

SHINSEGAE

SHINSEGAE
STORE GUIDE

THE MAIN | GANGNAM | CENTUM CITY

Since its opening in 1930 as Korea's very first department store, SHINSEGAE DEPARTMENT STORE has set the standard for Korean retail, beginning with our flagship store. We are committed to delivering true value and a refined shopping experience that our customers desire. Through continuous communication and innovation, we strive to build a thoughtful and customer-focused culture. Every day, we evolve – with the goal of becoming the most beloved department store.

SHINSEGAE THE MAIN

SHINSEGAE DEPARTMENT STORE - THE MAIN branch is proudly recognized as Korea's very first department store. It offers a wide array of brands, from prestigious luxury labels and designer collections to trendy K-fashion lines. Conveniently located in the heart of Seoul's Myeongdong district, it boasts close proximity to major tourist destinations such as Namsan and Namdaemun Market.

63 Sogong-ro, Jung-gu, Seoul, South Korea | +82-2-310-1047

SHINSEGAE GANGNAM

As Korea's No.1 department store in sales, SHINSEGAE GANGNAM offers an unmatched shopping experience. From prestigious global luxury brands to trendsetting labels loved by the younger generation, the store is dedicated to fulfilling the diverse needs of its customers. Beyond shopping, visitors can enjoy a rich cultural experience, including art exhibitions, cultural events, and interactive lifestyle programs—all curated to provide a sophisticated and inspiring lifestyle.

176 Sinbanpo-ro, Seocho-gu, Seoul, South Korea | +82-2-2150-2121

SHINSEGAE CENTUM CITY

Recognized by the Guinness World Records, SHINSEGAE CENTUM CITY is the largest department store in the world. It offers an all-in-one lifestyle experience—from shopping and dining to spa treatments, an ice rink, and a variety of entertainment options. Conveniently located near Busan's most iconic attractions such as Haeundae Beach and Gwangandaegyo Bridge, it allows you to enjoy both world-class shopping and a memorable Busan getaway—all in one trip.

35 Centumnam-daero, Haeundae-gu, Busan, South Korea | +82-51-745-2982

BOONTHESHOP

BOONTHESHOP is a luxury specialty store offering refined curations across the entire lifestyle spectrum—from fashion, jewelry, beauty, and home décor to contemporary art. It leads the way in high-end taste and exclusive experiences through meticulously curated selections.

www.boontheshop.com

CHICOR

CHICOR is a beauty specialty store operated by Shinsegae Department Store, offering a meticulously curated collection of diverse cosmetic brands. From global luxury brands to trending K-beauty brands, immerse yourself in a world of beauty at CHICOR.

www.chicor.com

SHINSEGAE THE MAIN

THE HERITAGE

THE RESERVE

THE ESTATE

SHINSEGAE THE MAIN

THE FIRST DEPARTMENT STORE
IN KOREA

KOREA'S FIRST AND FINEST LANDMARK

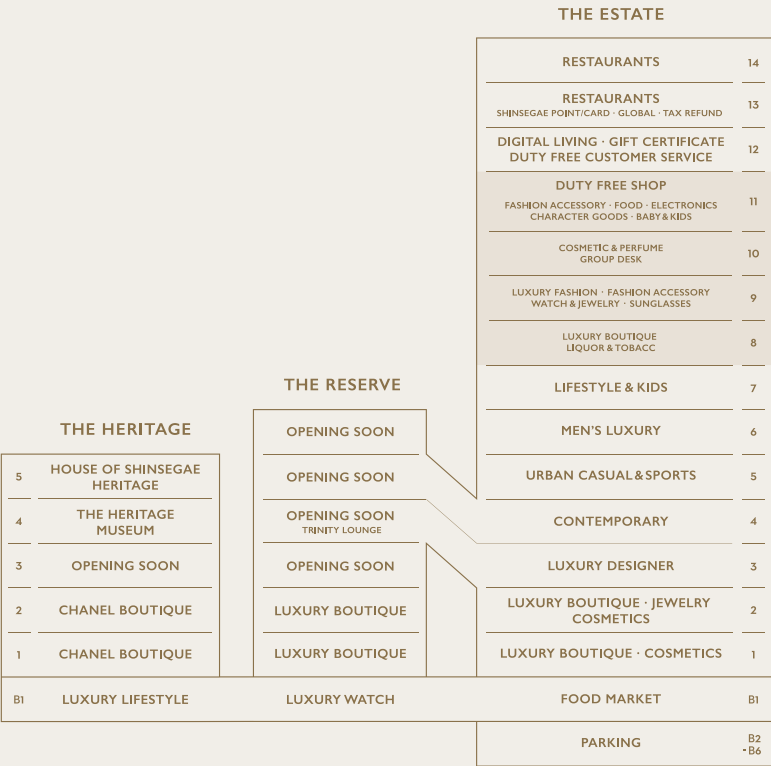
Rooted in Korea's modern retail history, SHINSEGAE THE MAIN has been reborn as a global landmark that represents the very essence of the nation.

Preserving and reviving cultural heritage, we proudly introduce THE HERITAGE – a space steeped in history and meaning.

The main building, newly unveiled as THE RESERVE, and the redesigned annex, now known as THE ESTATE, mark a bold new beginning.

With unwavering commitment to our customers, SHINSEGAE continues its journey – always evolving, always leading.

Experience the new chapter in SHINSEGAE's timeless legacy.



SHINSEGAE THE MAIN

THE HERITAGE

THE VALUE THAT CONNECTS HISTORY AND THE FUTURE



Originally built in 1935 as Korea's first privately-owned financial institution—the Chosun Savings Bank—THE HERITAGE represents a significant piece of national history.

Selected through Korea's first public design competition, it was constructed using local granite and reflects the lavish Neo-Classical architectural style of the 1930s.

Designated as Seoul's Historic Site No. 71 in 1989, the building is renowned for its exceptional preservation of the original form, earning recognition as a commemorative landmark of Korean architectural heritage. SHINSEGAE proudly preserves, restores, and carries forward this 91-year-old national treasure—transforming it into Korea's one and only cultural and shopping landmark, where history and modern lifestyle harmoniously converge.

Come experience timeless elegance at THE HERITAGE—a true jewel of Korean culture and commerce.

SHINSEGAE THE MAIN

CHANEL BOUTIQUE

1-2F



On April 9, CHANEL opened a new boutique inside THE HERITAGE, a building officially designated as a national cultural asset.

This iconic space—Korea's only luxury boutique housed exclusively within a historic architectural landmark—has been brought to life with the touch of New York-based architect Peter Marino, a longtime collaborator of CHANEL. The result is a boutique that harmoniously blends the building's storied past with CHANEL's distinctive identity.

Spread across two floors, the CHANEL boutique at THE HERITAGE features a wide array of collections—including ready-to-wear, handbags, shoes, custom jewelry, and eyewear—as well as expanded spaces dedicated to watches and fine jewelry, offering an even richer CHANEL experience. This April, discover the unfolding world of CHANEL, housed in the historic setting of THE HERITAGE.

