

# Blumarine



## **BLUMARINE IN SEOUL**

*The city of Seoul welcomes a new Blumarine mono-brand boutique.*

*The new store, whose interior covers a single floor, is located in the high-end Hyundai*

*Department Store and echoes the concept of all the Blumarine  
mono-brand boutiques around the world.*

*The design accents the typical features of the brand identity and its core theme is light combined with  
the idea of femininity, using white marble for the floors, racks in gloss steel, panels with a grey mo-  
ther-of-pearl finish and faceted mirrors that reference diamond shapes.*

*Sophisticated details in pink crystal are arranged next to the display units while the lighting, with  
state-of-the-art LEDs, enhances the palette of the space, creating sparkling and luxurious light effects*