

KOREA Report

July 2026

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1. Matin Kim Flagship Store Seongsu

Project Overview

Matin Kim Flagship Store Seongsu embodies the brand's distinctive sensibility and the spirit of contemporary street culture. More than a retail store, it is conceived as a content-driven environment where visitors can experience the brand's identity and values firsthand.

The exterior combines metallic materials, glossy finishes, and bold graphic branding to create a strong visual presence while harmonizing with Seongsu's trend-conscious atmosphere. Inside, cool-toned metal surfaces and carefully orchestrated lighting establish a futuristic, highly sensory setting. Extensive use of silver metal, mirrored finishes, and acrylic elements further reinforces the space's digital-inspired aesthetic.

The design prioritizes experience over conventional product display. Photo opportunities and graphic installations are strategically integrated throughout the interior, encouraging visitors to engage with the space and organically generate social media content. Product displays are treated as sculptural elements rather than standard merchandising fixtures, allowing the merchandise itself to become part of the overall spatial composition.

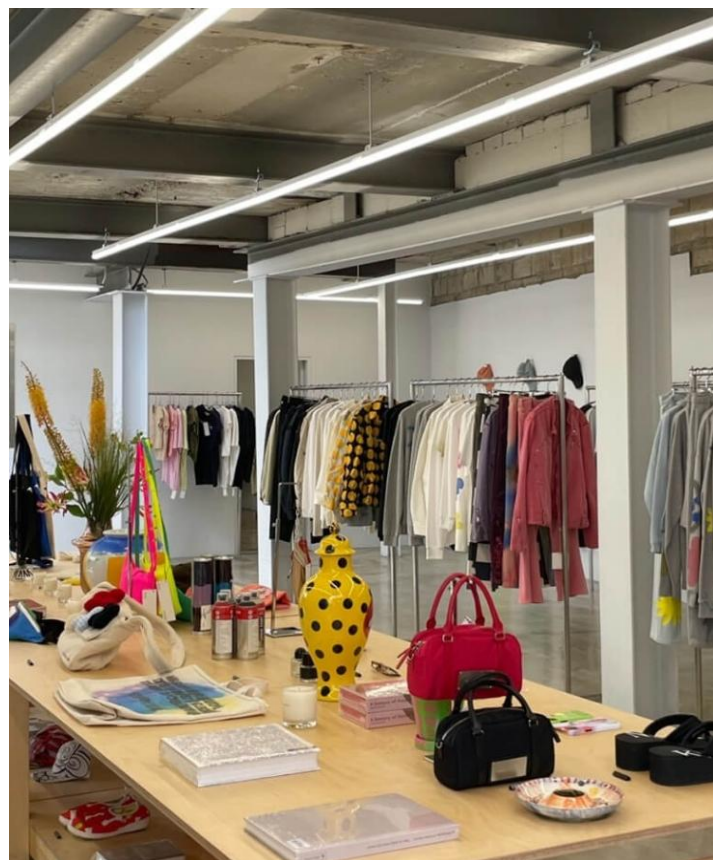
Circulation is designed as an open and flexible journey, enabling visitors to explore freely while encountering a variety of atmospheres and visual moments. Through this approach, the store functions as an immersive brand environment rather than simply a place of purchase.

Project Details

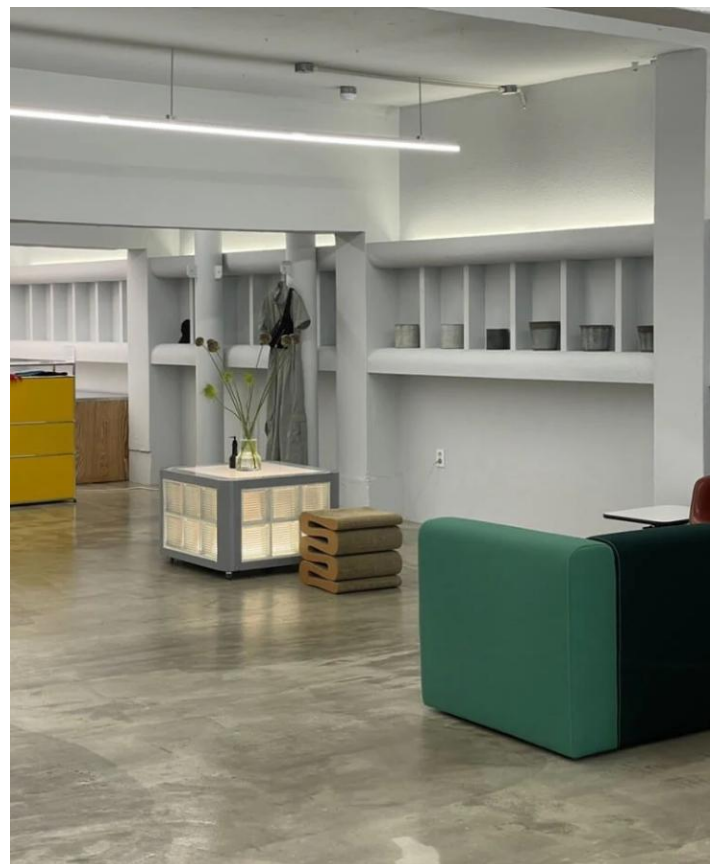
1. Brand: Matin Kim Flagship Store Seongsu
2. Type of Business: Retail Shop
3. Open Date: 01/2026
4. Size: 463 m²
5. Location: 1F, 24-33, Ahasan-ro 5-gil, Seongdong-gu, Seoul, Republic of Korea

Location









2. Workout Seongsu Flagship Store

Project Overview

Workout Seongsu Flagship Store reinterprets an existing building as a contemporary retail destination while preserving the industrial character that defines Seoul's Seongsu district. Rather than introducing excessive new interventions, the project embraces the building's original structure and materiality, incorporating the distinctive qualities of Seongsu's former factory architecture into the overall experience.

The exterior minimizes ornamentation, intentionally exposing raw textures and structural elements to express the brand's identity in a subtle yet confident manner. Inside, exposed ceilings, concrete surfaces, and metal finishes establish an atmosphere that is both rugged and refined. The layout is intentionally spacious, making extensive use of negative space throughout the store. Products are displayed with generous spacing rather than dense merchandising, encouraging visitors to appreciate not only the merchandise but also the architecture and character of the environment itself.

Circulation is designed to encourage free exploration, allowing visitors to move through the store at their own pace. Large-scale objects and graphic elements are strategically positioned throughout the interior, creating an experience more reminiscent of a gallery or exhibition than a conventional retail setting.

Workout Seongsu Flagship Store demonstrates how industrial architecture can be thoughtfully integrated with a contemporary brand. Rather than completely reinventing the building, the project draws strength from its history and context, using these qualities to communicate the brand's values while creating a distinctive retail environment.

Project Details

1. Brand: Workout Seongsu Flagship Store
2. Type of Business: Retail Shop
3. Open Date: 12/2025
4. Size: 356 m²
5. Location: 20-4, Seolleung-ro 157-gil, Gangnam-gu, Seoul, Republic of Korea

Location Map