THE HERITAGE MUSEUM

4F



<MYEONGDONG SALON: THE HERITAGE>

2025.4.17 - 2025.5.30 THE HERITAGE MUSEUM

This exhibition captures the essence of Myeongdong in the 1950s-60s, once the vibrant heart of Seoul, through the lenses of three photographers. Blending photography, music, and design, it invites you on an immersive journey into the everyday life, aesthetics, and emotional spirit of the era.



PERMANENT HISTORY HALL EXHIBITION

2025.4.9 OPEN, HISTORY HALL

This archival exhibition sheds light on Korea's commercial heritage, showcasing the history of the original SHINSEGAE THE MAIN and the former Joseon Savings Bank building. Through vivid records and preserved artifacts, it brings to life the legacy of these historic structures and their enduring connection to Korea's retail and financial history.

HOUSE OF SHINSEGAE HERITAGE

5F



<DAMAIREUDA: A BOJAGI STORY>

2025.4.9 - 2025.6.15

The first exhibition at HOUSE OF SHINSEGAE - THE HERITAGE tells the story of bojagi, the traditional Korean wrapping cloth, deeply rooted in Korean culture. Each piece of bojagi, crafted with care and devotion, reflects the beauty and values of Korean heritage. Visitors can explore a variety of bojagi artworks that celebrate this timeless tradition.

* English docent programs will be available starting May 2025 (reservation required).



DESSERT SALON

2025.4.9 OPEN

Inspired by the cherished Korean tradition of tea and rice cakes, Dessert Salon reinterprets classic flavors in a perfect harmony of heritage and creativity. Crafted with the finest seasonal ingredients, each offering embodies the elegance and depth of Korean taste. Come and experience refined sangcharim—a beautifully curated presentation of Korean desserts that highlight nature's essence and artistic sensibility.

LUXURY LIFESTYLE B1

HOUSE OF SHINSEGAE GIFT SHOP

At HOUSE OF SHINSEGAE - THE HERITAGE, we proudly present carefully curated pieces and products discovered through craftsmanship and sincerity. Each unique gift is the result of in-depth research into the everyday customs and materials of Korean life, offering a meaningful experience that blends tradition with artistry.

LIFESTYLE BRAND

B&O
COLLECT
BACCARAT
LALIQUE
CHRISTOFLE

SHINSEGAE THE MAIN

THE RESERVE

SHINSEGAE SQUARE



Scan the QR code to unveil
a magical display of light

Launched in 1963 as Korea's very first department store, SHINSEGAE introduces a bold new landmark in Seoul: SHINSEGAE SQUARE, an ultra-large digital signage experience at the heart of the city. Inspired by global icons like New York's Times Square and London's Piccadilly Circus, SHINSEGAE SQUARE offers a vibrant, immersive cultural space filled with artistic displays, themed lighting, and ambient soundscapes. Using advanced principles such as parallax technology and Olympic-caliber imaging techniques, it delivers hyper-realistic 3D visuals that offer unforgettable immersion— attracting not only local shoppers but also countless international visitors. SHINSEGAE SQUARE is destined to become one of the must-see highlights of your journey, leaving you with lasting and meaningful memories.

SHINSEGAE THE MAIN

THE ESTATE

THE ESTATE – REIMAGINED AND REBORN IN MARCH 2025



Indulge in global gourmet flavors at B1F Food Market, where culinary excellence from around the world awaits. From high-end beauty boutiques, cosmetics, to fine jewelry, explore a wide range of premium brands and collections on floors 1F–2F, all within a sophisticated and relaxing ambiance. On floors 3F–4F, discover luxurious designer labels and contemporary fashion brands that blend elegance with refined taste. Step into floor 5F for upscale casualwear and sportswear, where chic meets comfort. Elevate your wardrobe further with premium menswear on floor 6F, a space curated for modern sophistication. On floor 7F, immerse yourself in diverse lifestyle, home, and kids brands, offering something unique for every generation. In this modern shopping destination inspired by the timeless beauty of SHINSEGAE, we invite you to experience the best of high-end beauty, curated fashion, and contemporary brands—all in one extraordinary space.

COSMETICS

THE ESTATE 1-2F

SULWHASOO

Exclusive Gift: 4-Piece Skincare Travel Set
With purchases over 150,000 KRW,
receive a deluxe skincare set including:

First Care Activating Serum VI 8ml
Essential Revitalizing Water EX 15ml
Essential Revitalizing
Emulsion EX 15ml
Essential Comfort
Firming Cream EX 5ml



SULWHASOO

Exclusive Gift: 5-Piece Skincare Travel Set
with purchases over 300,000 KRW,
receive a deluxe skincare set including:

Concentrated Ginseng Rejuvenating Water 25ml
Concentrated Ginseng Rejuvenating Emulsion 25ml
Concentrated Ginseng
Rejuvenating Serum 5ml
Concentrated Ginseng
Rejuvenating Eye Cream 4ml
Concentrated Ginseng
Rejuvenating Cream 5ml



HERA

Purchase HERA Black Cushion Foundation
SPF34/PA++ (15g + Refill 15g) 74,000 KRW
and receive a Free Gift Set including:

HERA Mini Lip Gloss 11g
HERA Silky Stay 24H Longwear Foundation 5g
UV Protector Tone-Up Sunscreen 15ml



YSL BEAUTY

New Libre L'Eau Nue
from the "Libre" Collection
Libre L'Eau Nue 50ml
170,000 KRW
Libre L'Eau Nue 90ml
240,000 KRW
• Launch Date: April 4



ARMANI BEAUTY

Purchase ARMANI/PRIVÉ
Thé Yulong 50ml
230,000 KRW
and receive a 7.5ml
mini bottle of the same
fragrance as a free gift



THE WHOO

The Whoo Cheongidan Rejuvenating
Pro-Radiance 2-set is priced at 270,000 KRW,
including Free 4-piece Cheongidan Rejuvenating Pro-Radiance kit
and Free 3-piece Cheongidan Rejuvenating Pro-Radiance kit



OHUI

Receive a 6-piece O HUI The First Geniture Travel Kit
with the purchase of O HUI The First Geniture
Skin Softener & Emulsion Set 215,000 KRW

An additional 3-piece O HUI The First Geniture Travel Kit is
included as a bonus gift.



YUNJAC

Purchase the Yunjac Skin Perfecting Limited Set
49,000 KRW

Includes: Skin Perfecting Base Prep 40ml
Skin Perfecting Prep Water 20ml
Skin Perfecting Prep Base Spf43 Pa++10ml
and receive 2 Skin Perfecting Pads as a Free Gift

HELENA
RUBINSTEIN

Purchase The Re-Plasty
Age Recovery Night
Cream Set 616,000 KRW
and receive an additional
Night Cream
(Full-Size Equivalent)
as a free gift

• Limited to 10 sets per month
• Gift contents are subject to
change without notice



AESOP

Carefully crafted to be
both effective and sensorial,
Aēsop's skin, hair, and
body care products elevate
everyday rituals.
Aēsop Aurner Perfume 50ml
225,000 KRW



LUXURY & FASHION

THE ESTATE 2-3F



YVES SAINT LAURENT

Presenting the Spring 2025 collection by
Creative Director Anthony Vaccarello, from the
iconic French fashion house Saint Laurent.



