

영어

2026 Gangnam Hallyu Tourist Guidebook

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Gangnam K-culture Playbook



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Gangnam K-Culture Playbook

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The Alpha and Omega of Gangnam Hallyu



Gangnam is the birthplace of K-Pop idols, and K-Star Road, connected to Apgujeong Rodeo Station, is its heart. Upon arrival, you'll be greeted by the iconic Gangnamdols, statues sculpted in the likeness of K-Pop idols. These unique sculptures are, naturally, a popular photo spot, perfect for commemorating your Gangnam journey. What's more, numerous drama filming locations and idol-frequented shops are just a stone's throw away, offering the exciting possibility of a chance encounter with your favorite star. Now, take your first step into this thrilling experience.

Tourism ✨ K-Star Road



Memories Towards a Dream, *Stray Kids* Tour in Gangnam 

For Stray Kids, who spent their trainee days in Gangnam, the memories here are extra special. Fans often visit Cheongdam-dong, where the old JYP building used to be, and the surrounding areas to retrace those steps. We recommend listening to "GLOW" and "4419," album tracks that capture these memories, to make your Stray Kids tour even more meaningful





HEY GANGNAM FESTIVAL

Gangnam's K-Culture Spectacle that Painted the Autumn in Vibrant Hues: The 2025 Gangnam Festival. This year's festival, even more special as it celebrated the district's 50th anniversary, captivated global attention with its fusion of music, fashion, and gourmet delights. Far beyond a mere local celebration, it once again solidified Gangnam's status as a global cultural hub. Here's a record of the fervent passion and excitement that permeated the event..



1 Yeongdong-daero K-Pop Concert(COEX East Square (COEX Urban Park) & Yeongdong-daero)

The Yeongdong-daero K-Pop Concert, a signature event of the Gangnam Festival, cranked up the excitement with an amazing lineup of popular artists like god, BTOB, and FIFTY FIFTY. The mix of music, lights, and roaring crowd filling Yeongdong-daero offered a unique experience you don't easily get in everyday life, letting everyone feel the vibrancy of K-Pop live.

2 HEY Gangnam Family Concert (COEX East Square(COEX Urban Park) and Yeongdong-daero)

The HEY Gangnam Family Concert created a special time where everyone, from kids to adults, could connect and enjoy performances that resonated with all generations. Diverse genres appealed to different age groups, fostering natural communication and harmony. The warm energy from the stage combined with the audience's cheers made for a deeply moving experience.

3 Gangnam Fashion Festa (COEX Atrium Piloti)

From fashion shows to K-Pop artists, DJs, and dance teams.

The Gangnam Fashion Festa, presented as a hybrid stage blending music, style, and performance, became a unique platform to encounter the latest trends firsthand. Dynamic performances and stylish looks, bathed in the runway lights, captivated the audience's eyes and ears simultaneously, eliciting enthusiastic responses amidst a more splendid and innovative celebration of fashion, music, and performance than ever before.

4 Gourmet Journey & K-Culture Zone (COEX K-Pop Square)

No fun festival is complete without delicious food. The Gourmet Tour, created to introduce more K-foods beyond just kimchi, bulgogi, and bibimbap, was a highly anticipated program. It widely promoted the charm of K-food through various tastings and experiences.

Additionally, the K-Culture Zone offered a wealth of fun activities to directly experience Korea's latest trends, including Gyeongju's famous Hwangnam bread and beauty experiences from popular brands like LAKA and TAMZ.

5 HEY Gangnam International Peace Marathon(Bongeunsa-ro)

The HEY Gangnam International Peace Marathon, which culminated the Gangnam Festival, unfolded amidst fervent enthusiasm. Approximately 10,000 participants joined in four categories—full course, half course, 10km, and 5km—running vigorously through the city center, sharing the simple yet powerful message of peace conveyed through running. The massive wave of runners created by 10,000 people showcased the festival's global appeal, creating an even more brilliant moment as a flagship event of Gangnam, blending culture and sports.



강남페스티벌
자세히 알아보기





Road to K-Star

At a glance

From K-Pop stars' footsteps and iconic drama scenes to hands-on one-day classes, experience the charm of Hallyu with all your senses in Gangnam.

#1 In the K-Drama

Relive the emotion of K-Dramas by visiting Gangnam's filming locations that bring those unforgettable scenes to mind.



#2 The Hallyu Trail

Gangnam is where K-Pop idols originated. Visit entertainment agencies like Starship Entertainment and FNC Entertainment.



#3 K-Play

Get closer to your favorite idols by experiencing essential idol activities like dancing and singing.



A Day of Gangnamdols

Hey, Jang Wonyoung's birthday ad is playing at COEX K-POP Square today. Let's go see it together.



And then, let's hit up Queens Park Cheongdam, that restaurant from "Crash Landing on You," the drama I'm binging these days. I'll treat you to dinner!



Recommended Courses

point! Your trip will be even better if you plan your itinerary around your favorite shows and idols!

① Spend a day fully immersed in the idol experience, imagining your future as an idol.

K-Star Road Starship Entertainment MUDDOCTOR Academy Gangnam Headquarters King Studio Seolleung Branch

② A course where you get to be an actor in a drama or movie! Explore amazing scenery from morning to night.

Philkyungjae COEX K-Pop Square Queens Park Cheongdam Branch Cheongdam Bridge

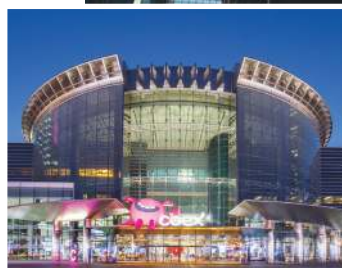
#1 In the K-Drama

Relive the emotion of scenes you've only seen on screen. Step into the shoes of your favorite drama characters by visiting Gangnam's sophisticated and trendy spots.

K-Pop Demon Hunters ① COEX K-Pop Square

A representative Gangnam tourist attraction featured in 'K-Pop Demon Hunters,' the film that sparked a global golden craze. Appearing in the early part of the movie, COEX K-Pop Square boasts an overwhelming 3D billboard, used for various idol birthday ads and comeback announcements. This makes it a must-visit for K-Pop fans. Starting from Samseong Station Exit 6, the panorama of various sized billboards lined up is truly a magnificent sight.

📍 Subway Line 2, Samseong Station, Exit 6



K-Pop Demon Hunters / Avengers ② Cheongdam Bridge-Samseong Sunrise Park

Cheongdam Bridge is Korea's first double-decker bridge. In the movie 'K-Pop Demon Hunters,' it appears in a scene where the three huntresses battle demons. Their dynamic struggle on the bridge, fighting atop a moving subway train, is particularly striking.

📍 39, Yeongdong-daero 128-gil, Samseong Sunrise Park



Crash Landing on You / Itaewon Class ③ Queen's Park Cheongdam

A leading brunch restaurant in Gangnam, long beloved by many. It gained significant attention by being featured in dramas like 'Crash Landing on You' and 'Itaewon Class.' Its elegant interior, designed with a British naturalism concept, and its dining experience are also highly popular.

📍 22, Apgujeong-ro 60-gil
☎ 02-542-4073
🕒 Monday~Friday 11:00~21:00,
Saturday~Sunday 10:00~21:00
🌐 app.catchtable.co.kr/ct/shop/queenspark



When Life Gives You Tangerines ④ Philkyungjae

In the Netflix drama 'When Life Gives You Tangerines,' Philkyungjae, a prominent Korean restaurant in Gangnam, appears as the setting for the main character(played by IU(Lee Jieun))'s family introduction. This 500-year-old traditional Korean house specializes in royal court cuisine, where guests can enjoy a unique blend of exquisite Korean flavors and aesthetics.

📍 205 Gwangpyeong-ro
☎ 02-445-2115
🕒 Daily 12:00 to 22:00 every day(15:00~17:30 break time)
🌐 philkyungjae.co.kr



My Lovely Liar / Celebrity / Good Partner ⑤ 0914 Dosan Flagship Store

Exuding an unusual atmosphere from its distinctive exterior, this famous location has appeared in several dramas. Inside, it comprises a product shop for Simone's 0914 brand and a handbag museum, making it a great place to spend time.

📍 15, Dosan-daero 45-gil
☎ 02-2056-0914
🕒 Monday~Saturday 11:00~20:00,
Sunday 11:00~19:00
🌐 gonguilsa.com
📱 @0914gonguilsa



#2

The Hallyu Trail

The current wave of Hallyu, which began with dramas and is now led by idols, is starting right here in Gangnam, where many entertainment agencies are located. Visit these places to discover how the stars who captivate fans worldwide are born.

