

KOREA Report

September 2026

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1. Musinsa Megastore Seongsu

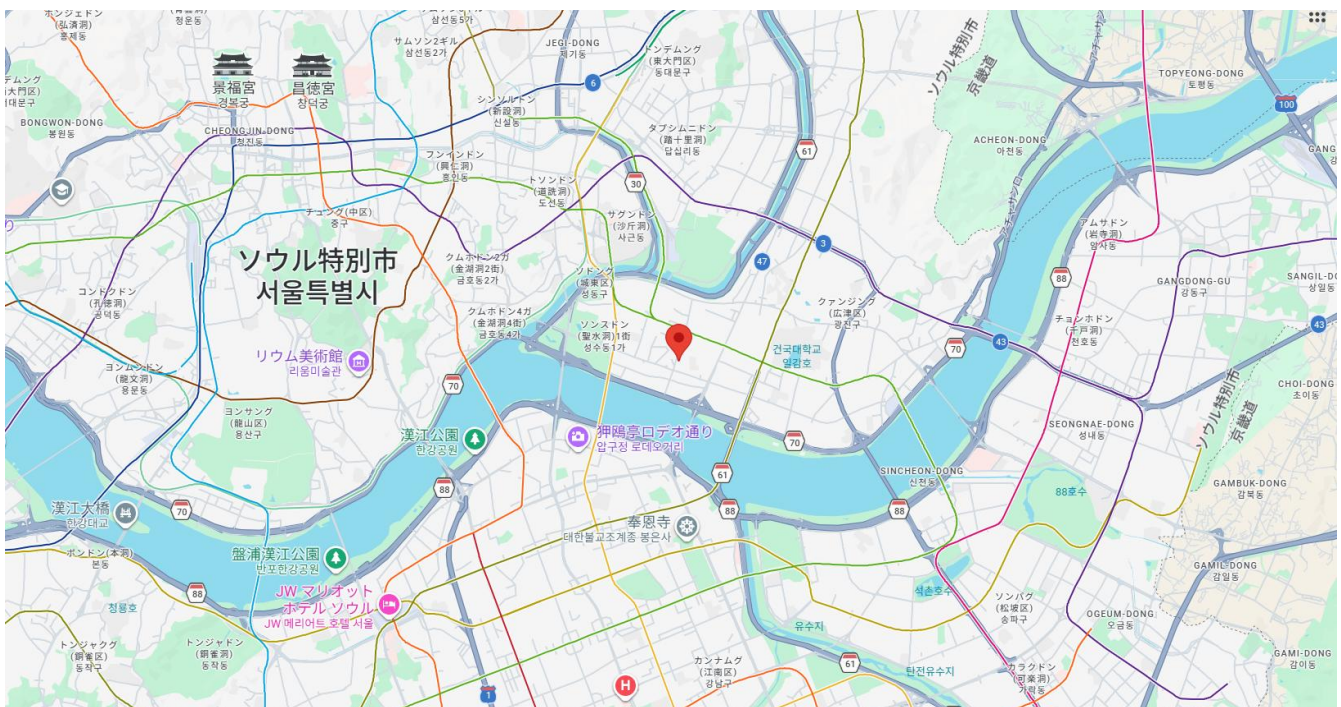
Project Overview

Musinsa Megastore Seongsu extends the strengths of an online fashion platform into the physical world. More than just a retail store, it brings together fashion, beauty, F&B, exhibitions, and experiential content, allowing visitors to discover a wide range of brands in one place. The exterior embraces Seongsu's distinctive industrial character while creating a contemporary impression through its expansive glass façade and open design. Its clean, understated architecture allows the brands and curated content to take center stage while blending naturally into the surrounding streetscape. Inside, the spacious open-plan layout is organized into distinct zones across multiple floors. A notable feature is the shop-in-shop concept, which gives each brand its own dedicated space while maintaining a cohesive overall environment. High ceilings and generous circulation areas encourage visitors to explore the store freely and engage with the brands at their own pace. The facility also includes pop-up exhibitions, experiential zones, and F&B spaces, creating an environment where visitors can enjoy not only shopping but the space and its diverse experiences. By extending the content and community of its online platform into the physical retail environment, Musinsa Megastore Seongsu exemplifies a flexible retail model that responds to the evolving needs of today's consumers.

