



INTERNATIONAL
ASSOCIATION
OF DEPARTMENT
STORES

Sharing Retail Management Experience since 1928

RETAIL REVIEW

THE HYUNDAI SEOUL

THE HYUNDAI SEOUL MANIFESTO

" Department stores are no longer just places for selling, to continue to succeed they have to become an important part of the city & provide inspiration in facilities, culture, digital technology and placemaking. "

Chung Ji Sun,
chairman of the Hyundai



LIFESTYLE ORIENTED

Scenography

Universe staging

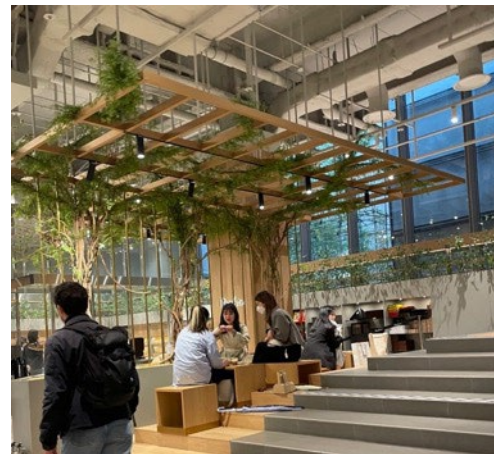
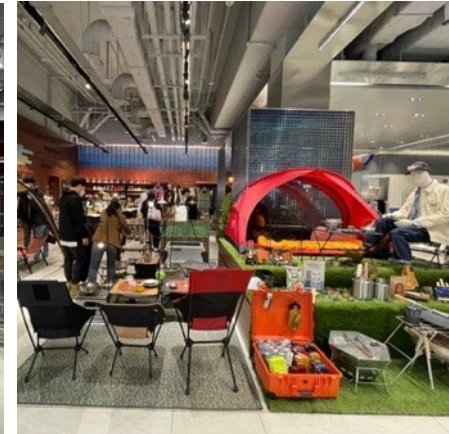
Borderless Retail
Imaginative
curation

Multi-brand
Social places

Deconstruction of
the traditional
department store
model, no longer
thought by profile
and market: *men,*
women, kitchen
but rethought by
lifestyle of
consumption...

Allowing for a greater
sense of discovery

- 6F Dining & Art
- 5F Sounds Forest
- 4F Life & Balance
- 3F About Fashion
- 2F Modern Mood
- 1F Exclusive Label
- B1 Tasty Seoul
- B2 Creative Ground



A creative ground
where Hyundai
selects and mixes
street culture,
music, fashion,
outdoor... "

ARCHITECTURE

"Instead of fighting the land of digital,
we built a huge waterfall

"Today you can buy almost
anything online so a retail space
needs to have an interesting quality,
it needs to offer something more,

It need to be pleasurable, enriching
and worthwhile."

*"This
department
store is a
revelation in
retail
innovation,
stunning design
and
unforgettable
architecture*



IMPRESSIVE

Diego Burdi Paul Filek



"An Olympic raceway, a
substantial piece of architecture
almost felt like an airport

UNTRADITIONAL

Sinato, Chikara Ohno - Wine Works



INCREDIBLE MARBLE

Cmk Architects Marianne Mueller Olaf Kneer



"The Sounds Forest allows
visitors to imagine a
botanical garden, a walk in
the woods, and escape".

NATURAL EMPHASIS

Woo Kyung- Mi Woo Hyun-mi Design



MEMORABLE

Jaime Hayon



NATURE

Sounds forest

Committed to the next
generation

Holistic
experience

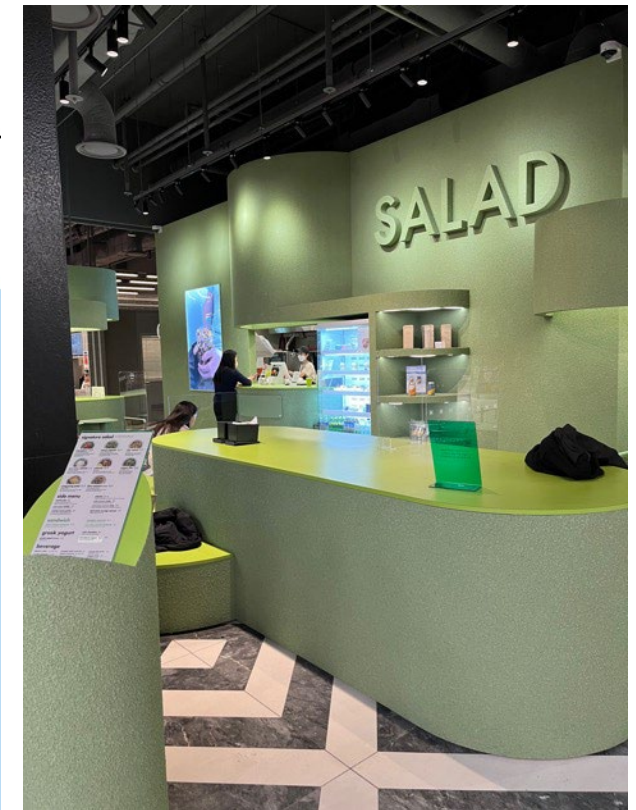
Sounds Forest, a futuristic indoor garden that looks a lot like nature: the largest indoor garden in Korea reproducing natural light through a glass ceiling where you can hear and feel the echoes of the forest.