7 BH Entertainment

Lee Byung-hun's agency, which gained even more recognition with 'Squid Game.' In addition to Lee Byung-hun, Park Bo-young, Park Jinyoung, Han Hyo-joo, and Han Jimin are also part of this agency, making it a leading entertainment company specializing in Hallyu actors.

- 35, Nonhyeon-ro 142-gil
- 02-542-3724
- bhent.co.kr
- @bhent_official



9 Fantagio

The entertainment agency home to Cha Eun Woo, famous for the saying, "My favorite is my favorite, but Cha Eun Woo is Cha Eun Woo." It is also well-known for utilizing the former SM Entertainment building. Ong Seongwu and Lee Se Young are also affiliated with this agency.

- 648, Samseong-ro
- 02-543-5564
- www.fantagio.kr
- @fantagio_official



6 FNC Entertainment

A company renowned for "band-dols" such as FTISLAND and CNBLUE. With comedian Moon Seyoon and actor Jung Haein also under its wing, it garners significant attention from many Hallyu fans.

- 46, Dosan-daero 85-gil
- 02-517-5426
- www.fncent.com
- @FNC_ENT



8 Starship Entertainment

A rising entertainment agency at the heart of the new Hallyu wave. It represents IVE, MONSTA X, as well as popular actors like Lee Kwangsoo, Lee Dongwook, and Yoo Yeonseok.

- 4-5, Samseong-ro 146-gil
- 02-592-4000
- www.starship-ent.com
- @officialstarship



10 P Nation

An entertainment agency established by PSY himself, who brought Gangnam to global fame. It's home to Hwasa, Crush, Heize, and is renowned for its many talented artists boasting powerful performances.

- 21, Nonhyeon-ro 151-gil
- inquiry@pnation.com
- www.pnation.com



#3

K-Play

Discover places where you can learn to dance and sing like K-Pop idols. Even create your own amazing original music and choreography videos!



12 Dance Joa Gangnam Station

A renowned academy famous for its K-Pop dance programs. It stands out for its diverse offerings, including classes by difficulty level and beginner-friendly sessions. It's already popular on social media like YouTube and Instagram.

- 8F Floor, Youngjun Building, 17-6, Yeoksam-ro 3-gil,
- 0507-1353-5022
- Monday~Thursday 11:00~21:00, Friday 11:00~18:00, 12:00 to 16:00 on Saturday and Sunday
- blog.naver.com/dancejoa_2005
- @dancejoa



11 King Studio Seolleung Branch

King Studio is where you can experience recording like an idol, even if you haven't debuted. If you're looking for a high-quality music production experience guided by professional music producers, this is the place to go.

- 52, Samseong-ro 75-gil, B1
- 02-6349-2429
- 10:00 to 22:00 every day
- kingstudio.co.kr
- @kingstudio_official



13 MUDOTOR Academy Gangnam Headquarters

A comprehensive K-Pop academy. Stray Kids' Changbin and Heart2Hearts' Stella are famous alumni of this academy. Additionally, it offers a one-week short camp for foreigners, experiential one-day classes, and daily tours, making it highly popular.

- 4F, Cheongrim Building, 70, Gangnam-daero 94-gil
- 0507-1407-5151
- Monday~Saturday 13:00~22:00 (closed on Sundays)
- www.mudotor.kr
- @MUDOTORVocalDanceStudio





K-Place At a glance

Here are some must-visit spots if you're in Gangnam.
You can experience Gangnam's past, present, and future here.

#1 Must Visit

A must-visit for anyone in Gangnam! There are plenty of unique places to discover, such as Starfield Library, Bongeunsa Temple, and Kukkiwon.

#2 Art

From traditional art to architecture, traditional arts to contemporary art, take a quiet museum tour in the city center and find a new moment of pause in your travels.

#3 Goods

From capsule toys and key ring dolls to small souvenirs commemorating your Gangnam trip and various character goods of your favorites, you can find them all in Gangnam.

#4 K-Play

We recommend a one-day craft class where you can create unique keepsakes for your trip. Your own personalized masterpiece will come to life in your hands.

A Day of Gangnamdols

I saw a random play dance performance at Gangnam Square Plaza today, and everyone was amazing.



I went to Ktown4u at COEX Artium to buy the new RIIZE merchandise. There were so many cute new items, I ended up buying too much!

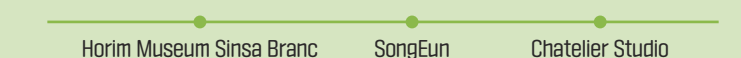
Recommended Courses

Point! You can experience both the quintessential Gangnam vibe and a peaceful feeling as if you've left Gangnam behind, all at once.

① Grouping your visits around COEX will make for a much more fulfilling trip.



② A classic trip intertwined with art. Embark on it in Gangnam.





#1 Must Visit

A must-do on your Gangnam itinerary. If you come to Gangnam, you absolutely have to take a “proof shot” here. We introduce 5 essential spots, from shopping malls to parks.



2 Bongeunsa Temple

A representative Korean Zen Buddhist temple that has continued for nearly a thousand years, it holds even greater value as it can be found in the heart of the city. Having been rebuilt and restored repeatedly through countless wars and hardships, it is now considered a major tourist attraction in Gangnam.

- 531, Bongeunsa-ro Daily 05:00-22:00
- 02-3218-4800
- Daily 05:00~22:00
- www.bongeunsa.org



1 COEX Starfield Library

One of Gangnam’s most beloved attractions, many people visit COEX just to see this library. It houses 70,000 books across 13-meter-high bookshelves, offering comfortable seating and cultural programs.

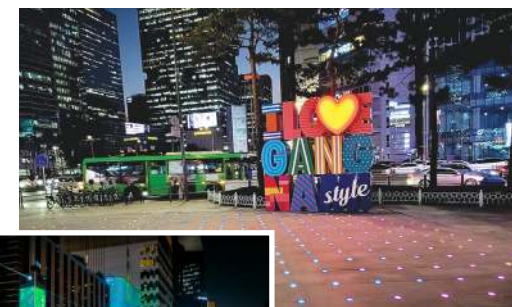
- B1, Starfield COEX, 513, Yeongdong-daero
- 02-6002-3031
- Daily 10:30-22:00
- www.starfield.co.kr/starfieldLibrary
- @starfieldLibrary



3 Gangnam Square Plaza

Located between Gangnam Station Exits 11 and 12, Gangnam Square Plaza, reborn as a K-Culture performance venue, is a space that further enhances the charm of Gangnam Station. Especially when visited at night, you can fully enjoy Gangnam’s dazzling nightscape alongside the G-Light installations.

- Between Gangnam Station Exits 11-12, 396, Gangnam-daero



4 Kukkiwon

The world headquarters of Taekwondo and the heart of Korean Taekwondo. Every year around September to October, a Taekwondo competition festival for foreigners is held. Inside, you can also explore facilities that host international events like the World Taekwondo Hanmadang.

- 32, Teheran-ro 7-gil
- 02-567-1058~9
- Mon-Fri 09:00-17:30
(Closed on weekends and public holidays)
- kukkiwon.or.kr



5 Yangjaecheon Waterside Culture & Rest Area

A brand new hot spot opened in 2025! With a diverse array of performances and exhibitions, this place is brimming with entertainment, where even a brief moment of rest becomes another exquisite part of your journey.

- 77, Nonhyeon-ro 22-gil
- 02-6712-0523
- Daily 09:00-22:00



#2 Art

A journey filled with art offers a more refined and healing experience. If you wish to momentarily escape the bustling city, seek out a museum and discover its unique charm.



⑦ Horim Museum Sinsa Branch

The Horim Museum, a must-visit for fans since BTS' RM visited and left a verified photo. This Sinsa branch opened in 2009, following the Shinrim headquarters in 1982, and is a precious space where historical and cultural heritage can be encountered in the heart of the city..

- 📍 317, Dosan-daero
- ☎ 02-541-3523~5
- 🕒 Tue-Sat 10:30-18:00
(Last admission 1 hour before closing, closed on Sun & Mon)
- 🌐 www.horimmuseum.org/ko



⑥ SongEun

A cultural space operated by the SongEun Cultural Foundation, reaching out to the public by supporting outstanding emerging artists and presenting idea-rich exhibition programs. The building's exterior, a collaboration with international architects, is also considered a noteworthy sight.

