

KOREA Report

June 2026

CONTENTS

- * Project 1: Kith Seoul Flagship Store
- * Project 2: 29CM Seongsu Store

1. Kith Seoul Flagship Store

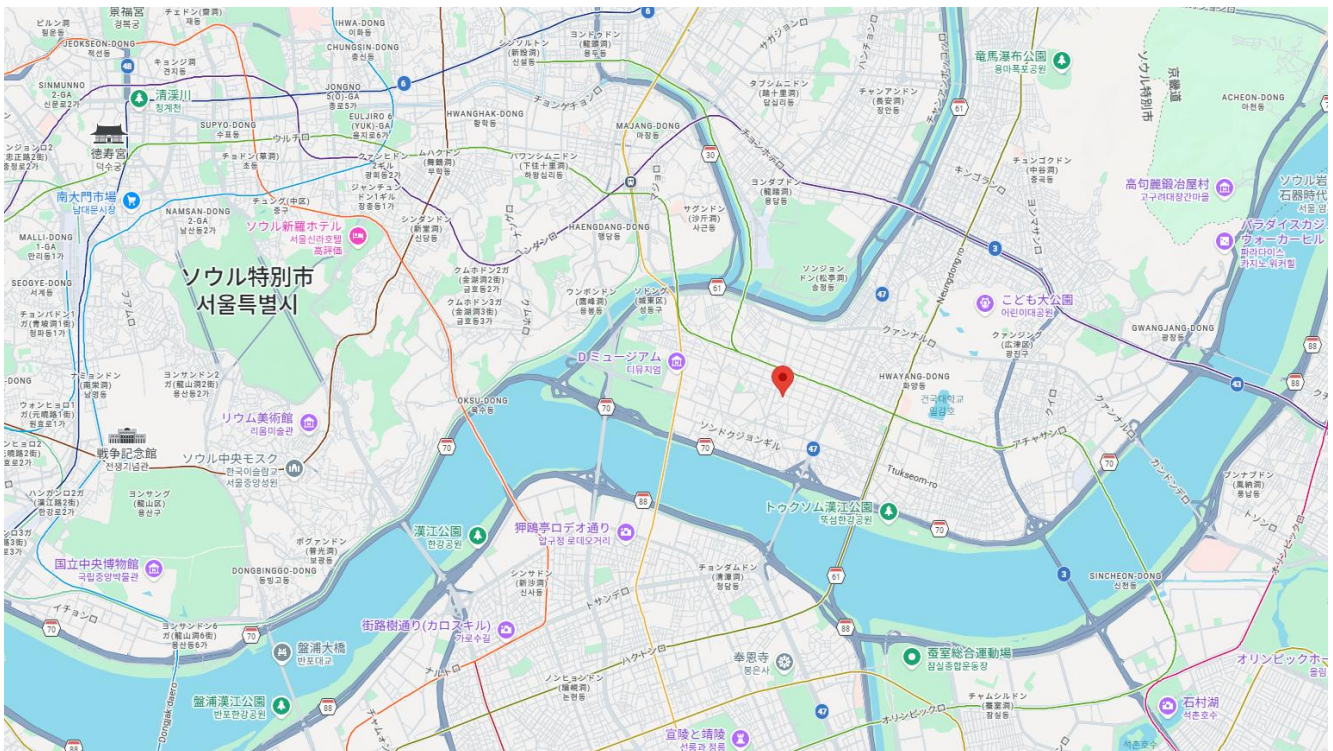
Project Overview

The Kith Seoul Flagship Store breaks from the display-centric layouts typical of traditional streetwear retail, embodying the concept of “Residential Retail” by incorporating elements of a living environment. The exterior minimizes overt branding; its understated stone façade harmonizes with the area’s upscale streetscape while highlighting the sophistication of the space. The interior is organized into multiple “rooms,” each defined by distinct materials and atmospheres that give it a unique character. This layout allows visitors not only to shop but also to experience the brand’s worldview as they move through the space. Circulation paths are designed to be fluid rather than linear, encouraging a natural flow. Warm, tactile materials—primarily wood, stone, and fabric—are used throughout, while inorganic materials such as metal are kept to a minimum to create a tranquil and comfortable environment. This material strategy aligns with the “Quiet Luxury” trend, reducing visual stimulation while enhancing sensory richness. Products are displayed on furniture-like fixtures rather than conventional retail displays, allowing them to blend naturally into the residential setting. The Kith Seoul Flagship Store functions as more than a retail space; it serves as a place where customers can experience the brand’s lifestyle.

Project Details

1. Brand: Kith Seoul Flagship Store
2. Type of Business: Retail Shop
3. Open Date: 06/2024
4. Size: 380 m²
5. Location: 70, Yeonmujang-gil, Seongdong-gu, Seoul, Republic of Korea

Location







2. 29CM Seongsu Store

Project Overview

The 29CM Seongsu Store is the physical extension of an online curation platform, embodying the concept of “content-centric retail.” Unlike traditional retail environments focused primarily on product displays, it is designed to allow customers to experience products as content by combining elements of an exhibition space with those of a select shop. The defining characteristic of the space is its flexibility. A modular display system allows the layout to be easily reconfigured to accommodate pop-ups, exhibition themes, and changing brand lineups, translating the platform’s rapidly updated online content into a physical environment. A material palette of metal frames, wood, and painted finishes creates a sophisticated, gallery-like atmosphere. The metal frames function not only as display fixtures but also as structural elements that define the space, creating visual rhythm and subtle zoning. The open layout avoids overly prescribed circulation paths, allowing visitors to move freely. This spatial structure—where visitors independently select and experience diverse content—translates the experience of browsing the platform online into a physical environment.

Project Details

1. Brand: 29CM Seongsu Store
2. Type of Business: Retail Shop
3. Open Date: 6/2025
4. Size: 450 m²
5. Location: 78, Ahasan-ro, Seongdong-gu, Seoul, Republic of Korea

Location Map

