthetic, creating an intellectual yet sophisticated atmosphere.

THE ATTICO positions itself not merely as a fashion retailer, but as a destination where customers can immerse themselves in the brand's world and philosophy.

Project Details

1. Brand: THE ATTICO
2. Type of Business: Retail Store
3. Open Date: 8/2025
4. Size: 89 m²
5. Location: 3F, 407, Apgujeong-ro, Gangnam-gu, Seoul, Republic of Korea

Location Map

