

RETAIL

Western retailers bring Korean fashion, beauty across the globe

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Both Bergdorf Goodman and Selfridges will host pop-up shops of Korean luxury goods. Image credit: Peach & Lily

By DANNY PARISI

Western retailers are bringing a taste of Korean luxury outside of Asia with a series of collaborations spanning from beauty to fashion.

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Department store Bergdorf Goodman will soon be the home of Korean cosmetics brand Peach & Lily in the form of an in-store pop-up shop dedicated to the brand's uniquely Korean take on beauty. Similarly, Selfridges will invite 10 Korean designers to occupy its Designers' Galleries atrium space for their own pop-up shop of fashion pieces.

South Korean fashion

While fashion may traditionally be the domain of Europe, East Asian countries such as Japan, China and Korea have become increasingly well known for their fashion and streetwear subcultures.

It seems that the West is finally beginning to take notice of the specific contributions South Korea has offered the world of fashion, and two major luxury retailers are now offering pop-up shops in collaboration with popular Korean designers.

Selfridge's is working with 10 Korean designers who have been recruited to curate a temporary in-store pop-up shop of Korean designs.



Peach & Lily products. Image credit: Peach & Lily

Each of the 10 designers has designed a capsule collection inspired by iconic musical moments. For example, Nokhe designed its collection inspired by the various looks of Madonna while Moonhong designed a collection of leather jackets inspired by punk music.

Other inspirations include David Bowie and the Sex Pistols as the designers combine South Korean designs with Western musical motifs.

On a similar note, Bergdorf Goodman is also opening an in-store pop-up shop with a Korean luxury brand. The retailer will host a temporary collection of beauty and cosmetic products from South Korean label Peach & Lily.

The brand's founder and CEO, Alicia Yoon, who is a licensed esthetician, will be available by appointment for facial bookings at the pop-up shop.

Global community

South Korea has a vibrant fashion community that rarely gets the exposure in the West the way brands from Europe or the U.S. do.

That two major retailers are bringing in Korean designers and products shows that there is an appetite for Korean fashion and luxury that is ready to be cashed in on.

Other retailers have worked with Korean designers for similar experiences.

For example, department store chain Nordstrom celebrated the vibrancy of South Korean fashion, accessories and beauty in a three-part series of pop-up shops.

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 ([see story](#)).

The West's relations with South Korea have been steadily strengthening in recent years.

French leather goods house Louis Vuitton embraced its traveler heritage to bring its "Volez Voguez Voyagez" exhibit to Seoul, South Korea.

Described as a 161-year voyage, Louis Vuitton's Volez Voguez Voyagez retrospective opened in 2015 at Paris' Grand Palais, a special site for the brand as it displayed its bags and luggage there during the Universal Exhibitions in 1900. The title of the exhibition translates to "Fly, Sail, Travel" to celebrate Louis Vuitton's tradition of trunk making that dates back to 1854 ([see story](#)).

The collaborations between South Korean designers and Western retailers show that Europe and the U.S. are hungry for Korean fashion. Selfridges and Bergdorf Goodman are only the latest to embrace this trend.

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