

KOREA Report

October, 2026

CONTENTS

- * Project 1: Blue Elephant Gyeongju
- * Project 2: Alexandre de Paris Seongsu Flagship Store

1. Blue Elephant Gyeongju

Project Overview

Blue Elephant Gyeongju is a flagship store that combines traditional Korean hanok architecture with contemporary retail design. Its defining feature is the way it naturally incorporates the historic character of Gyeongju into the space while maintaining the brand's identity.

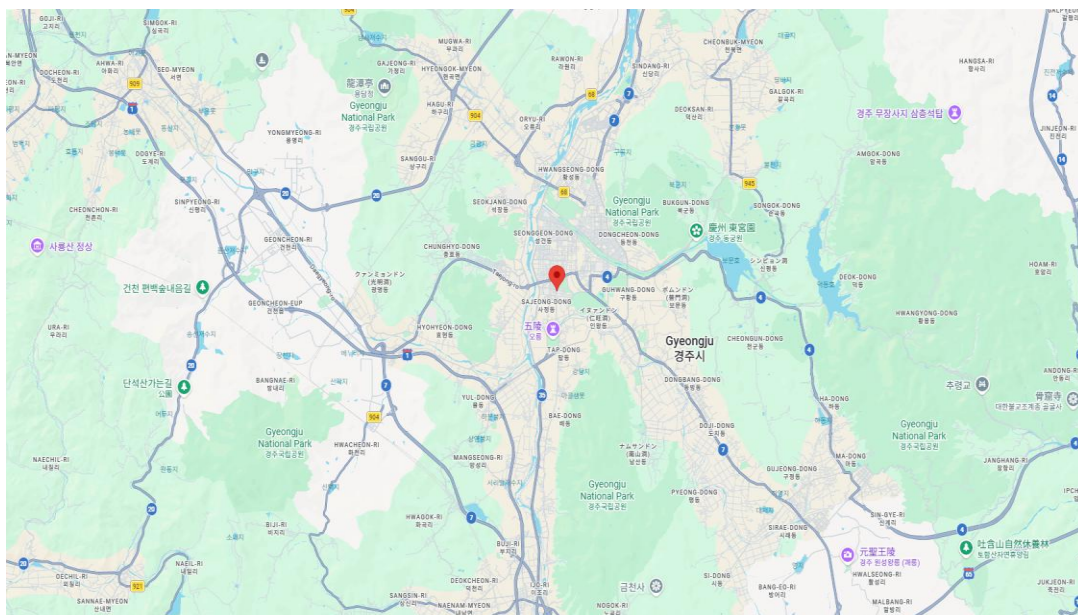
The exterior preserves as much as possible of the existing hanok's tiled roof and timber structure, while minimizing unnecessary ornamentation to highlight the building's inherent beauty. Simple graphics and contemporary details inspired by the brand have been incorporated to create a façade where tradition and modernity coexist harmoniously. Inside, the warm, natural texture of wood is combined with contemporary materials such as metal and mirrors, creating a well-balanced environment. Rather than filling the space with products, the layout provides a sense of openness, allowing visitors to take in the space as a whole and experience the brand at a relaxed pace. The circulation is relatively open and flexible, while photo zones and distinctive objects are placed throughout the space to encourage visitors to linger and take photographs naturally. This reflects a broader shift in contemporary retail, where stores are evolving beyond simply being places to sell products into spaces that create brand experiences and shareable content.

By reinterpreting the architectural characteristics of the local area as a contemporary brand environment, the space creates a harmonious connection between local culture and brand identity.