MONCLER

Discover the SS25 Collection, featuring refined
textures, lightweight functional outerwear,
and satin-inspired designs.



THOM BROWNE

Presenting the SS25 Collection, featuring
iconic designs and modern tailoring inspired
by American heritage.



HENRY BEGUELIN

An Italian luxury handmade brand where every
step is shaped by meticulous artisanal craftsmanship-
celebrating timeless tradition and family heritage.



VERSACE

A leading global fashion and
lifestyle house, founded in Milan
in 1978, and renowned for its
bold elegance and iconic luxury.



COMME DES GARÇONS

A brand that redefines beauty
through unconventional structures,
bold patterns, and the embrace
of imperfection-setting new
standards in avant-garde fashion.



JACQUEMUS

Founded in 2009 by designer
Simon Porte Jacquemus,
JACQUEMUS is a beloved
French brand known for its
emotionally evocative and uniquely
artistic aesthetic.

FOOD & DELI

THE ESTATE B1

**PARIS CROISSANT**

A beloved French-style bakery known for its authentic taste, premium ingredients, and artisanal craftsmanship that has captured the hearts of many.

**NAPOLEON BAKERY**

Established in 1968, Napoleon is one of Seoul's top three historic bakeries, beloved for its timeless flavors and rich heritage.
Signature Items | Choco Cherry Cream Bread, Whole Red Bean Bread, Savory Walnut Bread

**MAISON ONCE A YEAR**

A premium fruit cake made with 100% fresh cream, crafted from the original recipe of an award-winning hotel head chef with over 30 years of experience.

**MADAME PIERRE OGER**

A newly introduced dessert brand from MONCHOUCHOU, delivering fresh flavors and moments of joy through a variety of creative styles and concepts.

**YEONLIHUIJAE**

A modern dessert brand reimagining traditional Korean confections with premium quality and style. Loved by the MZ generation, these eye-catching and flavorful treats bring new life to classic flavors.

**OAKBERRY AÇAÍ**

Not just acai, it's OAKBERRY. A global açaí bowl brand committed to promoting a healthy lifestyle.

RESTAURANT

THE ESTATE 13F

**GWANGHWAMUN GUKBAP**

This is a Korean casual restaurant that has been selected for the Michelin Guide Seoul's 'Bib Gourmand' for 7 consecutive years and is run by Chef Park Chan-il, who is famous as a 'chef who writes.'
Signature Menu | Dwaengi Gukbap (Pork Rice Soup), Hanwoo Gukbap (Korean Beef Rice Soup), Dwaengi Suyuk (Boiled Pork Slices), Gogi Mandu (Meat Dumplings), Sogalbi Satae Jjim (Braised Beef Short Ribs and Brisket)

**MATSUYA**

This is a Udon and Soba restaurant that offers sets including Tempura (fried dishes), under the guidance of Sanuki Udon master, Mr. Norihiko Hasebe.
Signature Menu | Abalone Stone Pot Rice Udon Set, Grilled Fish Bento Set, Zaru Soba Set

THE ESTATE 14F

**KIM SUSHI**

Since 1986, this restaurant has been operated across two generations, specializing in Korean-style Japanese cuisine as a traditional long-standing Japanese restaurant.
Signature Menu | Kim Sushi Premium Sushi Set (1 person), Kim Sushi Sashimi (1 person)

**SEOGWAN MYEONOG**

This is a Korean cuisine brand famous for its Pyeongyang Naengmyeon (cold buckwheat noodles) and Goldong Naengmyeon (spicy mixed cold noodles), made with 100% pure Jeju buckwheat noodles that are ground directly with a millstone.
Signature Menu | Pyeongyang Naengmyeon, Goldong Naengmyeon, Eobok Jaengban (pressed and steamed beef dish), Nokdu Bindaetteok (mung bean pancake)

BRANDS

LUXURY BOUTIQUE

CHANEL	HERMÉS	LOUIS VUITTON	CELINE
DIOR	FENDI	FERRAGAMO	BOTTEGA VENETA
GUCCI	PRADA	BALENCIAGA	SAINT LAURENT
VALENTINO	CHROME HEARTS	MONCLER	

JEWELRY

VAN CLEEF & ARPELS	TIFFANY & CO.	DAMIANI	POMELLATO
MESSIKA	HOORSENBUHS	QEELIN	GOLDEN DEW
SWAROVSKI			

LUXURY WATCH

ROLEX	CARTIER	OMEGA	BREITLING
HUBLOT	MONTBLANC	TAG HEUER	TUDOR

COSMETICS

SULWHASOO	OHUI	THE WHOO	HERA
LA MER	LA FRAIRIE	CHANEL	CLÉDEPEAU-BEAUTE
YSL BEAUTY	ARMANI BEAUTY	ESTÉE LAUDER	BYREDO
JO MALONE	TRUDON	DIPTYQUE	HERMÉS BEAUTY
DANIEL'S TRUTH			

EXCLUSIVE PROMOTION AT SHINSEGAE THE MAIN	PERIOD	May 1 (Thu) - July 31 (Thu), 2025
	REDEMPTION LOCATION	SHINSEGAE THE MAIN, THE ESTATE 13F Foreigner Service Center T. +82-2-310-1047
	PROMOTIONS	1. Present this leaflet or a related voucher to receive one free drink coupon at the Members Bar (in-store customers only). 2. Customers who spend over KRW 300,000 will receive a complimentary bottle of Olimega Virgin Camellia Oil (250ml). (Limited to 300 customers)

LUXURY DESIGNER

ACNE STUDIOS	ALEXANDERWANG	ALOD	BARRIE
CANADA GOOSE	COLOMBO	COMME DES GARÇONS	COURRÈGES
ERDEM	DRIES VAN NOTEN	HENRY BEGUELIN	HERNO
HOORSENBUHS	YOHJI YAMAMOTO	JACQUEMUS	LEMAIRE
LORO PIANA	PLEATS PLEASE	SACAI	VERSACE
RICK OWENS	MAISON MARGIELA		

MEN'S LUXURY

BERLUTI	BERLUTI	BRUNELLO CUCINELLI	GIORGIO ARMANI
KITON	LIECA	ZEGNA	THOM BROWNE
TOM FORD	TUMI	PAUL SMITH	STONE ISLAND
WOORYOUNGMI	CASESTUDY		

FASHION

SANDRO	VIVIENNE WESTWOOD	JINDO FUR
UGG	ANDAR	THE NORTH FACE WHITE LABEL
CONVERSE	MLB	NATIONAL GEOGRAPHIC
NEW BALANCE	KOLON SPORTS	MALBON GOLF
MARK&RONA	G/FORE	PXG

GUIDE TO SERVICES FOR FOREIGNERS	THE ESTATE 13F	Foreigner Service Center Membership registration, promotional gifts, and more Tax Refund Desk Tax refunds and currency exchange services
	THE ESTATE 1F	AI Translation Service Real-time AI interpretation support for international tourists
	THE ESTATE B1	Baggage Storage Free storage service available for shopping bags and carry-on items

SHINSEGAE GANGNAM

SHINSEGAE GANGNAM

THE WORLD’S LEADING
LUXURY DEPARTMENT STORE

KOREA’S PREMIER DEPARTMENT STORE LEADING GLOBAL TRENDS

Located in Gangnam—the heart of Korea’s fashion, business, education, culture, and the arts—SHINSEGAE GANGNAM proudly maintains the No.1 position in department store sales and real estate value across Korea.

