

FRAGRANCE AND PERSONAL CARE

# Acqua di Parma pop-up lands in Seoul

February 7, 2024



*The maison has created a hospitable luxury experience in Seoul. Image credit: Acqua di Parma/ARR*

By LUXURY DAILY NEWS SERVICE

LVMH-owned perfumer **Acqua di Parma** is bringing its classic codes and citrus shades to South Korea.

The brand's very first boutique caf in Seoul is open for business, albeit temporarily, within the record-setting Lotte World Tower. Amid the Art Deco project, light bites and lattes are helping Acqua di Parma's leaders launch into experiential lanes.

"Designing the Acqua di Parma space in Korea was an exploration of cultural synthesis and vibrant aesthetics," said Ms. Meilichzon, in a statement.

"My vision was to build bridges that connect the architectural heritage of Italy, particularly Milanese design, with the dynamic spirit of Korea, especially Seoul," she said. "I drew inspiration from the Memphis movement, while paying homage to giant monuments, white stone, arches, vaults, and porticos that speak of timeless beauty.

"They are all coming together to create a space that is as much a cultural dialogue as it is a design statement."

## **Fragrance and food**

Lotte World Tower, the sixth-tallest building on the globe, is hosting **Acqua di Parma's** pop-up eatery, now located at Lotte Avenuel Jamsil B1F.



*The classic scent based on Sicilian groves provides the theme for the boutique space. Image credit: Acqua Di Parma/ARR*

Inside, yellow and cream interiors envisioned by French hospitality designer Dorothe Meilichzon involve Italian architectural

elements such as columns, white stone finishing, vaults and arches.

Surrounding a central bar and ample seating, products sit on shelves in a themed space that marries Milanese aesthetics and modern touches, a preference that has followed the luxury house across activations ([see story](#)).

Multiple references to Acqua di Parma's Colonia fragrance bottle are on display throughout. Using the brand's signature "Parma Yellow," the part-retail, part-restaurant concept leans into heritage in more ways than one.



*Light bites and coffee offer visitors refreshments. Image credit: LVMH*

At circular dining tables wherein guests can order food and drink, an ingredient typically reduced to its palette cleansing capabilities in olfactory contexts gets a chance to shine: customers who order coffee will receive a corresponding note detailing the flavors and history of the beans that made their beverage possible.

Meanwhile, geometric stools and displays that reference the postmodern Memphis Design style join a backdrop of wooden paneling. The move continues the house's tradition of uplifting modern art