

Design showcase: Sulwhasoo's new K-Beauty store format

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South Korean beauty and cosmetics brand Sulwhasoo has opened its latest fifth generation store – in Guangzhou in China – using a design concept developed by New York agency Christian Lahoude Studio.

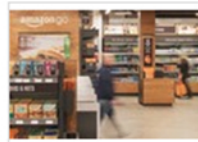
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The new concept will capitalise on the popularity of Korean beauty, or K-Beauty, products by being rolled out to stores in Malaysia, and in Bloomingdales in New York.



The brief called for a store that reflected the brand's philosophy on holistic beauty through Asian wisdom, with a luxurious spatial concept. Sulwhasoo embodies Korean beauty culture, rituals, and philosophies, requiring a space that could reflect a range of multi-sensory experiences.



Communication of the brand's 'Legendary Ingredients' takes centre stage, with Ginseng roots and flowers becoming a focal point of the retail experience.



As Sulwhasoo places such importance on counselling and ritual, clients are encouraged to become immersed in the brand's world, and in the ideas of Asian Wisdom.



Material elements of the store have been chosen to unite the contrasting concepts of firm, stable roots, and blossoming, floating flowers. Intersecting canopies of dark slate and gold are used to hold a suspended chandelier made of blossoms, creating a focal point and a more intimate area for personal consultations.



Various multimedia technologies are used to show elements of Korean heritage, for example backlit precious materials create glowing walls designed to reflect traditional Hanji paper.



A horizontal strip of amber is used to connect the bespoke display fixtures.