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Enjoy Visit Korea Year K-Culture Pop-Up Stores at The Hyundai Seoul, Millennial & Gen Z's Hottest Shopping Spots

Second Vice Minister attended the launch ceremony (Aug 10) to promote Korean tourism to keep up with changes in the consumption patterns of foreign tourists

- From Aug 10 to 23, stores to offer products representing K-culture from corn dogs, fashion items, and artwork collections

The Ministry of Culture, Sports and Tourism (Minister PARK Bo Gyoon, MCST) joins forces with the Korea Tourism Organization (CEO KIM Jang-sil, KTO) and Hyundai Department Store Group (CEO KIM Hyung Jong) to introduce “K-Culture Pop-Up Stores” at Iconic Square in The Hyundai Seoul (Yeoui-do, Seoul) (B2), from Aug 10 (Thur) to 23 (Wed). The Hyundai Seoul stands as one of the hottest shopping destinations for millennials and Gen Z tourists from overseas.

Second Vice Minister JANG Mi Ran attended the launch event on Aug 10 (Thur), contributing to the mission of raising awareness about K-culture. JANG emphasized, “K-Culture and the consumer culture of the MZ generation have reshaped the spending trends of international tourists. The Hyundai Seoul is a symbolic place at the forefront of these changes. I hope many foreigners visiting Korea will feel and experience the latest in K-culture.”

Offerings Include K-Culture Products, K-Pop Events, and K-Tourism Information

The K-Culture Pop-Up Stores showcase a diverse range of K-culture's latest offerings, including trendy fashion items, K-pop merchandise, dishes, artworks, and beauty products, along with K-tourism information.

Other product offerings include items inspired by traditional Korean culture, such as MU:DS and MIMIDAR from the National Museum of Korea, and globally acclaimed K-fashion brands, such as Undermycar, OY, and NOMANUAL. At the K-pop Experience Store, visitors can purchase and enjoy the music of the boy band ZEROBASEONE and related merchandise.

The stores also feature Two Hands, a Korean corn dog brand popular in the United States, as well as other Korean culinary delights (MAPCY Rice Wine) and beauty products (COSRX). The works of Kim Hyun Jung, the youngest Korean artist to receive an invitation for a solo exhibition at the Metropolitan Museum of Art in New York, USA, will also be showcased.

The host, The Hyundai Seoul, is a favored destination by many young generation visitors at home and abroad each year. Over the past 2 years, the department store has welcomed 80 million visitors, of which around 50 million were under the age of 30. The millennial and Gen Z account for 61.5% of foreign spending clientele.

MCST to Launch K-Culture Pop-Up Stores in Thailand in September

Starting in June this year, MCST and KTO have jointly launched K-Culture Pop-Up Stores at various locations within and beyond Korea to generate excitement around the Visit Korea Year and promote Korean tourism. Following successful launches in Busan and New York, The Hyundai Seoul was established as the third venue, with more stores slated to open in Thailand in September.

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