

harlan + holden store, Lotte World Mall

Seoul, South Korea 2019–20

Founded in 2015, harlan + holden is a clothing retailer with 20 stores across South Korea, Indonesia and The Philippines. The company rejects fast fashion, instead focussing on comfortable and timeless pieces. This new store is located within the Lotte World Mall in the Songpa district of Seoul and was developed to serve and represent the brand's philosophy in spatial and physical form.

The curved store front is clad entirely in grooved terracotta panels with natural colour and finish, giving it a strong physical presence within the mall. Openings are cut into this façade creating an entrance and display window that connect visually to the interior. The interior consists of three interconnected rooms each with its own scale and proportions. Within each space niches accommodate racks, mannequins and the lighting fixtures for display freeing up the rest of the space for circulation. The ceilings and walls are finished in white textured plaster, fostering a calm atmosphere conducive to the appreciation of the clothes.

Project start	2019
Completion	2020
Gross floor area	210 m ²
Client	harlan + holden
Architect	David Chipperfield Architects Shanghai



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Architect	David Chipperfield Architects Shanghai
Partners	David Chipperfield, Libin Chen (Design lead)
Project architect	Manus Leung (Concept Design), Zhexu Du (Design Development, Construction Drawing Review, Artistic Site Supervision)
Project team	Qianqian Zhang, Chenchen Wu <i>In collaboration with</i>
Executive architect	Edam SD, Seoul
General contractor	Edam SD, Seoul
Lighting consultant	Viabizzuno, Shanghai