

# KOREA Report

March 2026

## CONTENTS

- \* Project 1: Loewe Perfumes Seongsu
- \* Project 2: Le Café Louis Vuitton – Shinsegae The Reserve

# 1. Loewe Perfumes Seongsu

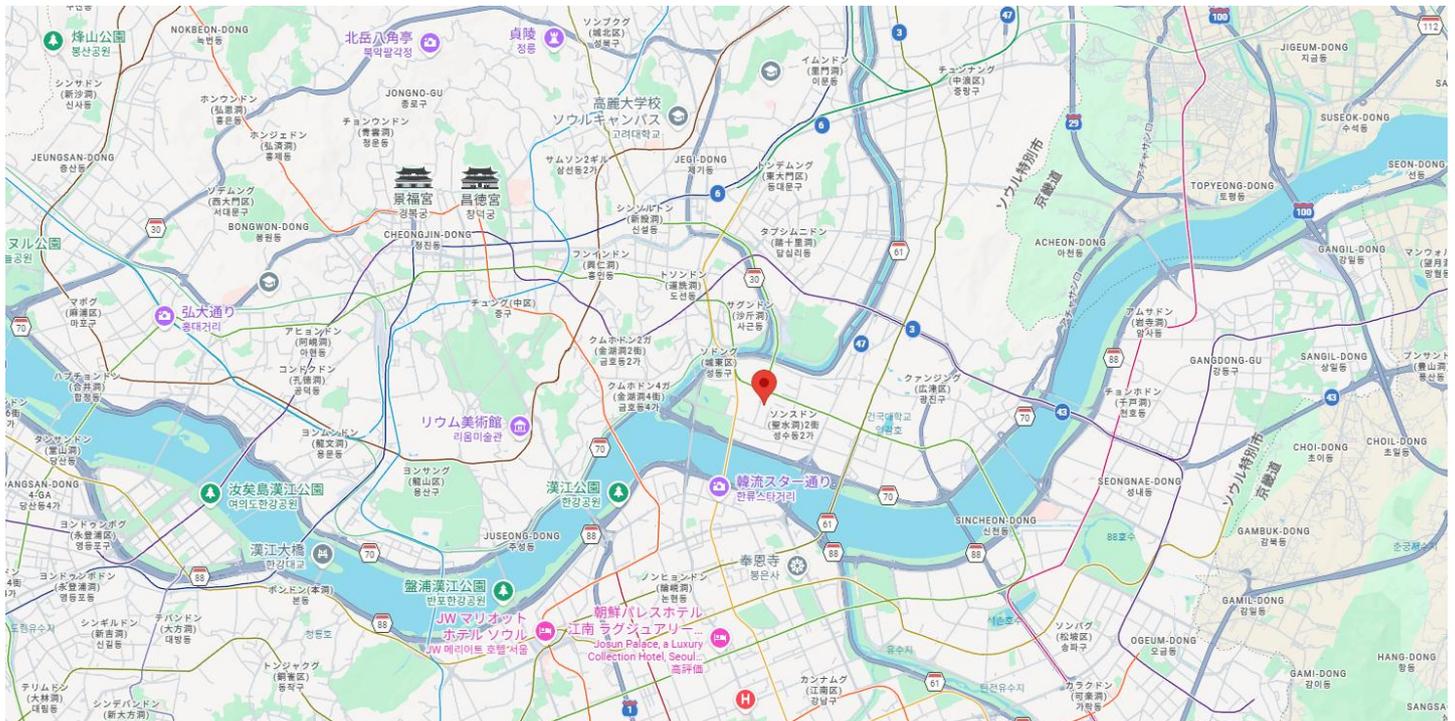
## Project Overview

Loewe Perfumes Seongsu is more than a fragrance boutique; it is an experiential flagship that embodies the identity of Loewe in physical form. Conceived as the world's first standalone fragrance store, it transcends conventional retail to present the essence of the brand in three dimensions. The exterior is clad in handcrafted ceramic tiles whose tones subtly shift with light and time, visually echoing the layered structure of perfume notes. Expansive glass façades open the space to the street, expressing a sense of openness rather than enclosed luxury. Inside, the two-story space centers on a patio-style garden that acts as both a spatial anchor and a place of respite. Filled with natural light and greenery, it connects circulation routes while enhancing the sensory journey of discovering fragrances. A refined mix of exposed concrete, Greer marble, and sculptural curved staircases creates rhythm and contrast. Minimal decoration, curated designer furniture, and objets d'art lend a gallery-like ambiance, where perfume bottles are presented as exhibition pieces. The second floor is dedicated to relaxation and immersive experiences, encouraging visitors to linger and engage more deeply with the brand.

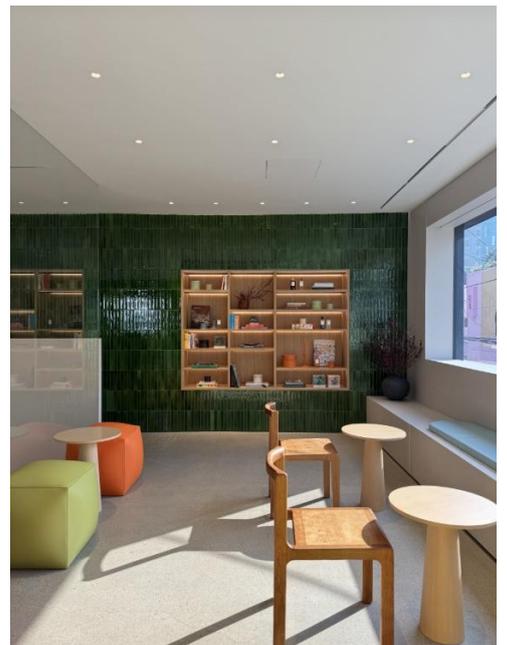
## Project Details

- 1. Brand: Loewe Perfumes Seongsu
- 2. Type of Business: Retail Shop
- 3. Open Date: 1/2026
- 4. Size: 344 m<sup>2</sup>
- 5. Location: 7, Yeonmujang-gil, Seongdong-gu, Seoul, Republic of Korea

## Location









## 2. Le Café Louis Vuitton – Shinsegae The Reserve

### Project Overview

Le Café Louis Vuitton – Shinsegae The Reserve demonstrates how luxury retail can evolve beyond a sales floor into a cultural experience. Located on the upper levels of Shinsegae The Reserve, it expresses the identity of Louis Vuitton through both culinary and spatial design, allowing guests to intuitively engage with the brand’s worldview. Soft curves, a muted palette of beige and ivory, and subtle gold accents convey understated luxury. The tactile richness of marble, wood, and fabric enhances the sense of refinement, with meticulous detailing that goes beyond decoration. Generously spaced seating creates a private, lounge-like atmosphere that encourages longer visits rather than quick turnover. Diffused lighting gently envelops the space, making it ideal for photography and social media sharing. Travel-inspired objects and decorative elements subtly reference the brand’s heritage, transforming the café from a simple dining venue into a storytelling platform. As a result, the space functions as a high-end hybrid of retail, fine dining, and culture—embodying the brand’s strategy of experience-driven consumption.

### Project Details

1. Brand: Le Café Louis Vuitton – Shinsegae The Reserve
2. Type of Business: Cafe
3. Open Date: 12/2025
4. Size: 480 m<sup>2</sup>
5. Location: 4F, 63, Sogong-ro, Jung-gu, Seoul, Republic of Korea

### Location Map

