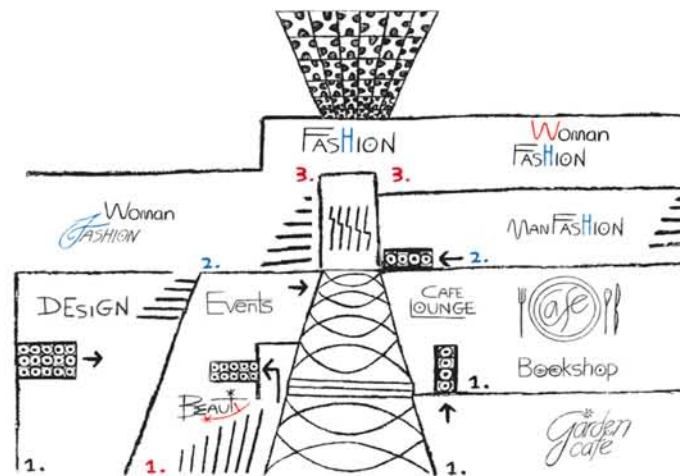


10 CORSO COMO
SEOUL
CHEONGDAM

10 Corso Como and **Samsung Cheil**, The Samsung fashion group, have joined together to bring the **10 Corso Como** concept to the capital city of Seoul. **10 Corso Como** opened in 2008 in Cheongdam-dong, the dynamic hub of the central city. Housed in a three level, 1400 sq. meter presentation of fashion, design, books, music and a garden restaurant café, **10 Corso Como** presents its personal global aesthetic with new Korean flavor. Designed by Kris Ruhs.



MAP



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EXTERIORS

10·CORSO·COMO
SEOUL
CHEONGDAM



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Bookshop



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EXHIBITION SPACE



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DESIGN

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SEOUL
CHEONGDAM



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FASHION
& DESIGN



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Woman
FASHION



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MAN FASHION

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SEOUL
CHEONGDAM



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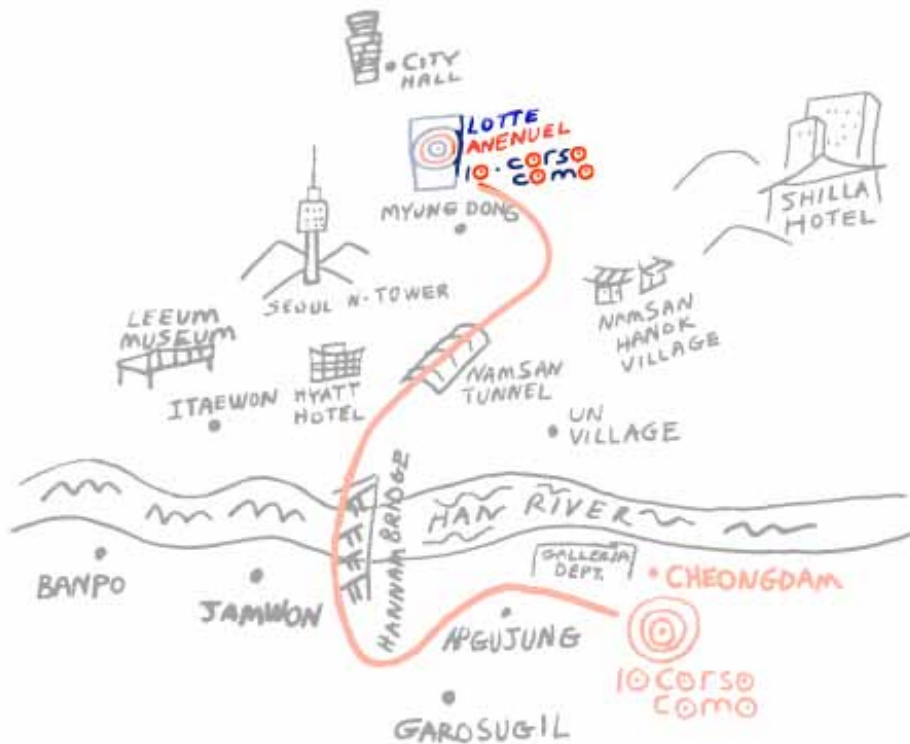
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10 CORSO COMO

SEOUL
AVENUEL



10 Corso Como and **Samsung Cheil** the Samsung fashion group have joined together to bring the **10 Corso Como** concept to the capital city of Seoul. In March 2008 **10 Corso Como** opened in Cheongdam-dong the dynamic hub of the central city. In March 2012 **10 Corso Como** and **Samsung Cheil** have opened a second location in Seoul housed in Lotte **Avenuel** on the 5th floor, in a newly designed spaced by Kris Ruhs.