From world-renowned luxury brands to trendy labels favored by the younger generation, we offer an extensive selection that caters to the tastes and lifestyles of a wide range of customers.

Enjoy Korea’s largest designer dessert zone, the newly opened “Sweet Park,” along with “House of SHINSEGAE” dining zone, where you can savor gourmet cuisine crafted from Korea’s finest seasonal ingredients.

Don’t miss “SHINSEGAE Market,” a curated gourmet destination showcasing rare global delicacies and premium ingredients—all in one place.

More than just a shopping destination, SHINSEGAE GANGNAM delivers a world-class cultural experience with exhibitions, culinary events, and immersive tastings.

Come and discover why SHINSEGAE GANGNAM is Korea’s No.1 department store.

		RESTAURANTS	11	S GARDEN
		LITTLE SHINSEGAE LINGERIE	10	LITTLE SHINSEGAE
		HOME COLLECTION	9	HOME COLLECTION
		SPORTS WEAR · OUTDOOR	8	NEW STREET · BASIC SPORTS
		MEN'S CONTEMPORARY MEN'S SUITS	7	GOLF · MEN'S CASUAL
		MEN'S LUXURY	6	MEN'S LUXURY
		NEW CONTEMPORARY HAND BAGS	5	WOMEN'S CLASSIC
		GRAND SHOES	4	INTERNATIONAL CONTEMPORARY
		LUXURY WATCHES · JEWELRY	3	INTERNATIONAL DESIGNER
JW MARRIOTT HOTEL		LUXURY BOUTIQUE	2	LUXURY BOUTIQUE
HOUSE OF SHINSEGAE	ART & LIFE	CASUAL DINING · LIFE	1M	MEZZANINE
	WINE CELLAR RESTAURANTS	HONAM LINE TERMINAL SHINSEGAE CENTRAL CITY	1	COSMETICS · LUXURY BOUTIQUE ACCESSORIES
FOOD HALL		SWEET PARK	B1	SHINSEGAE MARKET
		PARKING	B2 - B4	PARKING



LUXURY BRAND

2F

**GOYARD**

Featuring its signature Goyardine canvas and hand-painted motifs (Marquage), GOYARD offers timeless, practical creations with a refined and classic touch.

**DELVAUX**

Experience the timeless value of Delvaux, the world's first luxury leather goods house, founded in 1829.

**LORO PIANA**

Discover Loro Piana's iconic collection, crafted with the finest materials and the utmost artisanal dedication to excellence.

**MOYNAT**

A timeless brand where minimalist design meets the finest materials. Discover Moynat's Gabrielle collection—an embodiment of elegance and craftsmanship.

**TOD'S**

Discover TOD'S Spring/Summer 2025 Collection—an enduring expression of refined craftsmanship and elegance, presented by Creative Director Matteo Tamburini.

**ROGER VIVIER**

Explore Roger Vivier's 2025 Collection—an embodiment of timeless Parisian elegance and modern sophistication, presented by the legendary French luxury maison.

3F

**AUDEMARS PIGUET**

Founded in 1875 in Le Brassus, Audemars Piguet remains the oldest fine watchmaking manufacturer still owned and operated by the founding families—Audemars and Piguet. Discover the legacy of unparalleled craftsmanship and innovation.

**VACHERON CONSTANTIN**

Founded in 1755, Vacheron Constantin is the world's oldest watchmaker in continuous operation, upholding over 270 years of exceptional horological tradition and craftsmanship.

**BREGUET**

As the inventor of the tourbillon, Breguet embodies over 250 years of horological mastery and innovation. A true pioneer in fine watchmaking, Breguet continues to lead with timeless elegance and groundbreaking craftsmanship.

**JAEGER-LECOULTRE**

Since its founding in 1833, Jaeger-LeCoultre has been celebrated as the "watchmaker's watchmaker" for its unmatched technical expertise and in-house craftsmanship. Discover a legacy of innovation and excellence.

**ADDIR**

Addir embodies the true value of diamonds, timeless elegance, and transcendent beauty. As a leading diamond jewelry brand, Addir proudly presents its refined collections exclusively at HINSEGAE.

**CHAUMET**

Since its founding in 1780, CHAUMET has epitomized the spirit of high jewelry, uniting artisanal savoir-faire with refined technical mastery to create truly exceptional pieces.

**PIAGET**

Founded in Switzerland in 1874, PIAGET is celebrated for its high-end watch and jewelry collections—timeless expressions of elegance crafted with gold, gemstones, and precious materials.

COSMETICS & ACC

1F

**DIPTYQUE**

Diptyque presents a fragrance that transcends artificiality, inspired by emotional intuition and deeply rooted in natural elements or evocative themes. This scent captures the unforgettable ambiance of a jazz bar in Paris's Saint-Germain district during the 1960s, evoking its warmth and charm through a refined olfactory composition.

EDP Orphéon 75ml 289,000 KRW

LA MER

A premium luxury skincare brand renowned for its powerful anti-aging benefits, inspired by the healing energies of the sea.

30ml 312,000 KRW
60ml 572,000 KRW
100ml 845,000 KRW
250ml 1,990,000 KRW

**JO MALONE LONDON**

Discover Jo Malone London—an iconic British fragrance and lifestyle brand. Blackberry & Bay captures the vibrant freshness of freshly-picked bay leaves and the tart juiciness of wild blackberries. A charming, crisp, and energizing scent.

Blackberry & Bay Cologne
100ml 235,000 KRW

**TAMBURINS**

TAMBURINS is a brand that explores unconventional beauty. BOTARI captures the explosive vitality of mushroom spores bursting forth—filling the air with a rich, immersive fragrance.

Perfume BOTARI
50ml 178,000 KRW

**DYSON BEAUTY**

Innovative products designed to simplify and elevate everyday life.

Dyson Air wrap™ i.d. Multi-Styler & Dryer
(Jasper Plum) 699,000 KRW

**GENTLE MONSTER**

GENTLE MONSTER is a global fashion eyewear brand that leads eyewear trends worldwide with its bold creativity and avant-garde designs.

NEW CONTEMPORARY

5F

**REST&RECREATION**

REST&RECREATION is a unisex casual fashion brand committed to sustainability. With an emphasis on comfortable materials and intentional design, the brand delivers effortlessly stylish looks that are both distinctive and undeniably cool.

