

KOREA Report

January 2026

CONTENTS

- * Project 1: Margesherwood Seoul Flagship Store
- * Project 2: Marine Serre Hannam House

1. Margesherwood Seoul Flagship Store

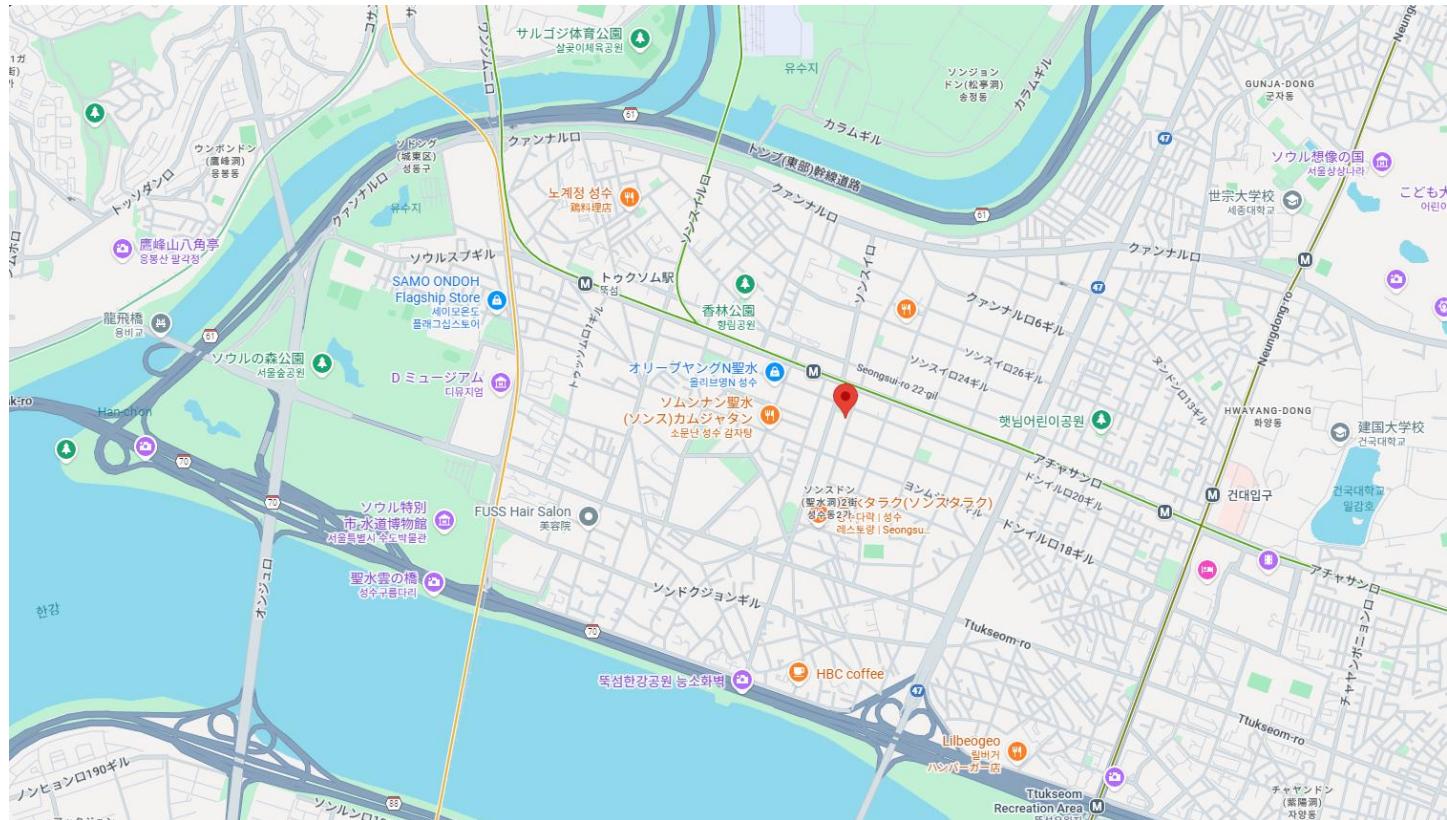
Project Overview

Margesherwood's flagship store in Seoul is an offline space where the brand's sensibility and story are conveyed with ease. Rather than functioning solely as a retail venue, it is conceived as a place to experience Margesherwood's atmosphere and lifestyle. The overall impression is calm, striking a balance between retro character and contemporary minimalism. The interior avoids unnecessary ornamentation, allowing the products and the space to integrate seamlessly. A simple, intuitive layout encourages visitors to gradually immerse themselves in the brand's world, while understated fixtures and displays ensure that the products remain the focal point and that spatial cohesion is maintained. Exclusive flagship-only items and engraving services offer experiences unavailable elsewhere, providing clear reasons to visit and leaving a lasting impression of the brand. Rather than relying on scale or visual excess, the store prioritizes a thoughtful and refined expression of Margesherwood's identity.

Project Details

1. Brand: Margesherwood Seoul Flagship Store
2. Type of Business: Flagship Store
3. Open Date: 11/2025
4. Size: 215 m²
5. Location: 13, Yeonmujang 11-gil, Seongdong-gu, Seoul, South Korea

Location Map







2. Marine Serre Hannam House

Project Overview

Marine Serre Hannam House is conceived not simply as a fashion store, but as a space in which to experience the worldview and sensibility envisioned by Marine Serre. The entire environment is structured around the brand's iconic "moon" motif, unfolding as a continuous spatial narrative. Curved and circular forms recur from exterior to interior, intuitively communicating the brand's identity. The entrance acts as a symbolic threshold, suggesting a transition from everyday life into the brand's universe. As visitors move deeper into the space, the atmosphere gradually shifts, encouraging a slow, immersive journey rather than rapid consumption. Inside, contrasting materials such as metal, glass, and velvet generate visual tension and spatial depth. Lighting extends beyond its functional role, shaping the emotional tone of each zone. Fitting rooms, staircases, and selected installations are staged almost like scenes, transforming functional elements into memorable spatial moments. Rather than emphasizing scale or glamour, Marine Serre Hannam House expresses the brand's identity with remarkable intensity and coherence.

Project Details

1. Brand: Marine Serre Hannam House
2. Type of Business: Retail Store
3. Open Date: 10/2025
4. Size: 193 m²
5. Location: 9-11, Daesagwan-ro 11-gil, Yongsan-gu, Seoul, South Korea

Location Map