- 📍 441, Dosan-daero
- ☎ 02-3448-0100
- 🕒 Mon-Sat 11:00-18:30
(Varies by exhibition, closed on Sundays)
- 🌐 songeun.or.kr



⑧ My Art Museum

Located in the basement of the Teheran-ro Textile Center Building, this museum stands out with its spacious layout. Opened in 2019, it has attracted considerable attention by hosting exhibitions of famous painters such as Alfons Mucha, Chagall, Henri Matisse, and Joan Miró.

- 📍 B1, Textile Center Building, 518, Teheran-ro
- ☎ 02-567-8878
- 🕒 Daily 10:00-19:40
- 🌐 myartmuseum.co.kr
- 📱 @myartmuseum_official



⑨ Perrotin

The Seoul branch of Perrotin, which operates galleries worldwide. It gains even greater value by introducing diverse Korean artists abroad and showcasing high-quality exhibitions by international artists. The two-story space provides a pleasant viewing environment.

- 📍 10, Dosan-daero 45-gil
- ☎ 02-545-7978
- 🕒 Tue-Sat 10:00-18:00 (Closed on Sun & Mon)
- 🌐 www.perrotin.com



⑩ Platform-L

Platform-L is an architectural marvel that won the Gangnam-gu Award for Beautiful Architecture, and a museum that offers visitors a wide range of artistic experiences. Here, they endeavor to present exhibitions of various art forms, including performance art and installation art.

- 📍 11, Eonju-ro 133-gil
- ☎ 02-6929-4470
- 🕒 Tue-Sun 11:00-20:00 (Closed on Mondays)
- 🌐 platform-l.org
- 📱 @platforml.official



#3

Goods

How about attaching a doll key ring, commemorating your Gangnam trip, to your bag? This is the place where you'll find all the cute things you desire.



#12 Ktown4u COEX

A must-visit for K-Pop fans. Here, you can enjoy not only albums but also merchandise purchases and pop-up events. Sometimes, you might even be lucky enough to catch a glimpse of an idol. A K-Pop academy is also operated on the 4th floor.

- 📍 2nd-4th Floor, COEX Artium, 513, Yeongdong-daero
- 🕒 Daily 11:00-20:00
- 🌐 www.ktown4u.com
- 📱 @ktown4u



#11 Kakao Friends Starfield COEX Mall

A character shop that will instantly make you exclaim "Cute!" With a wide variety of products utilizing various Kakao Friends characters, including dolls, household goods, and travel souvenirs, the store is always bustling with customers looking to buy mementos.

- 📍 B1, Starfield COEX Mall, 513, Yeongdong-daero
- ☎ 02-6002-1880
- 🕒 Daily 10:30-22:00
- 🌐 store.kakao.com/kakaofriends



#4

K-Play

Create beautiful works of art with your own hands and take them home as souvenirs. The memories of your trip embedded in your creation will become even more cherished.



#14 Ceradu

A place where you can create your own souvenir imbued with Korean aesthetics. They offer classes where you can use brushes to inscribe colorful dancheong patterns onto bisque-fired ceramics. It's popular among foreign tourists for its ability to experience simple yet beautiful East Asian art.

- 📍 B1, Gye-yu Building, 332, Nonhyeon-ro
- ☎ 0507-1371-9654
- 🕒 Daily 10:40-21:00
- 🌐 blog.naver.com/minekk
- 📱 @ceradu02



#13 Chatelier Studio

A hobby art studio that boasts an inspiring atmosphere, making you want to paint just by stepping inside. From Bearbrick to acrylics, you can experience all the art forms you desire.

- 📍 202, 24, Bongeunsa-ro 30-gil
- ☎ 0507-1319-1697
- 🕒 Mon 10:00-13:00, Wed 16:00-22:00, Thu 17:00-22:00, Fri 10:00-22:00 (Break Time 13:00-16:00), Sat-Sun 10:00-19:00 (Closed on Tuesdays)
- 🌐 chatelier.kr
- 📱 @chatelier.kr



#15 S.J. Cho Korean Paper Art Gallery

A quiet gallery nestled amidst the Samseong Station skyscraper forest, where you can admire elegant paintings on hanji (Korean traditional paper) and even try painting yourself. Experience traditional art in this multi-cultural space, a hidden gem known only to a few.

- 📍 12th Floor, Dongwoori Building, 14, Teheran-ro 92-gil
- ☎ 02-501-1505
- 🕒 Mon-Fri 11:00-19:00 (Closed on Sat, Sun, & public holidays)
- 🌐 www.hanjigrim.com





#1 Like K-Stars

Visit your beloved star's beauty salon and transform into their radiant self with the same makeup.



1 Chahong Ardor Flagship

A premium salon operated by renowned makeup artist Chahong, offering everything from makeup to nail care and hair spa services. Here, you can receive top-tier private services.

📍 10, Eonju-ro 152-gil
☎ 02-3445-8520
🕒 10:00~18:30
🌐 chahongsalon.com
📱 @chahong_official



2 Artisichacha Cheongdam

Famous as the salon for BLACKPINK's Rosé and CHUNG HA. If you desire their sparkling and glamorous makeup, this is a must-visit. The sophisticated interior also enhances the delightful experience.

📍 B1-B2, 31, Apgujeong-ro 80-gil
☎ 02-518-9213
🕒 Daily 10:00-18:00
📱 @artisichacha_official



3 Jenny House

A Cheongdam-dong beauty salon that has been responsible for K-stars' hair and makeup for many years. Many, regardless of whether they are actors, idols, or celebrities, visit this place.

📍 56, Seolleung-ro 146-gil
☎ 02-541-7788
🕒 Daily 11:00-18:00
🌐 jennyhouse.co.kr
📱 @jennyhousepr



4 Bit&Boot

A beauty salon particularly well-known among K-Pop idol fans. Alongside Director Park Nae-ju, Director Won Jeong-yo's launched beauty brand in Japan is especially popular.

📍 1st Floor, 49, Dosan-daero 81-gil
☎ 02-514-1239
🕒 Daily 10:00-18:00
📱 @bit.boot



5 Soonsoo Cheongdam Main Branch

This salon caters to SHINee's Onew, Oh My Girl's YooA, and offers a wide range of services from hair and makeup to wedding preparations. Recently, three of its makeup artists appeared on a popular variety show, drawing even more attention.

📍 4, Dosan-daero 61-gil
☎ 02-518-6221~2
🕒 Daily 10:00-18:00
🌐 soonsoobeauty.com
📱 @soonsoobeauty





⑥ Positive Hotel Kitchen Seolleung

A store selling various wellness foods for modern individuals. SEVENTEEN's Seungkwan introduced one of their products as a "great item for reducing swelling," leading to a sales frenzy. Take care of your K-wellness and inner beauty amidst the bustling city.

- 📍 1st Floor, 407, Teheran-ro
- ☎ 0507-1377-0447
- 🕒 Mon-Fri 08:00-21:00 (Last order 20:30)
Sat-Sun 10:00-18:30 (Last order 18:00)
- 🌐 positivehotel.com
- 📱 @positivehotel_official



⑧ Chicor Gangnam Station Branch

A space where you can experience a variety of domestic beauty brands. It prominently features popular Korean beauty brands that are gaining traction overseas and offers "hyper-personalization services" to create your own shampoo and serum.

- 📍 1st Floor, 408, Gangnam-daero
- ☎ 02-501-6281
- 🕒 Mon-Fri 10:30-23:00,
Sat-Sun 10:30-22:30
- 🌐 chicor.com
- 📱 @chicor_shinsegae



⑦ Olive Young Gangnam Center Branch

Korea's representative beauty select shop. If you're near Gangnam Station, an Olive Young shopping spree is an essential part of your itinerary. You'll quickly discover all the trending brands and the latest new arrivals.

- 📍 374, Gangnam-daero
- ☎ 02-6181-0190
- 🕒 Mon-Fri 08:30-23:00, Sat-Sun 10:00-23:00
- 🌐 www.oliveyoung.co.kr



⑨ Jung Saem Mool Plops

The flagship store of Jung Saem Mool, a beauty brand by the renowned makeup artist Jung Saem Mool. Located in the heart of Garosu-gil, it's a space where various exhibitions and beauty experiences are also possible.