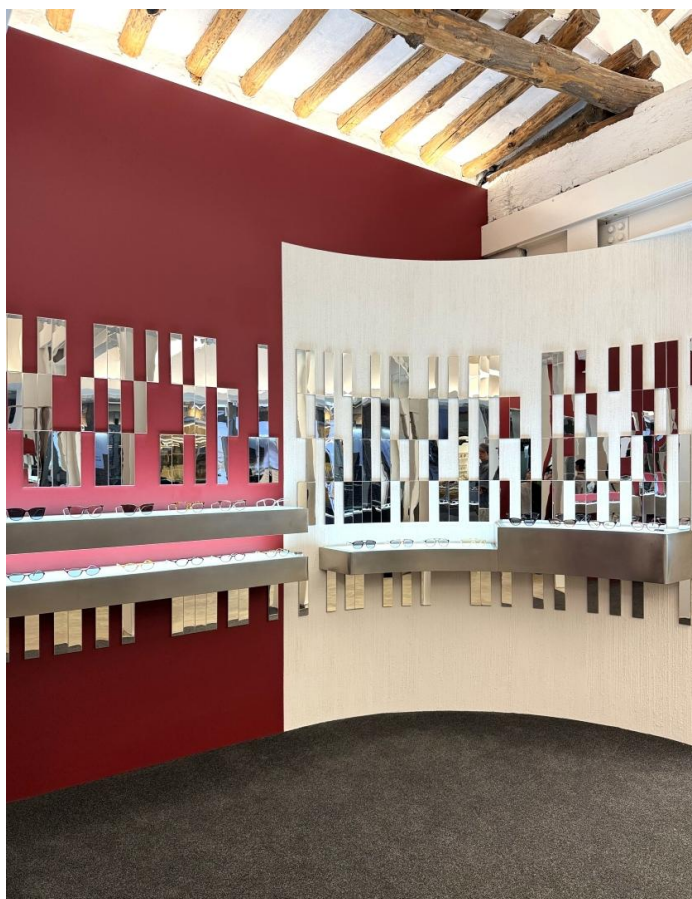
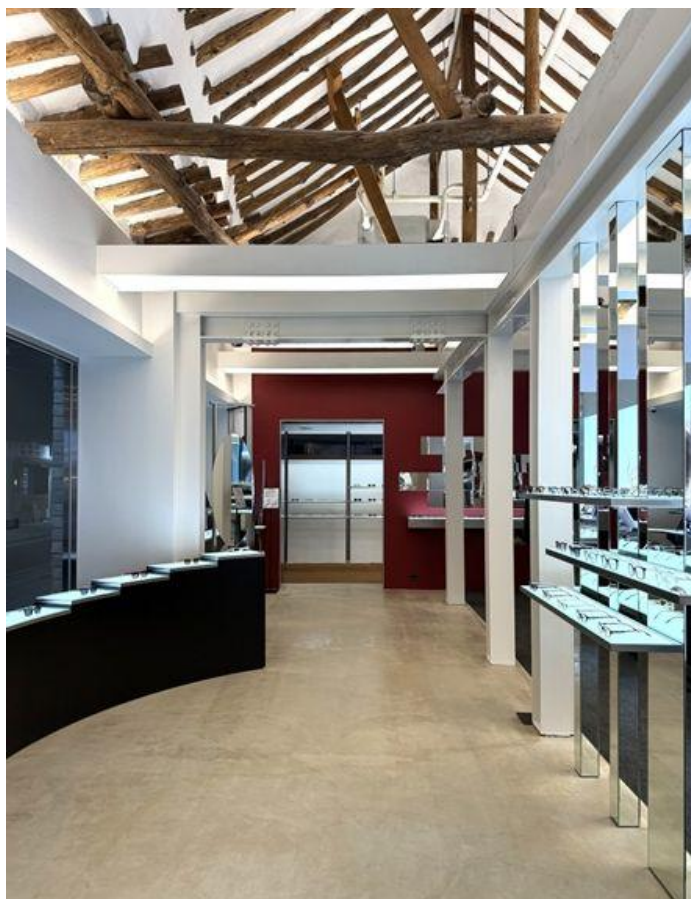
Project Details

1. Brand: Blue Elephant Gyeongju
2. Type of Business: Retail Shop
3. Open Date: 07/2026
4. Size: About 280 m²
5. Location: 4, Poseok-ro 1068beon-gil, Gyeongju-si, Gyeongsangbuk-do, Republic of Korea

Location Map









2. Alexandre de Paris Seongsu Flagship Store

Project Overview

Alexandre de Paris Seongsu is a flagship store that translates the craftsmanship cultivated by the French maison and its elegant brand image into a distinctive spatial experience. Rather than simply serving as a place to sell products, the store is designed to allow visitors to naturally experience the lifestyle and sensibility proposed by the brand.

The exterior creates a calm and refined first impression through discreet signage and high-quality materials, while harmonizing with the character of the surrounding modern architecture. By avoiding excessive branding, this approach highlights the sophistication of the brand while allowing the store to blend naturally into Seongsu's vibrant and design-conscious streetscape.

Inside, warm-toned wood and stone are combined with refined metal details to create an environment that balances comfort and sophistication. Rather than displaying products in a densely packed manner, the hair accessories are given ample space, allowing each piece to stand out almost like an individual work of art.

The circulation is relatively open and flexible, allowing visitors to take in the space at a relaxed pace while appreciating the products. Displays and furniture are carefully coordinated to create an environment that feels more like a gallery than a conventional retail store. In this way, the space offers an experience that goes beyond shopping, allowing visitors to engage with the brand's aesthetic and distinctive sensibility.

Alexandre de Paris Seongsu expresses the identity of a luxury brand through restrained design and a carefully considered spatial experience. Going beyond the traditional function of retail, the store provides the sensibility and immersive experiences increasingly sought after in contemporary retail environments.

Project Details

1. Brand: Alexandre de Paris Seongsu Flagship Store
2. Type of Business: Retail Shop
3. Open Date: 07/2026
4. Size: 70 m²
5. Location: 10, Yeonmujang 17-gil, Seongdong-gu, Seoul, Republic of Korea

Location Map

