

5 H&M

UNIVERSAL DESIGN STUDIO
SEOUL, KOREA





BUILDING ON THE CONTINUING
SUCCESS OF THEIR WORK FOR
INTERNATIONAL FASHION
BRAND H&M, London's Universal Design
Studio has now designed the
exterior façade for the Korean
flagship store in Seoul. This, their
tenth site for H&M, is based on the
distinctive modular design of other
locations such as the H&M store
in LA....>





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.....> Universal Design Studio has accentuated the three-dimensional appearance of the facade by using small and large-scale perforations to produce tonal contrast and visual depth to the pleated cladding. The façade comes alive at night when concealed illumination turns the store into a dramatically lit beacon. The three-storey-high sculptural relief creates an effect that softens the hard, dominant lines of the existing building structure.

Internally, the design also includes a concept staircase created from a 'ribbon' of white glass.

This forms the internal balustrade, and an articulated shroud of tightly stacked vertical louvers form the external walls.

Universal Design Studio's rolling project with H&M is an example of their ability to tailor solutions to individual sites whilst still creating engaging spaces and brand continuity. The original brief was to create an iconic façade concept that could be used to brand the first Asian H&M flagship stores but the design has proved so successful that it is now used as H&M's global identity and will be applied to stores all over the world.