**LEI7SEPTEMBRE**

LEI7SEPTEMBRE is a brand that values timeless basics through minimalist silhouettes, muted tones, and understated elegance. Focusing on refined materials and practical design, it presents versatile items that are free from fleeting trends or seasonal themes, embodying a consistent sense of quiet sophistication.

**RECTO**

RECTO refers to the right-hand page of a book—also known in French as the front side of a sheet of paper. The brand is known for its impressionable image that blurs the lines between menswear and womenswear, offering a thoughtful balance of structure and fluidity.

**RAIVE**

RAIVE is a fashion label that draws inspiration from music, film, art, and diverse cultural movements. It offers boundary-free, effortlessly expressive styles that embody a spirit of freedom and creativity.

**DUNST**

Meaning “formless,” Dunst presents a new vision that transcends the boundaries between formal and casual wear. With every season, the brand offers sensuous yet timeless collections for the millennial generation—bringing a sense of uniqueness to everyday life.

NEW STREET CASUAL

8F



EMIS

emis is a lifestyle brand built on the belief that Every Moment is Special. It celebrates the beauty of everyday life by infusing ordinary moments with a sense of uniqueness and meaning.



MARITHÉ FRANÇOIS GIRBAUD

MARITHÉ FRANÇOIS GIRBAUD is a European-inspired casualwear brand that blends high-end design with everyday style. Known for its refined yet relaxed aesthetic, the brand offers a wide range of pieces including classic logo sweatshirts, caps, and more. Experience its timeless appeal at the MARITHÉ FRANÇOIS GIRBAUD store in SHINSEGAE GANGNAM.



MARDI MERCREDI

Launched in 2018, Mardi Mercredi is a French-inspired womenswear brand known for its refined yet contemporary sensibility. The brand name draws inspiration from the founder's idea of balance, symbolized by the days Tuesday (Mardi) and Wednesday (Mercredi) in French. Best recognized for its signature "Flower Mardi" graphic, Mardi Mercredi has become a defining label in Korea's fashion scene, while also gaining popularity among global consumers in Japan, Hong Kong, and Taiwan. In addition to its core ready-to-wear collections, the brand also offers the sporty Actif line and the kids' line Lespetits.



MLB

Inspired by the dynamic motion of curveballs, the "Curve Runner" was born. Blending unique visual aesthetics with MLB's distinctive heritage and enhanced functionality, it redefines the daily sneaker. With its elevated comfort and style, it sets a new standard for everyday footwear. Discover the innovation at MLB SHINSEGAE GANGNAM.



COVERNAT

A contemporary lifestyle brand that reinterprets vintage elements from military, outdoor, and workwear through modern materials and silhouettes. Each season, COVERNAT draws inspiration from the past and reimagines it with a unique perspective—offering full collections that capture the everyday styles of people living in the city.

SHINSEGAE MARKET

B1



A SMART AND SURPRISING CULINARY EXPERIENCE IN AN ARTISTIC SPACE

Located on B1 of SHINSEGAE GANGNAM, SHINSEGAE MARKET is a luxury food hall curated with Korea's finest ingredients and gourmet selections from around the world.

Discover a fresh and extraordinary experience in Korea's largest gourmet market—where fine dining meets shopping in a truly elevated setting.

POINT 1

AUTHENTIC KOREAN HOME COUSINE HALL

You can meet a different essence of global home cooking which is made by famous chefs and food masters in Korea.
EX) Chef Woo Jung-wook's Super Edition, CEO Cho Saebyuk-jong, etc

POINT 2

PERSONALIZED CUSTOMER SERVICE

Enjoy tailored services such as freshly cut fruit with "Quick & Fresh" slicing, as well as custom-portioned purchases of cheese and whole nuts—designed to meet your personal preferences.

POINT 3

NEW F&B BRANDS

Discover a curated lineup of global favorites, including Bo&Mie, Paris's largest artisanal bakery, Intelligentsia Coffee, and Emack & Bolio's premium ice cream—bringing together the world's best in coffee and bakery delights.



FERMENTATION: GOTGAN

Fermentation: Gotgan is a Korean signature spatial brand created by SHINSEGAE to preserve and pass down the deep traditions and authentic flavors of fermented Korean cuisine. It honors traditional methods while offering a refined culinary experience rooted in heritage.



OSULLOC

Experience the essence of Jeju's pristine nature with OSULLOC, Korea's premium tea brand. Exclusively at Gangnam, explore the rich aromas of roasted green tea and freshly ground malcha (powdered tea) for a truly unique tasting journey.



SAEBYEOKJONG

Featured in the Netflix series Korean Cold Noodle Rhapsody, Chef Jang Sa-cheon presents Saebyeokjong, a banchan (Korean side dish) brand rooted in traditional royal cuisine. Offering clean, fresh flavors with refined depth, this concept reimagines everyday Korean dishes with sophistication.



INTELLIGENTSIA

Founded in 1995 on Broadway Avenue in Chicago's North Side, Intelligentsia is a pioneer of the third-wave coffee movement. This specialty coffee brand is renowned for its commitment to quality, craftsmanship, and a new coffee culture.



SALT HOUSE SANDWICH

Founded in 2016 with a passion for crafting smoked bacon, SALT HOUSE SANDWICH is a specialty workshop dedicated to making artisanal cured meats. With meat, salt, and time as its key ingredients, it brings a handcrafted approach to modern charcuterie.



BO&MIE

Paris's largest artisan bakery, BO&MIE, opens its first store in Korea. Famous for drawing long lines in Paris, this beloved bakery invites you to savor authentic French flavors and experience a taste of urban Parisian lifestyle.

SWEET PARK

B1



KOREA'S LARGEST DESSERT ZONE – 'SWEET PARK'

Explore SWEET PARK, a theme park-like dessert destination redefining Korea's dessert culture. From bread and cakes to pies and more, enjoy a wide variety of sweets curated by category in one immersive space. Featuring collaboration brands from top-tier pâtisseries, this is where you'll find the ultimate dessert experience—all in one place.

PREMIUM SWEET



GARIGUETTE

Originating in Osaka, Japan and now expanded to Tokyo and Fukuoka, GARIGUETTE opens its first store in Korea at SHINSEGAE GANGNAM.



BISCUITERIE M.O.

A premium dessert brand launched through the collaboration of renowned Korean chef Lee Min-seon and Otsuka Tetsuya, a leading name in Korea's pastry & dessert scene.



BAKE THE SHOP

A specialty dessert shop combining three beloved brands: BAKE, RAPL, and PBS.



PIERRE MARCOLINI

Founded in 1995, PIERRE MARCOLINI is a globally renowned premium chocolate dessert brand, officially appointed as a royal chocolatier to the Belgian monarchy in 2015.



BRAUTOR

A trendy European-style pretzel bakery originally launched in Seoul's Seongsu district—now a viral sensation on social media.



