

SAINT LAURENT

SAINT LAURENT SEOUL FLAGSHIP NEW STORE

April 30, 2021 – Saint Laurent opens its first flagship store in Seoul, South Korea.

Located in the heart of the city's shopping area, Gangnam-Gu, Cheongdam District, the new store offers a complete vision of the brand and an original shopping experience that reflects Saint Laurent's heritage and identity. The store is comprised of two floors and features an exterior façade on the main and luxurious street of the city.

The space embodies the Saint Laurent store concept with floors and walls in white statuario marble, structures in nickel-plated brass and extra clear glass, clear glass and concrete display counters and suspended hanging rails which reflect the minimalist and timeless sophistication of the Art Deco style. A selection of vintage furniture will also complete the space.

The Seoul Flagship boutique offers a wide selection of products from all categories including ready-to-wear, leather goods, shoes, sunglasses and jewelry for women and men collections.

For this occasion, Saint Laurent and Creative Director Anthony Vaccarello invited the South Korean artist Jung Lee, best known for her photographs of text-based light installations, to collaborate. A light installation with the message from the Women's Summer 21 collection 'I wish you were here' will be exhibited in store.

The store is located:
436 Apgujeong-Ro
Gangnam-Gu
Seoul

Download the HR images and video:
http://on.ysl.com/seoulflagship_video
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