The waterfall garden offers visitors the purifying and invigorating energy of nature



5F *Sounds Forest*

Electronics · Kids & Babies ·
Sounds Forest · F&B







VIEWS OF THE WATERFALL GARDEN FROM DIFFERENT FLOORS

GEN Z MANIA

A new Gen MZ membership program based on the level of influence

A creative grounds (floor B2) for gen MZ lifestyle, new trendy brands, pop up

Entertaining, Instagrammable spaces

Fast & playful content



Korea's first boutique cultural space for GEN MZ



Immersive space for social media activities: video, photo, ASMR...



GEN Z MANIA





FITTING

FITTING

GEN Z MANIA: NFT & METAVERSE



FOOD: TASTY SEOUL

Food Stalls

Fine Dining &
Masterclasses

Wine & Cigars



B1 level features 90 different food and beverage venues some run by Michelin-star chefs. 6F offers winetasting, masterclasses, and cigar smoking to attract male customers. Private dining rooms are available.



ART: BEYOND COMMERCE

Culture : Child museum

Art Gallery

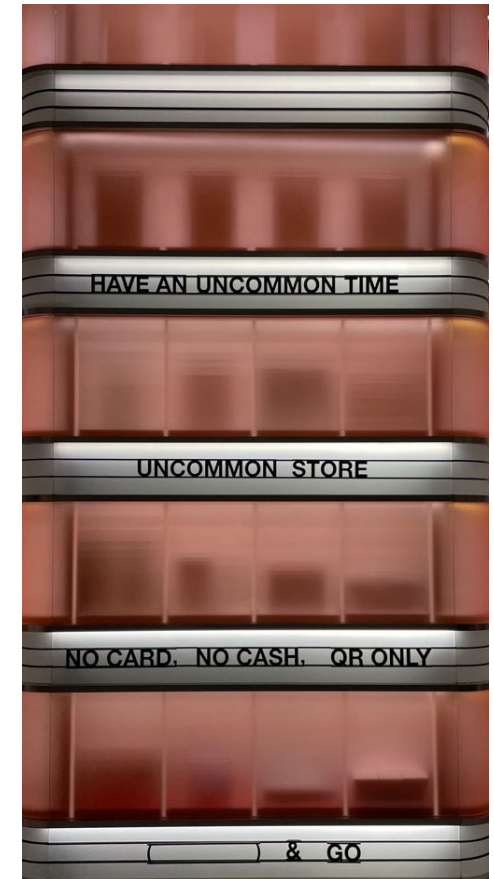
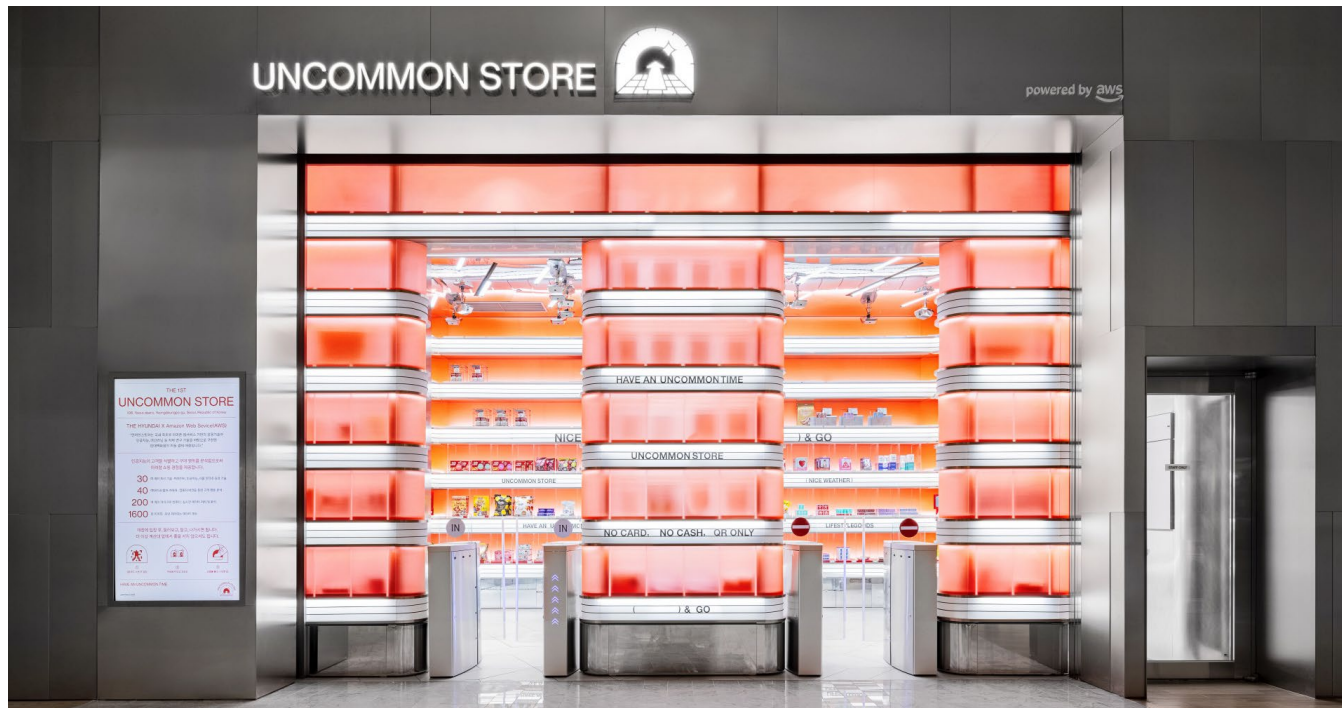