LENWICH

A popular New York sandwich brand founded by a Korean-American entrepreneur, now bringing its authentic taste to Korea with three local locations.



%ARABICA

A global specialty coffee brand that originated in Hong Kong in 2013 and has since expanded worldwide.



INDEX CARAMEL

Korea's leading premium caramel specialty brand, offering refined sweets crafted with elegance and precision.



FIVE GUYS

One of America's top three burger chains, now the No.1 in sales volume among premium burger brands in Korea.



MINUTE PAPILLON

A churros specialty shop loved on social media, offering freshly made and baked churros prepared on-site daily.

CASUAL SWEET



SHOTO

Experience refined layered cakes crafted by a pastry chef trained at the prestigious Shilla Hotel.



SEASONIQUE

A new-concept cake brand centered on seasonal ingredients, created in collaboration with top local patisseries. The entire lineup evolves with the seasons, offering a fresh and ever-changing dessert experience.



KITCHEN 205

Originating in Hampyeong, KITCHEN 205 is Korea's leading specialty shop for premium strawberry cakes.



CHEFFLÉ

Recognized as one of Seoul's top three cheese cake brands, CHIFFLÉ specializes in premium soufflé-style cheese cakes.

HOUSE OF SHINSEGAE



A PREMIUM DINING SPACE FOR TRENDY GOURMET EXPERIENCES

Discover HOUSE OF SHINSEGAE—a new lifestyle platform where the sophistication of department store dining meets the comfort of boutique hotels and curated specialty zones. Enjoy chef-crafted menus made with the finest ingredients, global cuisine prepared to perfection, and a wide selection of wine and spirits served late into the night.



WINE CELLAR

From the finest wines to premium spirits, our curated wine boutique offers an exclusive list of over 5,000 bottles. Enjoy premium selections curated by expert sommeliers, and experience the unique wine heritage that can only be found at SHINSEGAE.

BOONTHESHOP
MEZZANINE

The special platform that redefines fashion and lifestyle. Beyond a mere shopping experience, it delivers personalized services tailored to individual tastes through the blend of art and style.



JAJU HANSANG

SHINSEGAE's Korean Cuisine Research Institute offers a Korean brand created by expert chefs with dependable ingredients and secret recipes for daily enjoyment.



YOON HAEUNDAE GALBI

It is a global brand born in Manhattan, New York. Experience a modern interpretation of traditional Korean short ribs with rich heritage and bold flavor.



KIMSUSA

Established in 1986 and now in its second generation, Kimsusa offers classic Japanese cuisine with the authentic flavors of traditional omakase.



MIDO HANWOO HAMBAK

It is a delicious fusion of classic hamburger steak and Western-inspired side dishes. You can enjoy premium Korean style grilled Hanwoo Beef patties paired with rich demiglace sauce.



KIBO ATSUATSU

Meet Nam Joon-young's new restaurant specializing in donkatsu (Korean style pork cutlet) in this place. He is the hero who made Yongridan-gil very hot tasty street.



TACHIBANA

Tachibana is a new style of ramen brand, we present a menu that you can enjoy with various Japanese ramen at lunch and alcohol at dinner.



HON

HON presents an authentic Kansai-style sukiyaki experience, featuring premium Korean Hanwoo beef cuts paired with a signature sukiyaki sauce that faithfully recreates the flavors of traditional Japanese cuisine.



MI GA HOT POT

Mi Ga Hot Pot specializes in distinctive Chinese cuisine tailored to Korean tastes. It offers various regions' mainland Chinese dishes focusing on Beijing cuisine.



ICE CREAM SOCIETY

Enjoy the sweet boutique of Chefs Ho Yoon Kim and Inkyung Na, where premium ice creams and delicious desserts highlight the natural flavors of the finest ingredients.



TWELVE

Experience a refined journey of European flavors at TWELVE, a social dining destination that reinterprets European culinary culture with a modern, curated sensibility. Located in SHINSEGAE GANGNAM, TWELVE offers a warm and elevated take on contemporary European dining.

BRANDS

LUXURY BOUTIQUE

CHANEL	LOUIS VUITTON	HERMÉS	GOYARD
DIOR	GUCCI	PRADA	CELINE
BOTTEGA VENETA	BURBERRY	FENDI	MIUMIU
SAINT LAURENT	BALENCIAGA	ROGER VIVIER	DELVAUX
FERRAGAMO	LORO PIANA	MONCLER	MOYNAT
TODS			

WATCHES

AUDEMARS PIGUET	VACHERON CONSTANTIN	BREGUET
JAEGER-LECOULTRE	A. LANGE & SÖHNE	ROGER DUBUIS
OMEGA	IWC	HUBLOT
BLANCPAIN	PANERAI	TAG HEUER
BREITLING	ZENITH	MONTBLANC
TUDOR	LONGINES	

MEN'S BOUTIQUE

LOUIS VUITTON	DIOR	PRADA	RIMOWA
LORO PIANA	CELINE	GUCCI	BURBERRY
BOTTEGA VENETA	BALENCIAGA	BERLUTI	BRUNELLO CUCINELLI
TOMFORD	FENDI	THOM BROWNE	ZEGNA
LEICA	TODS	GIORGIO ARMANI	LOEWE
VALENTINO	BOONTHESHOP		

JEWELRY

CARTIER	BULGARI	VAN CLEEF & ARPELS	TIFFANY & CO.
BOUCHERON	GRAFF	DAMIANI	PIAGET
CHOPARD	ADDIR	CHAUMET	CHROME HEARTS
TASAKI	FRED	GOLDEN DEW	

FOREIGNER SERVICES 8F INFORMATION	CONCIERGE DESK	Membership registration, interpretation services (English/Chinese), promotional guidance, and more
	TAX REFUND DESK	Tax refund services available
	BAGGAGE STORAGE	Complimentary storage for shopping bags, suitcases, and personal items

SHINSEGAE CENTUM CITY

THE WORLD'S LARGEST DEPARTMENT STORE

SHINSEGAE CENTUM CITY - Officially Recognized by Guinness World Records
as the World's Largest Department Store Home to over
850 premium brands including CHANEL, HERMÈS, LOUIS VUITTON,
and more, SHINSEGAE CENTUM CITY brings together the finest in
global luxury fashion, cosmetics, gourmet food, and trendsetting lifestyle.
Enjoy not only world-class shopping, but also Spa Land, where you can relax
in a hot spring experience within the city, and a year-round indoor ice rink,
all part of this unparalleled leisure and shopping destination.

