

APPAREL AND ACCESSORIES

# New Casa Loewe flagship lands in Seoul

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*A bright-green, ceramic facade adorns the recent opening. Image credit: LVMH*

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By ZACH JAMES FOR LUXURY DAILY NEWS SERVICE

Spanish fashion brand **Loewe** is bringing a fresh retail concept to South Korea's capital.

As of July 25, 2024, a new Casa Loewe flagship is open in Seoul, marking the brand's first "Casa" location in the country and its 13th overall. Located in the city's high-end Gangnam district, the storefront houses men's and women's ready-to-wear, accessories, eyewear, art and exclusive furniture pieces.

## Art house

The nearly 4,700-square-foot space spans three floors, with each fusing fashion and homeware designs into a modern, urban showcase of creative director Jonathan Anderson's aesthetic.

Inside, tiles of blue, brown and green provide splashes of color to white-and-grey walls, floors and ceilings. Green also shades the exterior and handmade, Spanish ceramic adorns the facade.



*Natural light fills the boutique due to multi-level, floor-to-ceiling windows. Image credit: LVMH*

Exclusive variants of furniture pieces, such as late Dutch interior designer Gerrit Thomas Rietveld's "Utrecht" and "Steltman" chairs, reside within the flagship, often upholstered in custom felt or forged from high-end materials.

A curated selection of art from Loewe's personal anthology also adds character to the retail spot, with the bamboo sculpture "Source of Creation," by Japanese artist Tanabe Chikuunsai IV, free-flowing throughout the space, spanning multiple floors. Pieces from Loewe Foundation Craft Prize winners Eriko Inazaki and Dahye Jeong are spotlighted inside as well.

Located at 446 Apgujeong-ro, the store operates from 11 a.m. to 8 p.m. from Monday to Saturday, with doors remaining open until 7 p.m. on Sundays.

The opening follows other recent luxury retail activity within South Korea, as Italian automaker Lamborghini debuted its first dealership in the city last month ([see story](#)).