- 📍 51-1, Garosu-gil
- ☎ 02-6713-5345
- 🕒 Daily 11:00-21:00
- 🌐 jsmbauty.com
- 📱 @jsmbauty_



#4

K-Play



Discover places that will create an amazing opportunity to experience K-Beauty firsthand. Encounter the hottest experiences reflecting the latest trends in K-Beauty.

Additionally, the Gangnam Medical Tour Center offers K-Beauty classes for foreigners. These include strength-training classes utilizing yoga and personal color classes to diagnose your skin tone. For participation details, please refer to the Gangnam Medical Tour Center's social media (p.51).



⑩ Rewom Beauty

If you want to discover the perfect makeup for your face, visit Rewom Beauty. You can take classes optimized for K-Beauty, from makeup to hair styling. Early class times and online reservations are available, so if you want an image transformation during your trip, be sure to visit.

- 📍 1st Floor, 18, Seolleung-ro 99-gil
- ☎ 0507-1315-1712
- 🕒 Mon-Fri 10:00-18:00, Sat-Sun 10:00-17:00
- 📱 @rewombeauty



⑪ My Shopper

As many beauty brands release products based on personal color, the experience of getting a diagnosis is also popular. My Shopper diagnoses personal color into 16 categories and also recommends makeup products, making a visit essential.

- 📍 1st Floor, 10-6, Eonju-ro 153-gil
- ☎ 010-9737-9093
- 🕒 Daily 10:00-19:00
(Break Time 12:30-13:50)
- 🌐 www.my-shopper.com
- 📱 @myshopper_color_kr



⑫ Seoboyoung Yoga Eonju Station Branch

Experience aerial yoga, as featured in various idol contents. This exercise uses fabric suspended from the ceiling to perform various aerial movements, strengthening the body. Release the fatigue accumulated during your travels with a refreshing yoga session.

- 📍 3rd Floor, 13, Bongeunsa-ro 37-gil
- ☎ 0507-1391-3431
- 🕒 Mon-Fri 07:00-22:00, Sat-Sun 08:00-22:00
- 📱 @boyeongseo5





K-Lookbook At a Glance

Among the things K-Pop idol fans love, their everyday fashion cannot be overlooked. Consequently, interest in Korean fashion has also grown. Experience firsthand what fashion trends are attracting global attention.

#1 Flagship Stores

Just by visiting these artistically designed flagship stores, you'll feel like an influencer yourself.



#2 Select Shops

Select shops where you can encounter multiple brands at once. From small-scale brands to classic famous brands, finding a select shop that perfectly suits your taste can add to the fun of your trip.

#3 Lifestyle

From small accessories and trinkets to fragrances, meticulously caring for every small detail around you is the latest trend. We introduce popular lifestyle shops in Gangnam, where people flock to its hottest spots.

#4 K-Play

Discover and experience fashion items, accessories, and perfumes that are both easy to find and will create wonderful memories.

A Day of Gangnamdol

Glasses for Felix from Stray Kids are finally released at Haus Nowhere Dosan today!



Then let's buy the glasses and go to Photomatic Plus for a photo op!

Recommended

point! We also recommend touring by finding the style you want.

1 A place where you can discover "Gamdasa!" brands. Fully immerse yourself in Korean trends.

ADERERROR Sinisa Space Nice Weather Market Photomatic Plus Haus Nowhere Dosan

2 The optimal course for quickly following international trends!

Lululemon Gangnam Store Kasina Dosan The Conran Shop Gangnam

#1 Flagship Stores

When it comes to flagship stores introducing the hottest new items, Gangnam is unparalleled. Discover the brands everyone desires, right here in Gangnam.



2 Lululemon Gangnam Store

Lululemon's newly opened flagship store in Gangnam. Located on Gangnam-daero, it is an innovative store that applied a new spatial design concept for the first time in the Asia-Pacific(APAC) region. The three-story store notably features Lululemon's first-ever floor dedicated to men.

- 1st Floor, 458, Gangnam-daero
- 02-3453-5550
- Daily 10:30-22:00
- lululemon.co.kr
- @lululemonkr



1 ADERERROR Sinsa Space

A fashion brand recognized globally for its distinctive blue logo and strong identity and creativity. Famous personalities such as Joo Woo-jae, G-Dragon, and BLACKPINK are known to frequently wear its designs. It's a great place to spend time in its combined showroom and cafe space.

- 31, Dosan-daero 11-gil
- 02-3443-1116
- Daily 11:00-21:00
- www.adererror.com/kr
- @ader_error



3 Haus Nowhere Dosan

A space where you can encounter Gentle Monster, Tamburins, and Nudake all at once. It is considered one of the hottest spots near Dosan Park, and here, you can try on the very glasses that Aespa's Karina wore.

- 50, Apgujeong-ro 46-gil
- 1644-5704
- Daily 11:00-21:00
- gentlemonster.com



#2 Select shops

Start your search for the perfect select shop in Gangnam. Trendy, street, and lifestyle shops tailored to your unique taste await you.



5 Kasina Dosan

Korea's representative street fashion and sneaker specialty store. Opened in 1997, it has been leading Korean street fashion culture ever since. You can purchase limited-edition products from various global brands, and WINNER's Lee Seunghoon(HOONY) is well-known as a regular customer here.

- 27, Apgujeong-ro 42-gil
- 02-3444-6458
- Daily 11:00-20:00
- kasina.co.kr



4 Nice Weather Market

The hippest and hottest select shop on Garosu-gil. It aims for cultural consumption and positions itself as a new concept department store. You can quickly discover a wide variety of clothing and accessories from fashion brands rarely seen elsewhere. NewJeans' Haerin's custom-made hat is particularly famous.

- 1st Floor, 35, Gangnam-daero 162-gil
- 02-547-0073
- Daily 11:00 - 21:00
- @niceweather.seoul



6 The Conran Shop Gangnam

A British lifestyle select shop that opened in Korea in 2020. In its spacious 1,000-pyeong store, you can find the latest trending items related to interior design, including furniture, home decor, kitchenware, tableware, bedding, and various goods.

- 1st-2nd Floor, Lotte Department Store Gangnam Branch, 401, Dogok-ro
- 02-531-2591
- Mon-Thu 10:30-20:00, Fri-Sun 10:30-20:30
- conranshop.kr
- @theconranshop.korea



#3 Lifestyle

In an era where every small item reflects your identity. Discover your unique lifestyle in Gangnam.



8 Nana Piercing Apgujeong

A piercing shop beloved by idols and stylists. It leads the piercing trend in Korea. Famous idols like SEVENTEEN and actors such as Shin Min-a and Han Ye-seul are known to frequent this spot. It's considered one of the top in Korea for its design, product quality, and skill.

- 📍 1st Floor, 8, Apgujeong-ro 50-gil
- ☎ 02-540-3132
- 🕒 10:30-21:30(Break Time 13:00-14:00)
- 🌐 nanapiexing.com
- 📱 @nanapiexing_official



7 Tamburins Sinsa Flagship Store

A place where you can experience fragrances elevated to art. Many tourists visit to take photos with the images of BLACKPINK's Jennie and Stray Kids' Felix against the white exterior wall. Thanks to the special experience provided by the space and the scents, its popularity continues to grow.

- 📍 K Building, 44, Apgujeong-ro 10-gil
- ☎ 02-511-1246
- 🕒 Daily 11:00-21:00
- 🌐 tamburins.com
- 📱 @tamburinsofficial



9 Photomatic Plus

Many stars became famous on social media for taking photos themselves with a remote control. You can choose to shoot in an indoor studio or an outdoor photo booth, depending on your desired style. Photomatic Black, which is 100% reservation-based, and Darkroom Photomatic, where you can develop photos yourself, are also popular.

- 📍 36, Dosan-daero 17-gil
- ☎ 0507-1339-2042
- 🕒 Indoor: Daily 12:00-21:00, Outdoor: 24 hours, open all year round
- 🌐 photomatic.co.kr
- 📱 @photomatic_official



#4 K-Play

Take a special moment in Gangnam to create souvenirs that encapsulate your travel memories.



11 Hyanggieok

A perfume workshop frequented by idols like aespa and Jeon Somi. You can create your own custom perfume with a skilled perfumer. It's also possible to create various scented products such as perfumes, diffusers, and candles. Enjoy the class in a private setting.

- 📍 23, Seolleung-ro 157-gil
- ☎ 0507-1318-9070
- 🕒 Daily 11:00-21:00
- 📱 @hyanggieok_official



10 Franco Art Lab

A Gangnam Station accessory workshop where you can create various bracelets. Bracelet making is possible with diverse materials like silver, leather, and gemstones. They also offer differentiated classes such as kids' classes and necklaces for pets. Create your own unique bracelet in a cozy, cafe-like space.

