

STYLE INSPIRATION



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SEOUL

South Korea's capital pulses with nonstop energy.

TEMPLES RUB SHOULDERS with skyscrapers in this city that truly never sleeps.

STYLISH STAY Unpack at RYSE, a boutique hotel channeling the Hongdae district's buzzy, bohemian vibes. It boasts stellar design—pink resin floors, plush velvet touches—plus retail, dining, an underground skate park and a rooftop vinyl and cocktail bar.

SHOP TALK After stocking up on K-Beauty products in Myeongdong—at stores such as Innisfree and Åland—wander Garosu-gil's tree-lined promenades, filled with artists' shops and open studios.

INSTAGRAM-WORTHY STOPS Check out Common Ground, a former shipping container that now houses pop-up boutiques and food trucks. Then snap a shot among a sea of millennial pink at Korean fashion brand Stylenanda's hotel-themed flagship. — **MADLINE NACHBAR**



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THIS CULT CLEANSING BALM COMES IN FOUR VERSIONS TO GIVE YOUR SKIN EXACTLY WHAT IT NEEDS.



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1 **Geo-T track jacket** (\$198) and **wide-leg track pants** (\$158) by Tory Sport. torysport.com 2 **Wind Wind sunglasses** by Gentle Monster, \$260. gentlemonster.com 3 **Clean It Zero Cleansing Balm Original** by Banila Co., \$19. banilausa.com 4 **Lipdraw matte lipstick in modern beige** by Banila Co., \$10. banilausa.com 5 **Shake & Shot rubber soothing mask** by Dr. Jart+, \$12. us.drjart.com 6 **Tech fabric bag** by Ganni, \$115. ganni.com 7 **R Trunk Lite suitcase in ivory** by Rawrow, \$249. en.rawrow.com 8 **ZZN Pony Shooter sneaker** by Pony, \$49.58. spris.co.kr