DEPARTMENT STORE					
14 -11	ZOORAJI	GOLF RANGE		MALL	
10		TRINITY CLUB&SPORTS TRINITY RESTAURANT			7
9		RESTAURANT CUSTOMER SERVICE			6
8	HOME COLLECTION FURNITURE · INTERIOR	KIDZANIA			5
7	HOME COLLECTION ELECTRONICS · HOME DECO · KITCHENWARE	KIDZANIA	4		
6	KID'S WEAR · GOLF WEAR SHINSEGAE GALLERY · SHINSEGAE ACADEMY	FAMILLE STATION KIDZANIA	3		
5	MEN'S · CINE DE CHEF		2		
4	WOMEN'S CASUAL WEAR ICE RINK · FOOD PARK		1		
3	CONTEMPORARY · SHOES	LIFESTYLE	B1		
2	LUXURY BOUTIQUE · WATCH WOMEN'S CONTEMPORARY	SPORTS WEAR CASUAL WEAR	B2		
1	LUXURY BOUTIQUE · COSMETICS SPALAND		SPORTS WEAR OUTDOOR WEAR	B3	
B1	FASHION GOODS · EVENT HALL SHINSEGAE FOOD MARKET	SPORTS SHOE	B4 -B4		
B2	HYPER GROUND · PARKING	FACTORY STORE YOUNGPOONG BOOKSTORE			
B3	PARKING	PARKING			
			PARKING		



HYPER GROUND

B2

**MARDI MERCREDI**

A fashion brand known for its unique aesthetic, Mardi Mercredi is beloved for its signature flower embroidery logo and effortlessly casual mood.

**WACKY WILLY**

A casual brand for everyone, Wacky Willy offers fresh inspiration and playful energy through bold and witty colors.

**MARITHÉ FRANÇOIS GIRBAUD**

A street-casual brand rooted in French sensibility, offering unisex fashion with a modern, trendy, and refined aesthetic.

**EMIS**

With a concept focused on celebrating special moments in everyday life, emis is a lifestyle brand known for its signature collection of bold caps and standout accessories.

**THISISNEVERTHAT**

A leading Korean streetwear brand that reinterprets the vintage sports mood of the 1990s with a contemporary aesthetic.

COSMETICS & ACC

1F

**TAMBURINS**

A premium perfume and skincare brand renowned for its distinctive fragrances and sensuous design, making a bold impression in every moment.

**NONFICTION**

A lifestyle beauty brand that conveys inner strength through the power of scent.

B1

**GENTLE MONSTER**

A global luxury eyewear brand known for its bold, futuristic designs that push creative boundaries.

**CASETIFY**

A tech accessory brand that elevates everyday style. With uniquely expressive designs, CASETIFY offers products that let you showcase your personal vibe and individuality.

SWEET & DELI

B1



CAFÉ LAYERED

A British-style bakery café renowned for its delicious scones and cakes. Signature Menu | Chive Cream Cheese Scone, Layered Signature Scone, Baby Teddy



EDAE MYEONGGWA

A premium Korean rice cracker brand that delivers rich flavor through direct high-heat roasting, without deep-frying. Signature Flavors | Peanut, Pecan, Sesame Peanut



PRESS BUTTER SAND

The globally beloved original butter sandwich cookie brand from Japan. Discover the iconic Press Butter Sand, a celebrated name in the world of cookies. Signature Flavors | Plain, Strawberry, Cheese, Hazelnut



GONG CHA

Discover Gong Cha, a premium tea brand that crafts its beverages from tea leaves once served in Chinese royal courts. Enjoy freshly brewed, top-quality bubble teas. Signature Menu | Black Milk Tea + Pearls, Taro Milk Tea + Pearls, Mango Yogurt + White Pearls



GELATI GELATI

DEPARTMENT STORE B1 / CENTUM CITY MALL 1F Experience the true taste and texture of authentic Italian gelato at this artisanal gelateria. Prepared freshly in-store using traditional Italian methods, Gelati Gelati delivers a rich and refreshing dessert experience you won't forget. Signature Flavors | Icheon Rice, Pistachio, Strawberry, Mixed Berry

FOOD

B1



GORDON RAMSAY BURGER

Experience gourmet dining with Gordon Ramsay Burger's premium creations made from top-quality ingredients and a one-of-a-kind recipe that sets it apart from the rest. Signature Menu | Hell's Kitchen Burger, Forest Burger, Blue Cheese Burger, and more



KIM'S MAGURO

A premium brand specializing in sashimi-focused restaurants and sushi dining. Known for its expertise in fresh tuna cuisine. Signature Menu | Fresh Tuna Sashimi, Bluefin Tuna, Flounder, Sea Bream, Tuna Sushi Rice Bowl

9F



THE KITCHEN IL FORNO

A casual Italian dining restaurant offering a variety of southern Italian dishes, including grilled specialties, pasta, and pizza, with a focus on traditional oven cooking (IL Forno). Signature Menu | D.O.C Pizza, Margherita Pizza, Neapolitan Bolognese, Tenderloin Steak



DIMDIMSUM

Introducing "Dimdimsum," one of the most beloved dim sum spots from Hong Kong. Now you can enjoy the authentic flavors of Hong Kong right here in Korea. Signature Menu | Shao Long Bao, Cantonese-style BBQ, Shrimp & Pork Siu Mai



MILHWA

With over 30 years of tradition, Milhwa specializes in hearty and warm Korean hot pot dishes, offering a comforting and authentic dining experience. Signature Menu | Shabu-Shabu Set, Bulgogi Hot Pot, Galbitang (Short Rib Soup)

LEISURE & EXPERIENCE

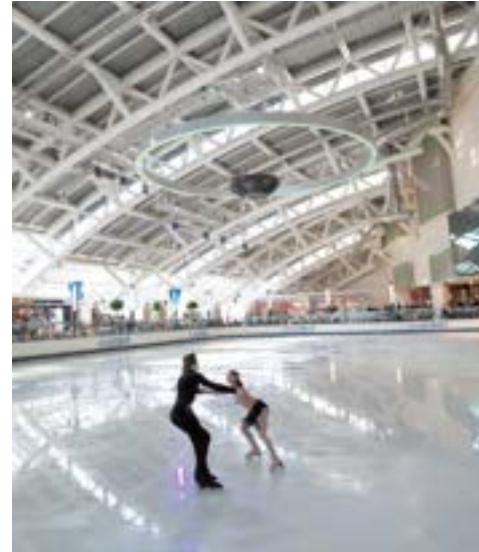
1F

**SPA LAND**

Experience the ultimate premium healing space where Korea's traditional sauna (jjimjilbang) meets modern spa therapy using natural hot spring water. If you're looking for the most luxurious spa experience in Busan, Spa Land is the perfect place to relax and unwind.

Hours of Operation | 09:00 - 22:00 (Last Admission: 21:00)

4F

**ICE RINK**

Enjoy a special year-round skating experience alongside your shopping trip! From premium-quality ice and skate rental services to a comfortable lounge, everything is prepared for your ultimate skating enjoyment.

Weekdays (Mon-Fri) | 10:30 - 18:00
(Last admission: 17:00)
Weekends & Public Holidays | 10:30 - 20:30
(Last admission: 19:30)
Closed | One day per month
(Department Store Holiday)

9F

**ZOORAJI PARK**

Zoorazi Park is an outdoor-themed playground combining the fun of a ZOO and the adventure of the JURASSIC era. It's an exciting destination where children and families can enjoy a unique experience together.