- 📍 1st Floor, 38, Gangnam-daero 110-gil
- ☎ 0507-1479-2355
- 🕒 Daily 13:00-19:00
- 📱 @francoartlab_seoul



12 NeedL

The epitome of luxurious small items, try making your own leather wallet. Through the experience of quiet, focused work, you can create even more special travel memories. You can choose your preferred leather and logo text.

- 📍 1st Floor, 10, Nonhyeon-ro 16-gil
- 🕒 Wed, Fri 10:00-18:00, Tue, Thu 10:00-20:00, Sat 10:00-22:00(Closed on Sun & Mon)
- 🌐 blog.naver.com/needleather
- 📱 @need.l_leather





K-Taste At a Glance

Discover the diverse flavors to enjoy in Gangnam. From humble home-style meals to Michelin-starred restaurants, you can find every menu you desire in Gangnam.

#1 Korean Cuisine

Gangnam is home to many restaurants beloved by stars. Let's explore where they frequently dine.



#2 Local Eateries

Featured in the "The civil servant goes" segment on the Visit Gangnam YouTube channel. Visit the authentic local restaurants cherished by true Gangnam residents.

#3 Japanese & Chinese Cuisine

What do Japanese and Chinese cuisines taste like in Korea? Are you a traditionalist or a fusion enthusiast? Which is your preference?

#4 Western Cuisine

From authentic American-style steaks to Korean-reinterpreted Italian dishes, a diverse spectrum of Western restaurants awaits you in Gangnam.

#5 Michelin Fine Dining

Introducing Michelin 1-3 star restaurants within Gangnam, as rated by the global restaurant guide. Expand your culinary horizons through innovative and adventurous cuisine.

#6 K-Play

Cuisine is a microcosm of culture. To understand Korean culture more deeply, don't just taste it; delve into the secrets of Korean food by cooking it yourself.

A Day of GangnamDoll

I heard Dosan Ttukbaegi Cheongdam is famous as SEVENTEEN's favorite spot. How about it for dinner tonight?



I'm craving Jinmi Pyongyang Naengmyeon, a restaurant Sung Si Kyung loves.





#1 Korean Cuisine

Indulge in delicious Korean food, connect with your favorite idols' memories, and fully immerse yourself in the charm of Korean cuisine. As a bonus, have fun searching for your star's autograph!

② YoungcheonYounghwa

YoungcheonYounghwa, a prominent Korean beef specialty restaurant in Cheongdam-dong, is a frequent haunt for many stars. NCT's Jaehyun, Cha Eun Woo, and Stray Kids' Bangchan are known to visit often. Popular menu items include fresh beef tartare, beef tartare bibimbap, prime sirloin, and short ribs.

- ③ 1st Floor, Sangmin Building, 3, Dosan-daero 90-gil
- ☎ 02-3442-0381
- 🕒 Daily 24 hours
- 🌐 www.ycyh.co.kr
- 📱 @0_1000_movie
- 🍖 Yukhoe (Beef Tartare), Kkotdeungsim (Prime Sirloin), Galbisa (Short Ribs)



① Jinmi Pyongyang Naengmyeon

A Pyongyang naengmyeon restaurant known to be favored by Sung Si Kyung and Kang Minkyung. Chef Lim Se-kwon, a naengmyeon master with 20 years of experience, consistently delivers the same delicious taste. The subtle, meaty broth and chewy buckwheat noodles are enjoyable even for first-time Pyongyang naengmyeon eaters.

- ③ 305-3, Hakdong-ro
- ☎ 02-515-3469
- 🕒 11:00-21:30 (Last order 21:10)
- 📍 Naengmyeon, Pyeonyuk (Boiled Pork Slice), Mandu (Dumpling)



③ Kkanbu Chicken Samseong Branch

This place suddenly became a tourist attraction thanks to a "chicken meeting" where the chairmen of NVIDIA, Samsung, and Hyundai Motor gathered. The name 'Kkanbu' is an old term of endearment for a childhood friend, and it became widely known after appearing in the drama 'Squid Game.' The menu they enjoyed is now sold as the 'AI Set,' making it easy to experience without any hesitation.

- ③ 3, Samseong-ro 96-gil
- ☎ 02-566-7088
- 🕒 Mon-Fri 15:00-02:00, Sat 15:00-01:00 (Closed on Sundays)
- 🌐 www.kkanbu.co.kr
- 🍗 Kkanbu Set, Crispy Boneless Chicken



④ Dosan Ttukbaeki Cheongdam

A popular restaurant beloved by SEVENTEEN, its signature dishes are the cubed sirloin (Kkakduk Deungsim) and gukbap (rice soup) made with Korean beef broth. The stir-fried brisket and diced radish kimchi rice (Chadol Kkakdugi Bokkeumbap) is also a must-try.

- ③ 18, Dosan-daero 54-gil
- ☎ 0507-1394-4417
- 🕒 11:00-22:00 (Break Time 15:00-17:00, Closed on Sundays)
- 📱 @dosan_ddukbaeki
- 🍖 Korean Beef++ Kkakduk Deungsim (Cubed Sirloin), Special Brisket Korean Beef++ Rice Soup



⑤ Wooga

Experience 1++ Korean beef aged for 40-60 days, based on active aging techniques. They also offer limited menus exclusively for lunchtime. It's particularly well-known as a restaurant frequented by BTS and was recently selected for the Michelin Bib Gourmand.

- ③ G Floor, Sinsa Square, 652, Gangnam-daero
- ☎ 02-6272-2223
- 🕒 Daily 12:00-22:00 (Break Time 15:00-17:00)
- 📱 @wooga_official
- 🍖 Aged Chadolbagi, Aged Kkotdeungsim



#2

Local Eateries

Featured in the Visit Gangnam YouTube channel's "The civil servant goes" segment, these are the authentic local restaurants that Gangnam residents want to revisit.

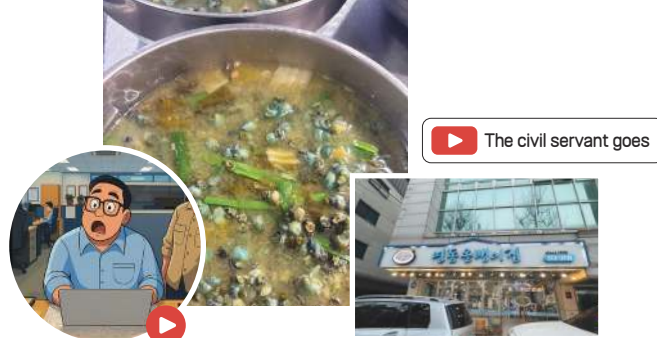
The civil servant goes



7 Ssamjijib Cheongdam Main Branch

Cheongdam-dong's Ssamjijib coined the new term 'Gangnam Samhap'. Many flock here for its unique dish of sea eel, sea urchin, and avocado wrapped in seaweed. You can also try exotic seafood like large trumpet shell and striped squid.

- 24, Dosan-daero 89-gil
- 02-6404-7776
- Mon-Thu 17:00-01:00
- Fri-Sat 16:00-02:00 (Closed on Sundays)
- @sam.mi.zip_official
- Anago Uni Avocado Samhap, Large Trumpet Shell, Uni & Red-banded Lobster Sashimi



The civil servant goes

6 Yeongdong Olbaengjib

A Gangnam eatery that's been around for over 30 years. You can savor various delicious Olbaengi dishes, including gukbap(rice soup), deopbap(rice bowl), kalguksu(noodle soup), and sujebi(hand-pulled noodle soup). With affordable prices and many hangover-friendly options, it's popular as a lunch spot for office workers.

- 1st Floor, 16, Gaepo-ro 22-gil
- 02-572-3731
- 09:00-21:00(Break Time 16:00-17:00)
- Olbaengi Gukbap(Rice Soup), Olbaengi Kalguksu (Noodle Soup), Olbaengi Jeongol(Hot Pot)



The civil servant goes

8 Baetgodong

Even more famous for operating in Apgujeong for over 35 years. It's a frequent guest on various food shows. Stir-fried octopus and squid bulgogi are its signature dishes. From 12 PM to 5 PM, they offer a set meal menu, allowing you to enjoy their signature dishes at a great value.

