

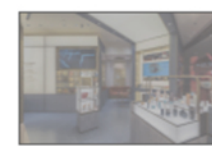
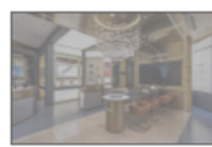
## Sulwhasoo, Guangzhou, China

1 of 7



New York-based Christian Lahoude Studio and Sulwhasoo collaborated on the creation of the new concept that establishes the fifth generation of the brand's philosophy on holistic beauty through Asian Wisdom.

PHOTOS BY STEFAN IRVINE



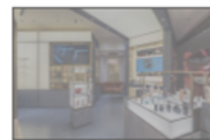
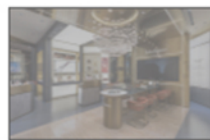
## Sulwhasoo, Guangzhou, China

2 of 7



Inside the 90-sq.-meter store in Guangzhou, China, is a luxurious, multi-sensory buying experience, created through a space that embodies the brand DNA and transforms it into a story telling experience for the client.

PHOTOS BY STEFAN IRVINE



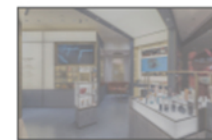
## Sulwhasoo, Guangzhou, China

3 of 7



The brand places great importance on counseling and ritual, allowing clients to be immersed in the world of Sulwhasoo and discover the ideas of Asian Wisdom. The materials of the first store unites the contrasting concepts of firm, stable roots and the blossoming of floating flowers, achieved through a dark slate canopy intersecting with a gold canopy, which flourishes into a suspended chandelier.

PHOTOS BY STEFAN IRVINE



## Sulwhasoo, Guangzhou, China

4 of 7



This blossoming creates an intimate space for General Counseling, a main focal point of the journey with the brand.

PHOTOS BY STEFAN IRVINE



## Sulwhasoo, Guangzhou, China

5 of 7



The expression of the brand's fifth generation begins with the translation of its legendary ingredients. Ginseng is used as inspiration. Its stable root is opposite its delicate flower. In the fifth generation, ginseng becomes the focal point for its retail experience.

PHOTOS BY STEFAN IRVINE



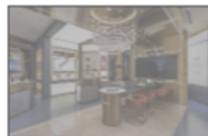
## Sulwhasoo, Guangzhou, China

6 of 7



To recall traditional Hanji paper, the use of backlighting precious materials creates glowing walls and product displays. The strength and resilience of amber is portrayed by a horizontal detail that unites the custom designed fixtures.

PHOTOS BY STEFAN IRVINE



## Sulwhasoo, Guangzhou, China

7 of 7



The brand's Korean Heritage is displayed by multimedia technology throughout the space.

PHOTOS BY STEFAN IRVINE

