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Gehry, Marino collaborate in ode to Korea for new Louis Vuitton Seoul store

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For the soul: The new Louis Vuitton store in Seoul. Image credit: Louis Vuitton

By STAFF REPORTS

Louis Vuitton opened a new store in South Korean capital Seoul in a building whose architecture by Frank Gehry and Peter Marino is meant to dazzle equally from the outside and the inside, showcasing the best that the French brand has to offer.

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The store on the swish Cheongdam-dong avenue in the Gangnam district is a homage to local heritage and culture. Its shape draws inspiration from South Korea's Hwaseong Fortress and costumes of the traditional Dongnae Hakchum crane dance, as well as the contours of the Fondation Louis Vuitton in Paris that Mr. Gehry also designed.

"What struck me when I first visited Seoul nearly 25 years ago was the relationship between the architecture and the natural landscape," Mr. Gehry said in a statement. "I still remember clearly the powerful impressions I had stepping up from the garden of Jongmyo Shrine."

South Korea is a key market for Louis Vuitton in Asia.

The **Louis Vuitton Maison Seoul** uses Frank Gehry's trademark curved glass on the outside to throw off a sense of weightlessness. It is his first commission in South Korea.



Floored

Comprising five floors, the building offers a total immersion into the different Louis Vuitton universes and collections, the company said. Vast volumes allowed Mr. Marino Louis Vuitton's longtime interior architect to design contrasting spaces, such as an almost 40-foot-high entrance and intimate lounges.

The lower level of the store has men's ready-to-wear, leather goods, shoes and travel items. A glass vestibule on the first floor opens directly to women's collections, including ready-to-wear, leather goods, accessories and fragrances.



Louis Vuitton Seoul interiors. Image credit: Louis Vuitton

Smaller, private salons around the main atrium create an intimate shopping experience.

A similar feeling is palpable on the second floor and third floor, which offers a private space and an enclosed terrace for intimate dinners and events or exclusive appointments, according to Louis Vuitton.

"Louis Vuitton Maison Seoul is a striking space that displays both objects from Louis Vuitton archives and contemporary creations for a unique experience amidst a wordless dialogue between past and present," the company stated.