10·corso·como
SEOUL
AVENUEL



On 31st March 2012, **10 Corso Como** has opened its second location in Seoul - **10 Corso Como** at **AvenueL**, Lotte, one of Korea's most iconic department stores, beautifully situated in the historic Myeongdong district of Seoul, along the north side of the Han River.

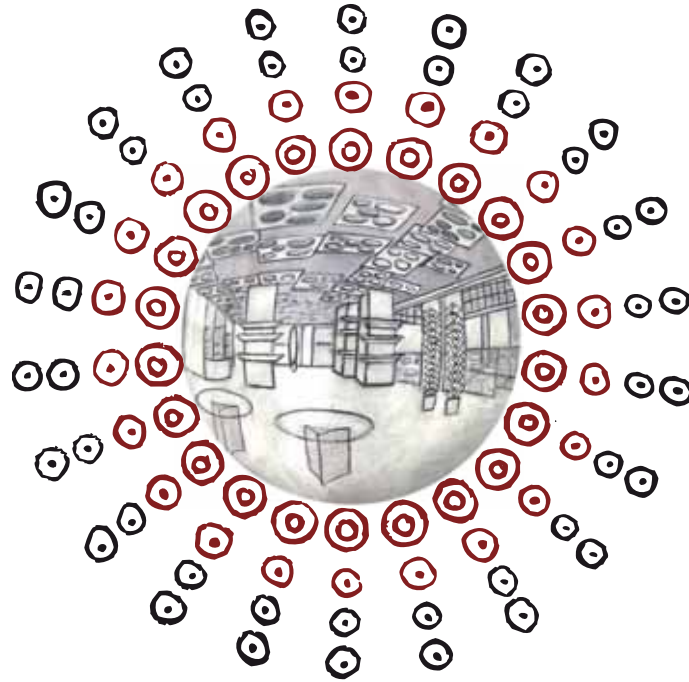
The **AvenueL** venue marks the beginning of a new style of retail partnership for **10 Corso Como** - joining for the first time ever a department store, occupying the entire fifth floor, 1,100 sqm space designed by American artist Kris Ruhs. A direct lift from the lobby brings the visitor to a destination of shopping and culture. In the heart of this international city,

10 Corso Como at **AvenueL** also offers an oasis of peace and nature in a newly created garden and fountains to welcome the **10 Corso Como** visitors and customers.



10·corso·como

SEOUL
AVENUEL



As one enters the ground floor lift in **Avenuel**, the doors open to introduce visitors and customers to the world of **10 Corso Como** that waits above on the fifth floor. Stepping into the **galleria**, one enters a world of art and aesthetics that reflects the new home of **10 Corso Como** at **Avenuel**.



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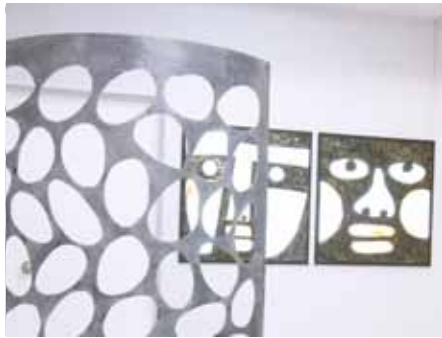