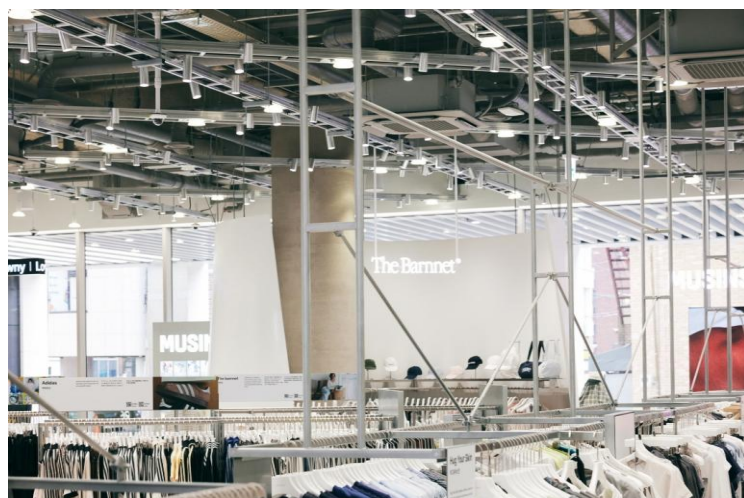
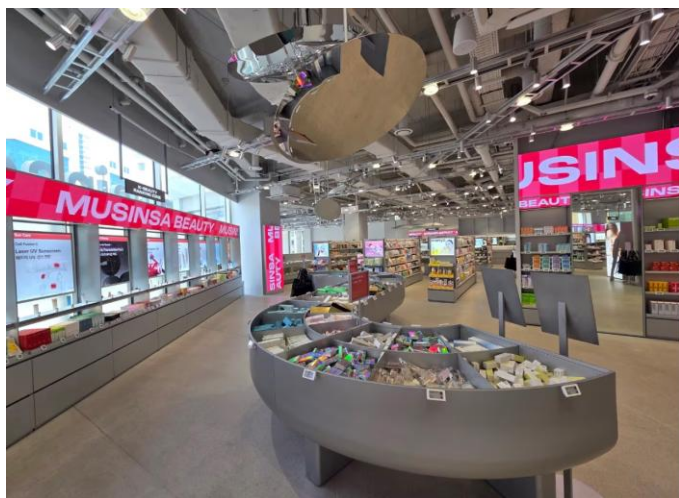
Project Details

1. Brand: Musinsa Megastore Seongsu
2. Type of Business: Retail Shop
3. Open Date: 04/2026
4. Size: 6,600 m²
5. Location: 62, Seongsui-ro, Seongdong-gu, Seoul, Republic of Korea

Location Map







**4F**

- 1 MUSINSA Food Garden
- 2 MUSINSA Sports
- 3 MUSINSA Next Outdoor
- 4 MUSINSA Kicks
- 5 Shop in Shop
- 6 Cashier, Tax Refund
- 7 Fitting Room

**3F**

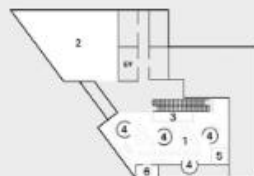
- 1 MUSINSA STANDARD
- 2 MUSINSA STANDARD Woman
- 3 MUSINSA STANDARD Beauty
MUSINSA STANDARD Home
- 4 Cashier, Tax Refund
- 5 Fitting Room

**2F**

- 1 MUSINSA Beauty
- 2 MUSINSA Girls
- 3 MUSINSA Kicks
- 4 MUSINSA Bag & Cap Club
- 5 Shop in Shop
- 6 Cashier, Tax Refund
- 7 Fitting Room

**1F**

- 1 MUSINSA Girls
- 2 MUSINSA Space
- 3 MUSINSA Kicks
- 4 Shop in Shop
- 5 Cashier, Tax Refund
- 6 Fitting Room

**B1F**

- 1 MUSINSA Young
- 2 MUSINSA
- 3 MUSINSA Kicks
- 4 MUSINSA Bag & Cap Club
- 5 MUSINSA Work & Formal
- 6 Shop in Shop
- 7 Cashier, Tax Refund
- 8 Fitting Room



2. Saint Laurent Beauty LOVESTORE (POP-UP)

Project Overview

YSL Beauty LOVESTORE is an experiential pop-up that transforms the brand's identity into an immersive spatial experience. More than a place to display and sell products, it invites visitors to immerse themselves in the brand's unique world. The space is built around the concept of a "Pink Supermarket." By reinterpreting the familiar merchandising strategies of an everyday supermarket through the lens of a luxury beauty brand, it creates a fresh and unexpected retail experience. Elements such as shopping carts and supermarket shelving further reinforce this concept.

The interior features a cohesive pink color palette accented by oversized graphics and neon signage, creating a bold and highly photogenic environment. Rather than resembling a conventional cosmetics store, products are presented as installation-like displays, while dedicated photo spots encourage visitors to capture and share their experience.

The open, free-flowing layout allows visitors to explore the space naturally at their own pace. Product trials, photo opportunities, and interactive events are seamlessly integrated, creating an environment where the brand experience takes precedence over the act of shopping itself.

Project Details

1. Brand: Saint Laurent Beauty LOVESTORE (POP-UP)
2. Type of Business: Retail Shop
3. Open Date: 2026.05.09 ~ 2026.05.24
4. Location: 57, Yeonmujang-gil, Seongdong-gu, Seoul, Republic of Korea

Location Map