- 54, Eonju-ro 172-gil
- 02-514-8008
- 11:30-21:30(Last order 21:00)
- Squid Bulgogi, Octopus Bulgogi, Fried Squid



#3

Chinese & Japanese Cuisine

Familiar flavors take on a new twist in Gangnam. Discover K-Asian cuisine reimagined with Gangnam style.



10 Tokyo Saikabo Cheongdam

Showcasing traditional Japanese cuisine created by a Japanese chef. It is characterized by its refined and clean flavors. Popular menu items include unagi donburi (eel rice bowl) and Korean beef sukiyaki set meals. During lunchtime, special menus are offered, making it a good option for a more affordable visit.

- 9, Dosan-daero 101-gil
- 02-517-0108
- 11:30-22:00
- (Break Time 15:00-17:00, Closed on Sundays)
- www.tokyosaikabo.com
- @tokyosaikabo
- Sukiyaki Dinner Course, Hitsumabushi Dinner Course, Today's Sashimi



9 Denpa Maratang Maraxiangguo

A restaurant made famous by NCT member CHENLE's relatives. All their dishes, including maratang and maraxiangguo, are rumored to be delicious. Among them, we recommend the tomato egg rice bowl. The ingredients are also freshly managed, so you can eat with confidence.

- 1st Floor, 49, Apgujeong-ro 79-gil
- 02-511-2128
- Mon-Sat 11:00-22:00(Closed on Sundays)
- @tenpa_spicyhotpot
- Maratang, Maraxiangguo, Tomato Egg Rice Bowl



11 Mutan Apgujeong Main Branch

Gangnam's main Chinese restaurant. It's a popular spot frequented by Lee Young-ja, SEVENTEEN, and ENHYPEN. Their unique dishes, generously using premium ingredients, are highly popular. Signature items include the Steak Truffle Jajangmyeon, topped generously with truffle, and the Caviar Menbosha, one of the world's three finest delicacies, offering flavors rarely found elsewhere.

- 1st Floor, 22, Nonhyeon-ro 176-gil
- 0507-1313-9339
- Daily 11:00-22:00
- Steak Truffle Jajangmyeon, Gochu Yu-rin-gi, Caviar Menbosha



#4

Western Cuisine

While Korean food is great, sometimes you just crave pasta, steak, or a hamburger. Discover Gangnam's unique restaurants with a touch of Hallyu flair.



13 Oasis Cheongdam Branch

A brunch cafe that has been consistently loved since its opening in 2009. The brunch, pancakes, and salads are all highly praised for their deliciousness. Eggs Benedict and French toast are the most popular signature dishes. Thanks to its bright and clean interior, it maintains a sophisticated atmosphere even after all this time.

- 📍 20, Dosan-daero 55-gil
- ☎ 02-548-8859
- 🕒 Daily 09:00-18:00 (Last order 17:00)
- 📱 @oasisbrunch
- 🍴 Apple Ham Cheese French Toast, Thai Noodle Salad with Seafood, Eggs Benedict



12 Downtowner Cheongdam Branch

A gourmet burger joint offering fast & premium food for modern diners. Signature dishes featuring popular ingredients like avocado, fresh basil, and mozzarella are popular. You can also find branches near Seolleung and Gangnam Station.

- 📍 1st Floor, 14, Dosan-daero 53-gil
- ☎ 070-8833-3696
- 🕒 11:00~21:00 (Last order 20:00)
- 🌐 downtowner.co.kr
- 📱 @downtowner.official
- 🍴 Avocado Burger, Fresh Basil Mozzarella Burger, Supreme Deluxe Burger



14 Wolfgang's Steakhouse Cheongdam

A restaurant featured in the drama 'Crash Landing on You,' starring Hyun Bin and Son Ye-jin. Its main branch is in New York, and it opened in 2020. Its signature dish is the Porterhouse Steak, dry-aged USDA Prime beef.

- 📍 1st Floor, 21, Seolleung-ro 152-gil
- ☎ 02-556-8700
- 🕒 Daily 11:00 - 22:00 (Last order 20:30)
- 🌐 wolfgangsteakhouse.co.kr
- 📱 @wolfgangsteakhousekorea
- 🍴 Porterhouse Steak, Dry-aged Steak, Grilled Aged Kimchi



15 Conte de Tulear

A brunch cafe near Apgujeong Dosan Park, converted from a detached house. Its spacious and atmospheric setting, offering a feeling of escape from the city, makes it even more special. Most of its menu, from Korean-based pasta to desserts, is delicious, ensuring its continued popularity.

- 📍 39, Dosan-daero 49-gil
- ☎ 0507-1325-8490
- 🕒 11:00~23:00 (Break Time 15:00-16:00, only desserts and beverages available)
- 🌐 www.contedetulear.com
- 📱 @contedetulear
- 🍴 Kimchi Fried Rice, Lemon Anchovy Pasta, Chocolate Mousse



16 Pairing Room

A restaurant offering fresh menus that combine Korean ingredients with Italian cuisine. As its name suggests, it provides appropriate pairings of food with wine, and desserts with tea. Han Ye-seul even introduced it as a Cheongdam restaurant on YouTube. You can also enjoy it like a cafe, savoring only desserts and tea.

- 📍 1st Floor, 14, Dosan-daero 81-gil
- ☎ 010-3100-8861
- 🕒 Sun-Thu 11:00-22:30, Fri-Sat 11:00-23:00 (Weekend last order 21:30)
- 📱 @tasting_pairing.puffroom
- 🍴 Mugwort Pesto with Earl Grey Tomato Caprese, Balsamic Scallops and Potato Puree, Ricotta Olive Campagne



17 Uuum Eatery

Famous as a vegan restaurant committed to healthy food that promotes slow aging. In particular, their chickpea hummus, made with chickpeas, is a must-try.

- 📍 1st Floor, 47, Nonhyeon-ro 28-gil
- ☎ 0507-1402-2048
- 🕒 Tue-Fri 11:30-21:00, Sat-Sun 11:00-21:00 (Break Time 14:00-17:30)
- 🍴 Chickpea Hummus Island, My Veggie Garden, Grilled Herb Chicken w/ Healthy Seasonal Puree



#5 Michelin Fine Dining

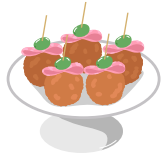
Gangnam's restaurants are truly leading Korea's gourmet culture. From Michelin 1-star to 3-star, every style of cuisine you desire is ready for you.



19 Jungsik

A Michelin 2-star Korean restaurant that began in New York and is now thriving in Seoul. Chef Jungsik Yim, who leads the restaurant, is a pioneer of modern Korean cuisine. His gimbap dishes, exclusive to this restaurant, are particularly famous.

- 📍 11, Seolleung-ro 158-gil
- ☎ 02-517-4654
- 🕒 Daily 12:00-22:00(Break Time 15:00-17:00)
- 🌐 jungsik.kr
- 📱 @jungsik_inc
- 🍽 Lunch Course, Dinner Course, Delicious Gimbap



18 Muoki

Chef James Park(Park Moo-hyun)'s restaurant, who honed his culinary skills in the US, UK, Australia, and South Africa. For seven consecutive years, it has maintained its Michelin 1-star status, consistently delivering high-quality cuisine. The restaurant's dishes are praised for successfully capturing both taste and aesthetic appeal.

- 📍 2nd Floor, 12-12, Hakdong-ro 55-gil
- ☎ 0507-1394-4171
- 🕒 Mon-Sat 12:00-22:00 (Break Time 15:00-18:00, Closed on Sundays)
- 🌐 @muoki.seoul
- 🍽 Lunch Course, Dinner Course



20 Mingles

As of 2025, Korea's only Michelin 3-star restaurant. It creates Korean-based Asian fusion dishes using Korean jang (fermented sauces) and vinegars, along with seasonal ingredients. Its pairing menu, designed to enhance the drinks, is also highly acclaimed.

- 📍 2nd Floor, 19, Dosan-daero 67-gil
- ☎ 02-515-7306
- 🕒 Tue-Sat 12:00-22:00(Closed on Sun & Mon)
- 🌐 www.restaurant-mingles.com
- 🍽 Lunch, Dinner, Traditional Korean Alcohol Pairing



#6 K-Play

An opportunity to not just taste, but to personally create various dishes that encapsulate the essence of Korean culture. Immerse yourself in the subtlety and intricacy of Korean cuisine.



