



GU Korea Launching Press Conference

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Importance of Korean Market for GU

**Korea is a basis for
business expansion in Asia**

**We can learn from Korea, which is an advanced country
in the fashion market**

**Success in Korea is indispensable for business
expansion in Asia, since it is a huge market**

1st GU store in Korea

【GU Lotte World Mall store】

Address : B1F, Lotte World Mall
300 Olympic-ro, Songpa-gu, Seoul

Floor space : Approx. 1,400m²

Opening date : Friday, September 14, 2018, 10 a.m.



1st GU store in Korea



Characteristics of GU Korea

- 1. Offer items that Korean customers can enjoy**
- 2. Launch online store and official mobile app before opening the offline store**
- 3. Provide professional styling service by 'GU advisor'**

1. Offer items that Korean customers can enjoy

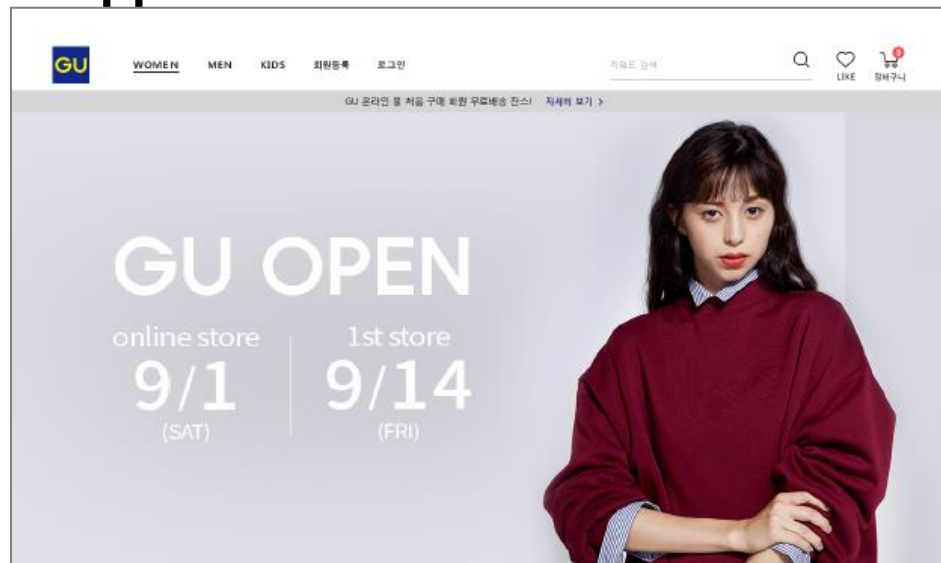
Propose the latest popular fashion reflecting global trends



2. Launch online store and official mobile app before opening the physical store

Promptly provide GU product information to customers across the country

- Send out information on new items and items on sale as well as styling information
- Give discount coupons that can be used at GU online store for those who download the app for the first time



3. Provide professional styling service by 'GU advisor'

Provide customized 'special styling service' to each customer

- 'GU advisors' are specialists in styling and give bespoke advice to customers
- Provide service to individual customers in a polite and sincere manner



Open POP-UP STORE for a limited period

Be first to meet GU at three-day preview



【GU POP-UP STORE (tentatively named)】

Address :

Near Hongik University



Period :

Friday, Aug. 24- Sunday, Aug. 26, 2018