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10·corso·como
SEOUL
AVENUEL



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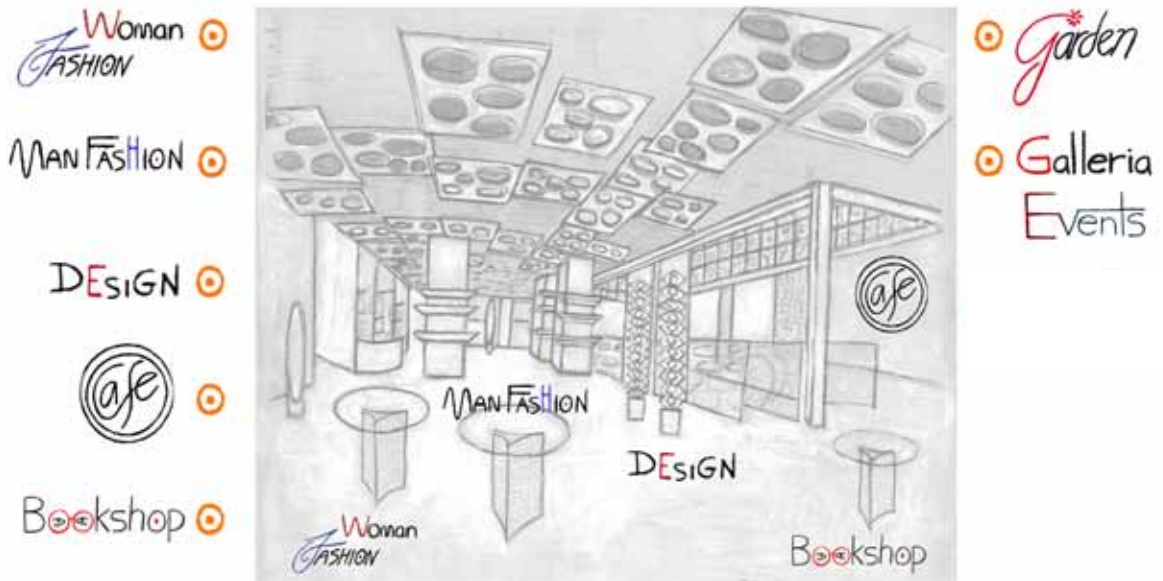


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10 CORSO COMO SEOUL AVENUE



The flow between **books, design objects, jewellery, music, fashion** and more will lead the visitor to naturally discover the small **café** overlooking the bustling city below and give new meaning to Slow Shopping in Seoul.



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SEOUL
AVENUEL



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10.corso.como
SEOUL
AVENUEL

Woman
FASHION



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10.corso.como

SEOUL AVENUEL



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MAN FASHION



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DESIGN



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10·CORSO·COMO
SEOUL
AVENUE

Bookshop



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BEAUTY



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10·corso·como
SEOUL
AVENUEL



For **10 Corso Como** a cup of coffee and a dolce is of great importance so every **10 Corso Como** since its opening in 1991 in Milano has had a café where one can sit and catch up with friends and share an afternoon of exciting discoveries. At **Avenue L** 10 Corso Como serves wonderfully crafted sweet cakes and pastries and paninis with coffee or teas and prosecco.



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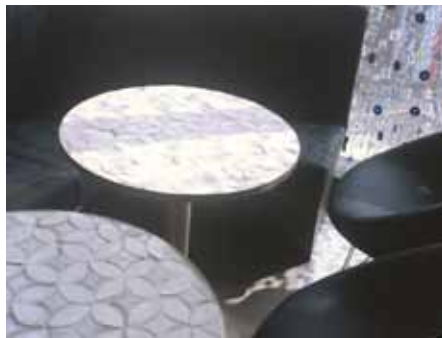


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SEOUL
AVENUEL



10 Corso Como is a lifestyle and so we have always had as much concern for the outside as the inside of every building that is our home, to share our pleasure in the outdoors with our visitors.

The gardens of Milano, having matured for twenty years, are now a glory any time of year. The garden at 10 Corso Como Cheongdam is meant to share with friends and visitors from around the world a bit of hospitality while they come to enjoy the whole **10 Corso Como** world. Here the allee between Lotte and **AvenueL** is transformed by Kris Ruhs into a small piazza with fountains and seating to enjoy the pleasure of the outside.



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