Weekdays (Mon-Fri) | 10:30 - 20:00
Weekends & Public Holidays | 10:30 - 20:30

BRANDS

LUXURY BOUTIQUE

CHANEL	LOUIS VUITTON	HERMÈS	GOYARD
DIOR	GUCCI	PRADA	CELINE
BOTTEGA VENETA	BURBERRY	FENDI	MIUMIU
SAINT LAURENT	BALENCIAGA	ROGER VIVIER	DELVAUX
FERRAGAMO	LORO PIANA	MONCLER	TOD'S
LOEWE			

MEN'S BOUTIQUE

LOUIS VUITTON	DIOR	GUCCI	PRADA
BALENCIAGA	BURBERRY	BOTTEGA VENETA	FENDI
TOM FORD	THOM BROWNE	GIORGIO ARMANI	DOLCE & GABBANA
BERLUTI	ZEGNA	CORNELIANI	S.T. DUPONT
HUGO BOSS			

TAX REFUND

SHINSEGAE CENTUM CITY MALL 3F
We provide tax refund services for international customers who make eligible purchases. Assistance is available in-store, including guidance and interpretation services related to tax refund procedures.
T. +82-51-745-1077

BAGGAGE STORAGE

B2 / SHINSEGAE CENTUM CITY MALL 1F
Enjoy up to 4 hours of complimentary storage for your shopping and belongings. After that, a paid service applies (luggage storage available).
Rates | Small/Medium items: 1,000 KRW per hour Large luggage: 2,000 KRW per hour

WATCHES

PATEK PHILIPPE	VACHERON CONSTANTIN	ROLEX	BREGUET
PIAGET	JAEGER-LECOULTRE	OMEGA	IWC
HUBLOT	BLANCPAIN	PANERAI	BREITLING
TAG HEUER	TUDOR	MONTBLANC	CHRONOSWISS

JEWELRY

CARTIER	BULGARI	VAN CLEEF & ARPELS	TIFFANY & CO.
BOUCHERON	DAMIANI	PIAGET	CHOPARD
CHROME HEARTS	CHAUMET	FRED	GOLDEN DEW

INTERNATIONAL
CUSTOMER
INTERPRETATION
HOTLINE

If you experience any inconvenience while shopping or need interpretation support in-store, please call 1330. This real-time interpretation hotline offers immediate assistance in 8 languages.
After dialing, simply select your preferred language from the menu.

1330 KOREA TRAVEL HOTLINE

Select Language Option After Call Connection
Available Languages | English, Korean, Japanese, Chinese, Russian, Vietnamese, Thai, Indonesian
Operating Hours | 07:00-24:00 (KST), all year round

SHINSEGAE BRANDS



BOONTHESHOP

SPECIALTY STORE OF HIGHLY REFINED CURATION

Starting from BOON, which means “unexpected luck” and “best friend,”

BOONTHESHOP is a specialty store that proposes a variety of cultures and sophisticated lifestyles with constant curiosity based on its own philosophy.

Based on “Modern” “Timeless” “Originality” “Authenticity”, we respect tradition and craftsmanship, discover innovative brands, and introduce a higher level of curating that leads art and culture, including beauty, objects, and art as well as fashion.

BOONTHESHOP operates its flagship store in Cheongdam and shop-in-shops at Shinsegae Department Store including BOONTHESHOP WOMEN, BOONTHESHOP MEN, BOONTHESHOP MEZZANINE, BOONTHESHOP SHOE, and Casestudy.



BOONTHESHOP CHEONGDAM
21 Apgujeong-ro 60-gil, Gangnam-gu, Seoul, Korea
T. +82-2-2056-1234 Open daily: 11:00 - 20:00

Benefit for Foreign Customers | Receive a 5% discount when you sign up for BOONTHESHOP membership at the Cheongdam store.

* Some exclusions may apply.

For store locations within department stores, please scan the QR code to visit the Boontheshop website > INFORMATION > STORE LOCATION.



CHICOR

SHINSEGAE BEAUTY PLATFORM CHICOR

Welcome to the Beauty-full Lounge CHICOR, a space filled with everything beautiful. Featuring over 250 brands, CHICOR brings together makeup, skincare, hair & body care – everything from head to toe in one place.

From global luxury brands to trending K-beauty brands, immerse yourself in a world of beauty at CHICOR.

FEATURED BRANDS

TIRTIR, TAMBURINS, DALBA, HOURGLASS, HERA, JUNG SAEM MOOL, SW19, FEMMUE, CAUDALIE, 3CE, LAKA, NONFICTION, ESTHEDERM, BEAUTY OF JOSEON, TONE28, NARS, DEAR DAHLIA, BRAYE, HINCE, JM SOLUTION, FREEPLUS, MUDE, OIAD, MIXSOON, PLEUVOIR, SENNOK, NARKA, LAGOM, NARS, MAKE UP FOR EVER, MOROCCANOIL, KÉRASTASE

* Brand availability may vary by store and is subject to change without prior notice.

CHICOR SHINSEGAE GANGNAM

B1, SHINSEGAE Department Store, 176, Sinbanpo-ro, Seocho-gu, Seoul
T. +82-2-2150-2393 Weekdays: 10:30 - 20:00 / Friday to Sunday: 10:30 - 20:30

CHICOR SHINSEGAE CENTUM CITY

B2, SHINSEGAE Centum City Mall, 15, Centum 4-ro, Haeundae-gu, Busan
T. +82-51-745-2020 Weekdays: 10:30 - 20:00 / Friday to Sunday: 10:30 - 20:30

CHICOR AK HONGDAE

1F, AK&Hongdae, 188, Yanghwa-ro, Mapo-gu, Seoul
T. +82-2-789-9810 Weekdays: 11:00 - 22:00 / Saturday to Sunday: 10:30 - 22:00

CHICOR STARFIELD COEX

D109, Starfield COEX Mall, 513, Yeongdong-daero, Gangnam-gu, Seoul
T. +82-2-6002-3550 Daily: 10:30 - 22:00

FAST AND CONVENIENT

TAX REFUND (IMMEDIATE)

When making purchases **between KRW 15,000 and 999,999**
at the SHINSEGAE Department Store,
The VAT will be deducted from the payment amount.

(applicable only the same day of the purchases)



Shopping for
KRW 15,000 - 999,999



Presenting a passport
To the store cashier



Paying the amount
With VAT deducted

- Up to KRW 5M can be refunded immediately per person during their stay in Korea.
- Only applicable to foreign nationals with physical passports. (copies are not accepted)
- Applicable at the time of payment, immediate refund is not available at the Tax Refund Desk.

TAX REFUND (SUBSEQUENT)

When making purchases over **KRW 15K** at the SHINSEGAE Department Store,
You can receive a post – payment refund



Shopping for
KRW 15,000 -



VAT Inclusive
Payment



Issuance of
Receipt



Tax Refund

- If you need to add up receipts or downtown refund, please visit the Tax Refund Desk.

PAYMENT METHODS



SHINSEGAE
OFFICIAL HOMEPAGE

SHINSEGAE GLOBAL SNS

