

RETAIL

Nordstrom brings visibility to South Korean products in temporary KPop-In shops

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Nordstrom x Gentle Monster for KPop-In@Nordstrom

By STAFF REPORTS

Department store chain Nordstrom is celebrating the vibrancy of South Korean fashion, accessories and beauty in a three-part series of pop-up shops.

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All things South Korea have taken hold of consumer interest as of late, especially the multitude of personal care brands and products that hail from the market. As brands from South Korea gain in popularity, ensuring visibility in a retail setting will become increasingly important.

K-possible

The department store's KPop-In@Nordstrom series was conceptualized by Olivia Kim, vice president of creative projects at Nordstrom.

KPop-In's first wave launched Jan. 6 with partner Gentle Monster, a South Korean conceptual eyewear line.

A cult favorite among South Koreans, Gentle Monster will offer a selection of 40 eyewear styles for men and women. Gentle Monster's selection includes angular and rounded styles suitable for high-fashion editorials or casual wear.



Gentle Monster eyewear available at KPop-In@Nordstrom

For the launch of KPop-In, Nordstrom and the Gentle Monster team worked to create a virtual reality and 360-degree video.

The content allows consumers to explore Gentle Monster's flagships in Shanghai, Nonhyeon-dong and Bukchon storefronts in Seoul, South Korea. Viewers can also experience the KPOP-IN pop-up at Nordstrom's Downtown Seattle flagship.

"Gentle Monster is excited to be a part of Pop-in@Nordstrom," said Taye Yun, vice president of Gentle Monster USA, in a statement. "This amazing opportunity allows us to reach out to Nordstrom customers through space and design.

"Although we have been present in select Nordstrom stores, Pop-In provides us with the platform to creatively connect directly with customers and introduce our brand in a new and exciting way," he said.

Nordstrom's Ms. Kim and her team designed each Pop-In location to be unique in design, but to keep a common thread by mixing fabrics and texture. For example, fabric walls are accented with mirrors to play with the brand's ethos of using space and design as conversation tools.



Nordstrom x Gentle Monster display for KPop-In@Nordstrom

KPop-In@Nordstrom will continue in February with the "obsessively fun world" of South Korean beauty. The country's beauty has taken the cosmetics and skincare market by storm, with South Korean products surpassing Western brands in China, for example ([see story](#)).

The three-part pop-up series will conclude in March with a selection of South Korean fashion brands curated by Ms. Kim.

While South Korean beauty is extremely popular, a majority of consumers may be unfamiliar with the country's designers and fashion labels.

The rise of Asian fashion is an industrial and historical process, not just a result of "trends," according to a Simone Fashion Company executive speaking at the 2016 Cond Nast International Luxury Conference.

The rise of Asia, and particularly South Korea, in the fashion industry requires a narrative and understanding far more complex than the one normally offered. The development of companies such as Simone has been integral to the development of luxury in a broader sense than generally assumed ([see story](#)).

KPop-In@Nordstrom will be found online at www.Nordstrom.com/POP and at Nordstrom's Seattle, Bellevue, WA, Dallas, Los Angeles, Chicago, Vancouver and Toronto.

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