

MILANO

MILAN

SEONGSU STATION

성수역

IN MILAN

MILAN FASHION WEEK SEPT 22-28, 2026

Korean Businesses meet the world's fashion capital

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성수

What is Seongsu Station?

Korea's most creative district — brought to Europe.

SEONGSU → MILAN



01 BORN IN SEOUL

Seongsu is Korea's answer to Brooklyn — raw industrial spaces, cult-following brands, and culture-first retail.

02 CURATED

Strictly KOREAN. This is not a trade show. It's an invitation-only cultural statement.

03 FASHION WEEK WINDOW

Positioned during the 6-day window when global press, buyers and tastemakers converge on one city.

04 A CULTURAL MOMENT

Not a booth. A branded world. K-Beauty's European debut done right.



THE OPPORTUNITY

WHEN THE WORLD'S FASHION PRESS IS IN TOWN.

For 6 days this September, Milan is the most photographed, most influential city on the planet. Fashion editors, luxury buyers, mega-influencers — all here, all at once.

400K+

Global press attendees

#1

Fashion media week worldwide

€50B+

Italian market

THE EVENT

7,000 sqm · Milano · Sept 22–28



THE SPACE

7,000
sqm

Prime commercial mall in central Milan. A permanent-feeling, immersive retail environment — not a pop-up tent.

THE TIMING

Sept
22–28

6 days overlapping Fashion Week — the precise moment when international media, buyers and tastemakers flood the city.

THE ROSTER

24
brands max

Strictly limited. Curated selection of K-Beauty brands only. Exclusivity is the point.

APPLICATION DEADLINE: JUNE 15, 2026 — APPLY AT WWW.SEONGSUSTATION.COM

B2B

BUSINESS

Round Table on opening evening with European distributors & brand owners

Curated B2B matchmaking area for serious conversations

500–2,000 qualified business leads per event

B2C

CONSUMER

Direct retail in a premium commercial destination in central Milan

Live consumer engagement, product trials & brand storytelling

Italy-first launch platform for new K-Beauty products

2 offers...

**choose the one that
corresponds**



MODEL 01

MIV

MEDIA
IMPACT
VALUE



high entry. you rent the space, you own your image

Ideal for Brands that already have their own playbook

01

BRANDED SPACE

Dedicated sqm allocation, fully brandable, Yours to design

02

6 DAY PRESENCE

You must be present for the 6 day duration, your brand will be visible during Fashion Week.

03

B2B ROUND TABLE

Seat at the roundtable of Korean companies leaders

04

EVENT MARKETING

Play it like you do in Seongsu

EMMV

EARNED
MEDIA VALUE

Lower entry. Higher reach.

Ideal for brands with an active talent roster.

HOW IT WORKS

01

PAY A MARKETING FEE

Reduced cost vs. space rental — your contribution funds event production and reach.

02

BRING YOUR TALENT

Your brand ambassador (influencer, KOL, artist or celebrity) attends in person with a Meet and Greet, they are YOUR TICKET entrance

03

MEET & GREET

A branded M&G moment — photographed, filmed, released across all channels.

04

REPOST & SCALE

Talent posts to their audience. Each repost multiplies your earned media value exponentially.

MIV vs EMV

	MIV MODEL	EMV MODEL
Entry Format	Space Rental Fee	Marketing Fee
Cost Level	Higher	Lower
Space Allocation	Dedicated branded area	Shared / curated zone
Creative Control	Full control	Guided format
Talent Required	Optional	Brand ambassador on-site
Meet & Greet	Optional	Organised & amplified
Earned Media	Press + event visitors	Press + talent reposts
Best For	Brand building & launches	Reach & virality

Measurable outcomes. Not just exposure.

€50K–
200K+

EARNED MEDIA VALUE

MIV/EMV generated across fashion press, social and editorial during Fashion Week.

500–2,000

QUALIFIED LEADS

European distributors, buyers and stockists via B2B matchmaking.

10–50

BRANDED CONTENT PIECES

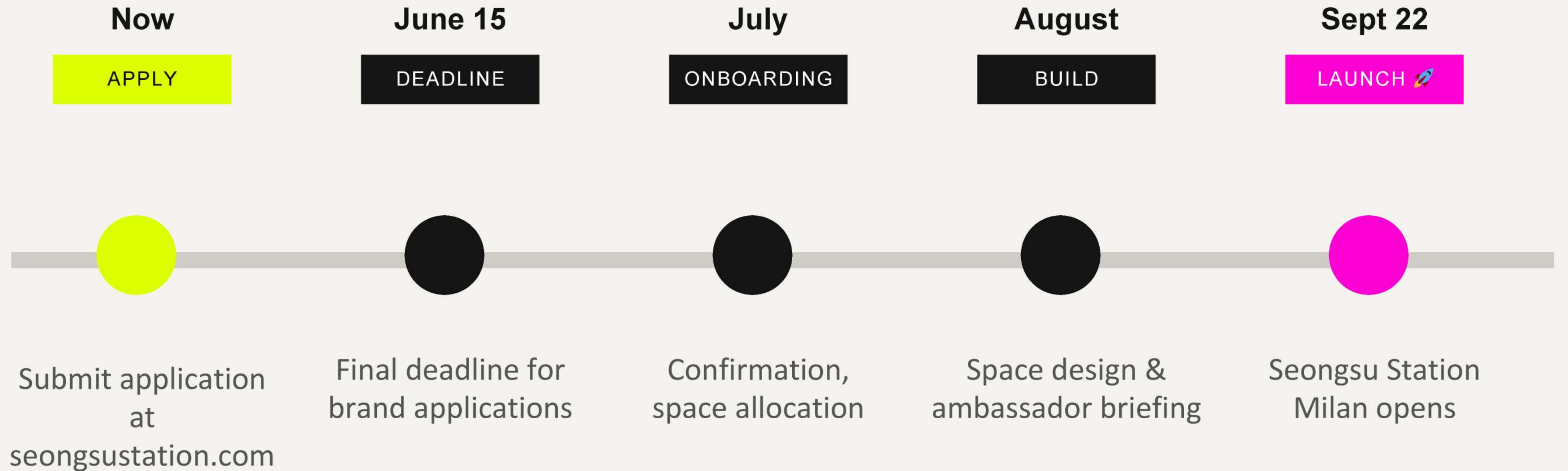
Photography, video and editorial featuring your brand from press and creators.

Italy
First

LAUNCH PLATFORM

First Korean brands to launch in Italy during the world's top fashion event.

Application → Onboarding → Fashion Week



June 15 deadline.

Apply now — www.seongsustation.com



Ready to take Seongsu to Milan?

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APPLY NOW → WWW.SEONGSUSTATION.COM