TECH: THE UNCOMMON STORE

Fast & Fun

Amazon Web Service
Integration

Future of
supermarkets



Payments are automatically processed through an application that customers can download using a QR code.

TECH: INNOVATIVE FEATURES

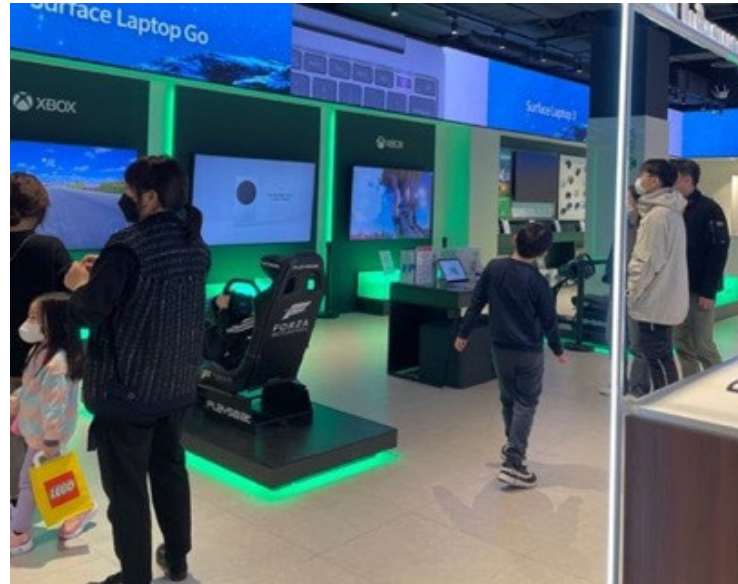
Gaming

Temperature monitoring

Facial Recognition

Guide Robot

Restaurant reservation application



Safety and convenience are integrated into each floor with many technological innovations such as smart valet parking, checkout-free shops, automatic driving robots, air sterilisation, and more

A RANGE OF SERVICES

Repairs	Dry Cleaning	Lockers	Watch Repair	Bag & shoe repair
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CUSTOMER CENTRICITY

A high level of customer service

3 levels of membership depending on the annual spending

Dedicated space/ salon in the department store

+ Dedicated space & service: CAFÉ H



The last one designed by Jaime Hayon



CHILD FRIENDLY

A children's area, with 12 brands and a playground with different types of leisure equipment.



"A comfortable place for our clients to relax with their babies. It is equipped with private nursing rooms, diaper changing stations, baby chairs, sleep rooms, kitchens, etc."



A private for babies to be comfortably fed.