22 Woorisool Areumteo

An educational institution operated by Kooksoondang, a traditional liquor producer. It offers classes, twice a year, where you can properly learn about and experience traditional Korean liquor. On the first floor restaurant, you can enjoy the combination of traditional liquor and Korean cuisine.

- 📍 2nd Floor, Kooksoondang, 110-30, 46, Yeongdong-daero 112-gil
- ☎ 02-513-8562
- 🌐 woorisooledu.com

23 OKitchen Studio

A cooking studio operated by Ottogi, a space that promotes joyful food culture through the process of cooking and sharing together. It offers various cooking classes to experience the fun of cooking in everyday life, and also runs K-FOOD cooking classes for foreigners.

- 📍 4th Floor, Ham House, 23, Bongeunsa-ro 51-gil
- 📧 bx@otoki.com
- 🕒 11:00~18:00
- 📱 @okitchen_studio



21 Hyundai Card Cooking Library

A library exclusively for cookbooks, operated by Hyundai Card. The first floor houses a casual restaurant & cafe deli, while the second and third floors function as a library with over 10,000 books. Quarterly cooking classes are also worth participating in.

- 📍 46, Apgujeong-ro 46-gil
- 🕒 Tue-Sat 12:00-21:00, Sun & Public Holidays 12:00-18:00 (Closed on Mon, Seollal, Chuseok)
- 🌐 dive.hyundaicard.com/web/cookinglibrary



24 Scook Cheongdam

A cooking class with chef Lee Jong-im, a master of Korean home cooking. As an expert in traditional Korean home cooking, you can learn a variety of dishes from traditional to fusion styles. They also offer one-day classes using seasonal ingredients and separate classes for foreigners.

- 📍 5th Floor, Sudo Building, 27, Dosan-daero 61-gil
- ☎ 02-555-2884
- 🌐 soodocooking.co.kr
- 📱 @scook_cheongdam





K-Chills At a Glance

In Gangnam, you can enjoy the 'birthday cafe' culture that is popular among idol fans. It will be a win-win experience, allowing you to enjoy events and coffee simultaneously. In the evening, spending a leisurely time at a bar is also recommended.

#1 Cafes

The place where you can find every style of cafe you're looking for is Gangnam. Delicious desserts, fragrant coffee, a hip atmosphere—whatever you desire, you'll find even more.

#2 Bars

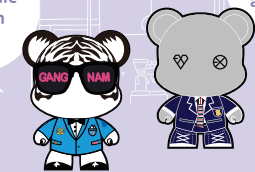
Sophisticated bars that will make your evening in Gangnam even more special. Immerse yourself in daily life by having a drink with Koreans.



A Day of GangnamDoll

Hoshi's birthday cafe event for SEVENTEEN is happening at Cafe HORANG-GASI near Gangnam Station, it suits him so well!

I'm going to the K-Pop Demon Hunters fan gathering at Zoosindang Gangnam.



Recommended

Point! I think watching the movie there would be even more fun.

① A must-reference itinerary for those who fuel their travels with coffee and drinks!

Horang Gasi Our Neighbor Tongtong Zoosindang Gangnam Bacha Coffee Cheongdam Flagship Store

② A curated selection of restaurants you'll want to boast about on social media. We've gathered the hottest and most popular cafes and bars in Korea.

Neptime Coffee Cafe Pleno UhYangwoo



#1 Cafes

Gangnam is home to such a diverse array of cafes that you could embark on a dedicated cafe tour. Mark a moment of rest in your journey with a refreshing and delicious drink.

② Cafe Pleno

A cafe operated by "Asia Prince" Jang Keun-suk. As a result, fans from Japan and various other countries visit it like a tourist attraction. On special occasions, you might even encounter messages from Jang Keun-suk to his fans. The coffee and dessert menus are diverse and delicious, making it a popular spot even for the general public.

- 📍 2nd Floor, 724, Seolleung-ro
- ☎ 02-512-0804
- 🕒 Daily 11:00-20:00 (Last order 19:30)
- 🌐 www.cafepleno.com



① HORANG-GASI

A cafe whose name already suggests an unusual aura. It's a cafe conceptualized around tigers and tiger thorn trees. The photo spots throughout are also adorably decorated. Additionally, the Krungji (croissant-tteokbokki hybrid) mimicking kimchi pancake and tofu, and the meringue cake set dessert also catch the eye.

- 📍 B1-3rd Floor, 32, Bongeunsa-ro 6-gil
- ☎ 070-4158-0808
- 🕒 Sun-Mon 10:00-21:30
Fri-Sat 10:00-22:30
- 📱 @horang_gasi_official



③ TONGTONGE

A dessert shop revealed by Oh My Girl's Mimi as a favorite. Their menu, featuring reinterpreted Korean desserts, is popular. Various yakgwa (Korean honey cookies), salt bread, and chewy bread are so appealing you'll want to try every kind. The spacious store allows for a leisurely experience, and the cute packaging makes them great for gifts.

- 📍 1st Floor, 19, Seolleung-ro 161-gil
- ☎ 0507-1313-9286
- 🕒 Daily 10:00-21:30 (Last order 21:00)
- 📱 @tongtonge_



④ Neptime Coffee

Famous for its Einspänner and Chocolat. It also frequently hosts idol birthday and event cafes. It gained even more fame when Byeon Wooseok's birthday cafe was held there.

- 📍 1st Floor, 33, Nonhyeon-ro 132-gil
- ☎ 02-540-7187
- 🕒 Mon-Fri 08:00-19:00, Sat-Sun 10:00-19:00
(Last order 18:30)
- 🌐 blog.naver.com/wowa2010
- 📱 @naptime_coffee



⑤ Bacha Coffee Cheongdam Flagship Store

Known as the "luxury brand of coffee" and a must-buy souvenir from Singapore, Bacha Coffee has opened its first domestic flagship store in Cheongdam. Here, amidst a luxurious interior, you can experience uniquely flavored coffees and brunches like scrambled eggs and omelets.

- 📍 432, Apgujeong-ro
- ☎ 0507-1444-1910
- 🕒 10:30-20:00 (Last order 19:30)
- 📱 @bachacoffeekr



#2 Bars

Discover delicious and stylish bars that illuminate Gangnam's evening even brighter. Conclude your day with signature cocktails that capture the Gangnam vibe.



7 Smashing Bowl Cheongdam Branch

A new concept bar where you can enjoy bowling, whiskey, and cocktails in a splendid interior reminiscent of the movie 'Kingsman.' If you prefer a quiet experience, private rooms are also available. It was even recommended as a date spot on a variety show.

- 📍 B2, 818, Seolleung-ro
- ☎ 02-546-2231
- 🕒 24 hours, open all year round
- 🌐 www.smashingbowl.com
- 📱 @smashingbowl_official



6 Zoosindang Gangnam

A fusion bar with a unique concept. Zoosindang's twelve zodiac animal cocktails are a must-try here. Many of their anju (bar snacks) are fun and delicious twists on Korean food, making them perfect for photos.

- 📍 B1, 9, Gangnam-daero 96-gil
- ☎ 0507-1349-4225
- 🕒 Daily 11:00-02:00(Break Time 15:00-17:00)
- 📱 @zoosindang_gangnam



8 Sav Seoul

Sav Seoul, which you can find after passing through a secret corridor resembling an underground cave. Welcoming even wine beginners, this establishment is operated by one of Korea's top 5 wine import and distribution companies. You can enjoy reliable wines at reasonable prices, as well as various dishes presented by Chef Miel Jang of Culinary Class Wars.

- 📍 B1, 6, Nonhyeon-ro 175-gil
- ☎ 02-512-4939
- 🕒 Sun-Wed 18:00-24:00, Thu-Sat 18:00-01:00
- 📱 @sav.seoul



9 Chapter Three

A place where you can enjoy various signature cocktails and whiskies. It is also popular for its unique atmosphere, allowing guests to read while at the bar. For a cozier experience, separate rooms and booth seats are also available. The homemade kaymak is a popular menu item here.

- 📍 1st Floor, 406, Apgujeong-ro
- ☎ 0507-1315-2653
- 🕒 Mon-Sat 08:00-03:00(Last order 02:00), Sun 19:00-03:00
- 📱 @chapterthree.bar



10 Woohyangwoo(WHW)

A trendy dining bar & restaurant offering a variety of grilled dishes. It has garnered even more attention as a popular spot frequented by BTS and Post Malone. Recently, BTS fan events are often held here, so if you wish to experience them, be sure to check their social media.

