

APPAREL AND ACCESSORIES

Dolce & Gabbana invests in Seoul with new flagship

February 11, 2021



The new Dolce & Gabbana flagship in Seoul. Image credit: Dolce & Gabbana

By LUXURY DAILY NEWS SERVICE

Italian fashion house Dolce & Gabbana has opened a new boutique in Seoul, as luxury brands continue to invest in physical retail in Asia.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

The new flagship is located in Cheongdam-dong, one of the most affluent neighborhoods in the wealthy Gangnam District, and is the label's first outpost in the South Korean capital. Dolce & Gabbana enlisted Jean Nouvel for the architecture and interiors, continuing a relationship first established in a 2009 exhibition in Milan.

Seoul store

Dolce & Gabbana's new flagship is found on Seoul's leading luxury corridor. Neighbors include fashion label Fendi and jeweler Chopard.

The building houses a cylindrical glass faade between four black granite corner pillars. A large spiral ramp is the focal point of the store's interior, with a modular display system spanning its entire length.

The interior design leans towards minimalism, striking a balance between warm woods finishes and glossy black glass and aluminum, as well as other elements.

Dolce & Gabbana's new Seoul flagship is now open

Shoppers can purchase ready-to-wear apparel, accessories, fine jewelry and watches for women and men. Dolce & Gabbana's made to measure service is also available.

South Korea is key for high-end fashion, particularly as international travel remains limited. In addition to the new Seoul flagship, Dolce & Gabbana has two boutiques in Busan, a busy resort city in southeastern part of the country.

During the COVID-19 pandemic, South Korea has proved to be one of the most resilient luxury markets. Korean affluents resumed spending on luxury goods as early as last April ([see story](#)).

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.