Stoller rental



STAGGING COMMERCE

Selective,
dynamic
concept stores

Pop up & drops

Engaging
commerce

Wow effect
FOMO



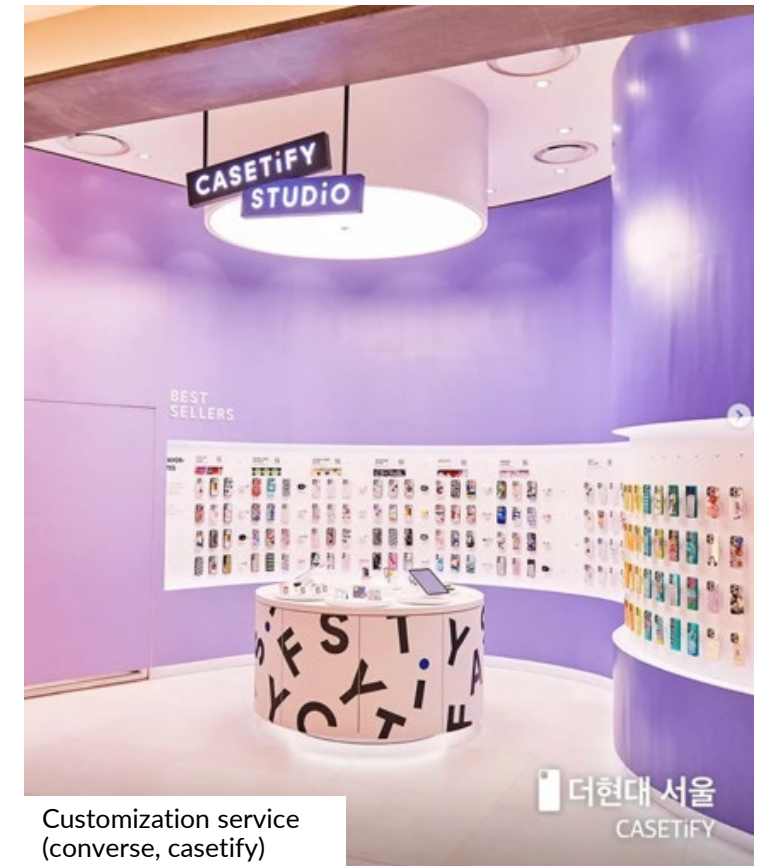
Ephemeral pop up



License pop up brands
(Kodak)



Memorable Branding



Customization service
(converse, casetify)

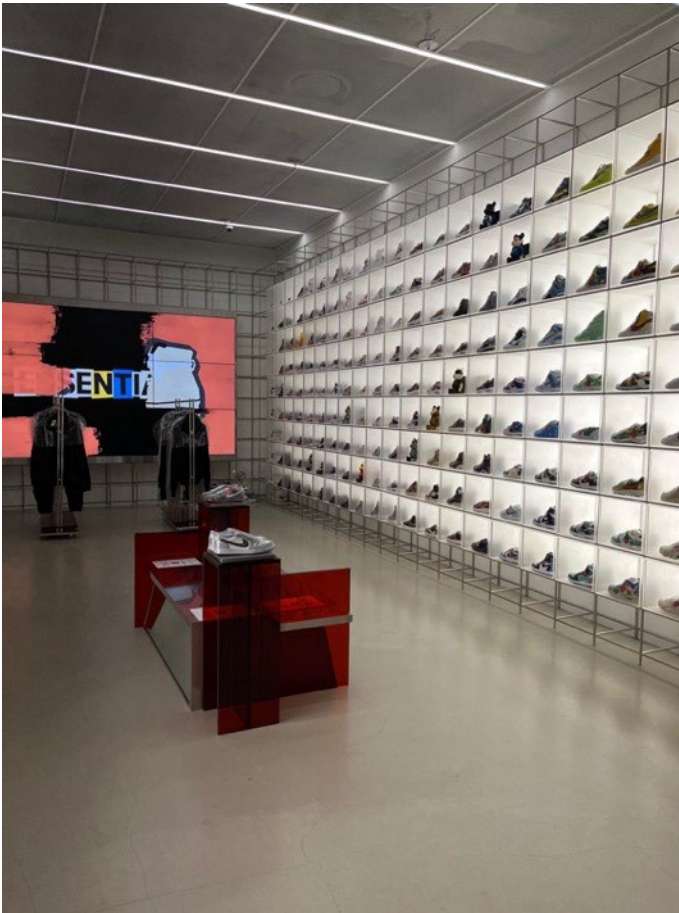
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IADS

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