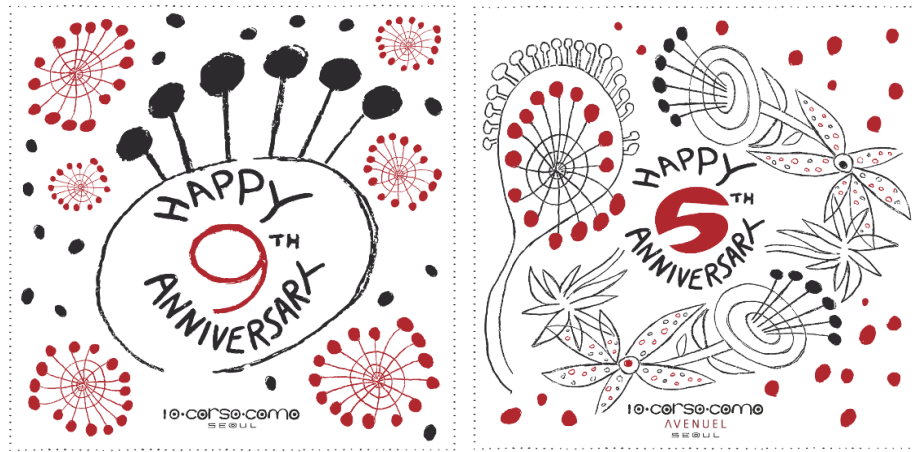


Press Release_April 2017

**10 Corso Como Seoul presents,
“Punk in Britain” exhibition in celebration of
Cheongdam store’s 9th Anniversary
& Avenuel store’s 5th Anniversary**



Located at the center of Seoul's trend, the world renowned concept store 10 Corso Como Seoul, where design, art, music, food and culture co-exist, is presenting an interesting project in celebration of 9th anniversary of Cheongdam store and 5th anniversary of Avenuel store. Not to miss the hottest keyword of the season, the "YOUTH", 10 Corso Como Seoul is presenting "Punk in Britain" photo exhibition, which portrays not only the U.K. during the 1970s but also the people in the center of the world-wide popular culture of the time, "Punk".

In addition to it, Bajowoo, the Korean fashion designer of 99%IS- and a pioneer of Korean Punk, has curated his part of punk exhibition as an exhibition in exhibition called "OUR NATION".

"Punk in Britain" exhibition, held on the special exhibition area on the 3rd floor of 10 Corso Como Cheongdam, is showing around 100 pieces of photographs of London in the 70s and the key stars of the British Punk scene who have changed the language of fashion and music world-wide. The exhibition includes works from Simon Barker (aka SIX), Dennis Morris, Ray Stevenson, Karen Knorr, Olivier Richon, and Toru Kogure, a special section dedicated to John Tiberi's three videos and photographs and Jamie Reid's collage and graphic images.

With these principle pieces of Punk photographs, on the other side of the exhibition area, there is an exhibition in exhibition "OUR NATION" directed by the designer of the high-end street brand 99%IS-, Bajowoo. He is also presenting a special capsule collection, in collaboration with 10 Corso Como Seoul, to celebrate the inauguration of the exhibition.

Through this exhibition, 10 Corso Como Seoul will prove, once again, its place as the landmark of world fashion and

culture and the origin of multi-shops.



I didn't see myself as a fashion designer but as someone who wished to confront the rotten status quo through the way in dresses. Eventually this sequence of ideas culminated in punk." –Vivienne Westwood

Punk in Britain + Our Nation Exhibition

(1)Cheongdam

An opening event for the exhibition will be held on the 3rd floor special exhibition area on March 28th, 2017. Carla Sozzani, the creative director and the founder of 10 Corso Como and also a renowned gallerist, and artist Kris Ruhs and one of the key figure of this exhibition, the designer Bajowoo, will visit Seoul to attend and celebrate the opening of the exhibition.

Exhibition Info.:

- When: March 29th, 2017 - May 7th, 2017 (Hours: 11:00AM – 20:00PM)
- Where: 10 Corso Como Cheongdam Flagship Store 3rd Floor Special Exhibition Area

99%IS- Pop up Store:

- When: March 28th, 2017 – April 10th, 2017 (2 Weeks)
- Where: 10 Corso Como Cheongdam Flagship Store 1st Floor Novelty Zone & AvenueL Store Novelty Zone
- Pop-up Items: 10 Corso Como Seoul x 99%IS- collaboration capsule collection (t-shirt, hoodie, phone cases, cap etc.)

(2)AvenueL

"Punk in Britain" exhibition continues in 10 Corso Como AvenueL to celebrate 5th anniversary by showing works of Sheila Rock. Sheila Rock has earned much fame working with big musicians including Sting, U2, Blondie, Sinéad O'Connor, and Enya. Also, some of her works are included in British National Portrait Museum's permanent collection.

Exhibition Info.:

- When: March 25th, 2017 – April 9th, 2017 (Hours: 10:30AM – 20:00PM)

-Where: Lotte AvenueL Department Store 1st Floor & 5th Floor 10 Corso Como AvenueL Novelty Zone

Slow Shopping Week

One of 10 Corso Como Seoul's signature shopping weeks, "Slow Shopping Week"! A special 10% discount will be applied to every purchase made between March 24th to March 26th (certain brands & products may not be included), 10 Corso Como AvenueL is presenting a special 1:1 styling day with famous stylist, Hye Yeon Han. Also, 10 Corso Como Café (Cheongdam only) is preparing a special tasting course to celebrate its 9th anniversary. So if you are a food-lover, make sure to try before it ends!

Shopping and culture are fused, you can fully enjoyed slow and relaxing beauty of the "Slow Shopping Week"

Slow Shopping Week Info:

- When: March 20th, 2017 – March 29th, 2017