- 📍 B1, 23, Dosan-daero 49-gil
- ☎ 0507-1431-2126
- 🕒 Mon-Sat 11:30-23:00(Last order 22:00), Sun 11:00-22:00 (Last order 21:00)
- 📱 @whw_woohyangwoo



11 Hotel Cappuccino Rooftop Bar

A rooftop bar where you can fully enjoy Gangnam's night view. Located on the top floor of the hotel, it ensures a comfortable time for guests with plush sofas and lighting. In addition, all its meals and desserts are highly praised for their taste.

- 📍 17th Floor, Hotel Cappuccino, 27, Bongeunsa-ro 155-gil
- ☎ 02-2038-9618
- 🕒 Daily 17:30-22:00(Last order 21:00)
- 🌐 hotelcappuccino.co.kr



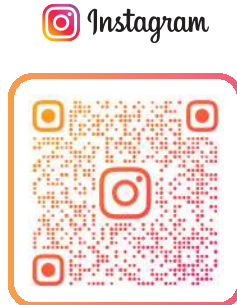
The Smartest Way to Enjoy Gangnam VISIT Gangnam



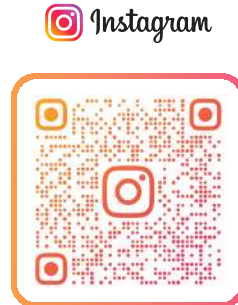
Homepage



YouTube



Instagram Korean



Instagram English



Medical Tourism

Gangnam Medical Tour Center



Homepage



YouTube



Instagram

Gangnam Medical Tour Center

- 📍 161, Apgujeong-ro, Gangnam-gu, Seoul 2 minutes' walk from Apgujeong Station (Subway Line 3, Exit 6)
- 🕒 Mon-Fri 10:00-18:00 (Closed on weekends and public holidays)
- ☎ +82-1661-2230
- ☎ +82-10-4313-1965
- 📧 GMT2013
- 📧 GNMTTC
- ✉ medicaltour.gangnam@gmail.com
- 🌐 medicaltour.gangnam.go.kr

Center Facilities

- ★ **Info Desk (Promotional Zone)**
 - Professional medical tourism guidance in multiple languages (English, Chinese, Japanese, Russian)
 - Support for interpretation, pick-up, accommodation, and tour bookings
 - Guidance to relevant organizations in case of medical disputes or other complaints
- ★ **Healing Zone (Experience Zone)**
 - Medical device experience (incliners, scalp care, eye care)
 - Post-experience consultation and hospital referrals
- ★ **Amenities**
 - Free WIFI
 - Mini library, mini gallery, robot cafe
 - Tax refund service
- ★ **Community Room & Co-working Space**
 - Available for business meetings, video consultations, and individual consultations (4-10 people)
 - K-Culture program operation

Medical Tourism Consultation

- 1 Request a consultation (in-person visit or via platform) →
- 2 Appointment booking →
- 3 Hospital visit on appointment day



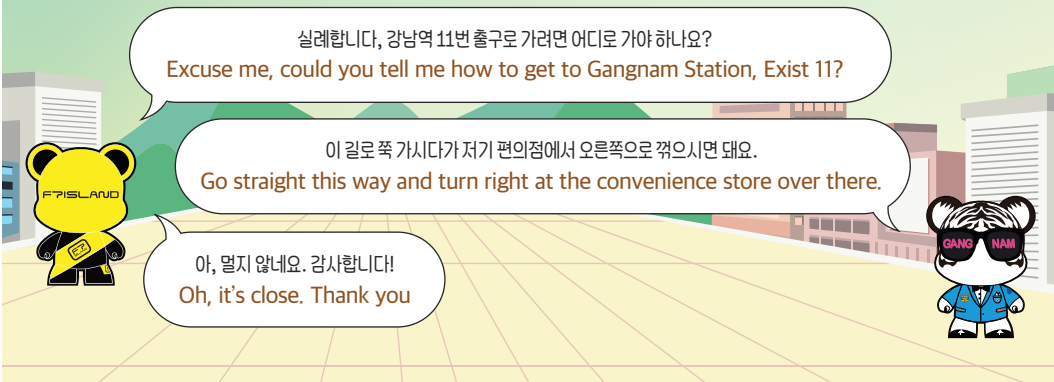
My Gangnam Trip Log



Date		Date	
Itinerary		Itinerary	
Date		Date	
Itinerary		Itinerary	
MEMO			
 Subway Line  Bus Route 			

Handy Phrases for Your Travel

Directions

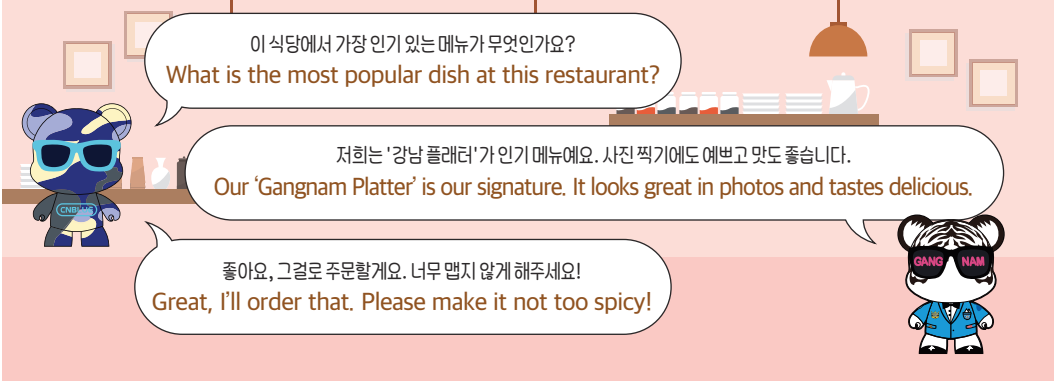


실례합니다, 강남역 11번 출구로 가려면 어디로 가야 하나요?
Excuse me, could you tell me how to get to Gangnam Station, Exit 11?

이 길로 쭉 가시다가 저기 편의점에서 오른쪽으로 꺾으시면 돼요.
Go straight this way and turn right at the convenience store over there.

아, 멀지 않네요. 감사합니다!
Oh, it's close. Thank you

Menu Recommendation

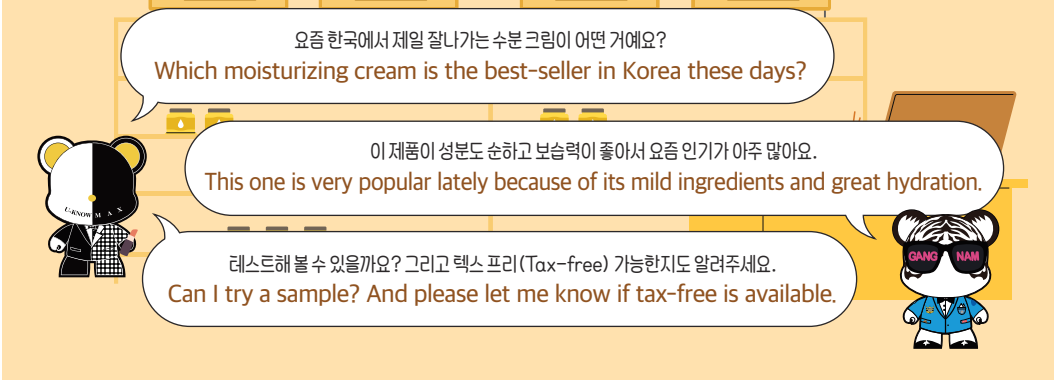


이 식당에서 가장 인기 있는 메뉴가 무엇인가요?
What is the most popular dish at this restaurant?

저희는 '강남 플레터'가 인기 메뉴예요. 사진 찍기에도 예쁘고 맛도 좋습니다.
Our 'Gangnam Platter' is our signature. It looks great in photos and tastes delicious.

좋아요, 그걸로 주문할게요. 너무 맵지 않게 해주세요!
Great, I'll order that. Please make it not too spicy!

Cosmetics Purchase



요즘 한국에서 제일 잘나가는 수분 크림이 어떤 거예요?
Which moisturizing cream is the best-seller in Korea these days?

이 제품이 성분도 순하고 보습력이 좋아서 요즘 인기가 아주 많아요.
This one is very popular lately because of its mild ingredients and great hydration.

테스트해 볼 수 있을까요? 그리고 택스 프리(Tax-free) 가능한지도 알려주세요.
Can I try a sample? And please let me know if tax-free is available.

