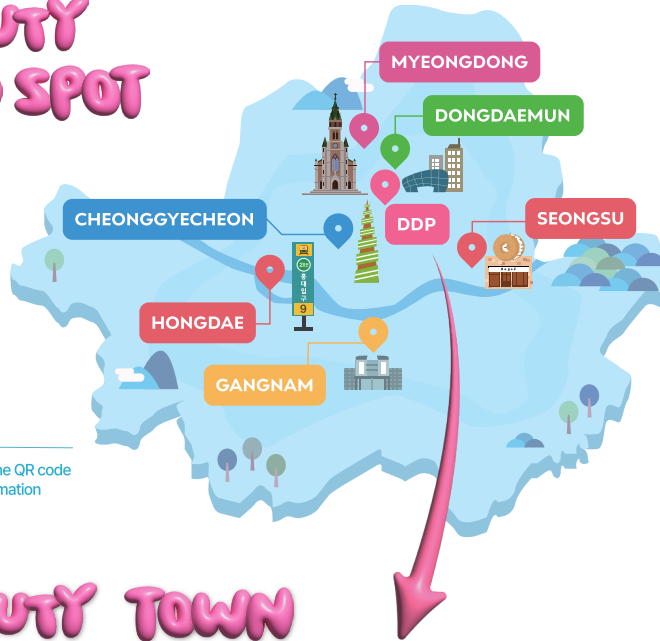


K-BEAUTY TREND SPOT

HAIR
MAKEUP
FASHION
HEALTH
WELLNESS



Please scan the QR code for more information



K-BEAUTY TOWN

June 19(THU) - June 22(SUN)
at Dongdaemun Design Plaza(DDP)
11AM - 8PM (Last admission by 7:30 PM)



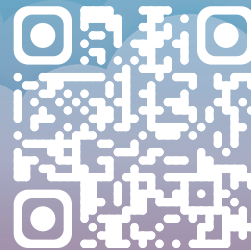
K-beauty Theme Experience Programs

K-pop Performance & Signature Hair/Fashion Show

K-beauty Seminar & Lectures

KOREA BEAUTY FESTIVAL

KOREABEAUTYFESTIVAL.COM



Find all the details about each promotion
on the official website.

KOREA BEAUTY FESTIVAL



BEAUTY PASSPORT
KOREA BEAUTY FESTIVAL

KOREA BEAUTY FESTIVAL

As a beauty tourism festival targeting global tourists, the **KOREA BEAUTY FESTIVAL** is where you can experience and enjoy Korea's beauty lifestyle from hair, makeup, and fashion to health and wellness services.

PERIOD June 19(THU) – July 18(FRI), 2025, Total 30 Days

PLACE Dongdaemun, Myeongdong, Seongsu and more

TARGET International Visitors

HOSTED BY  Ministry of Culture, Sports and Tourism

ORGANIZED BY  VISIT KOREA COMMITTEE  KOREA TOURISM ORGANIZATION

SPECIAL DEAL

A special benefit available only at the **KOREA BEAUTY FESTIVAL 2025!**

HAIR **MAKEUP** **FASHION** **HEALTH** **WELLNESS**
TRAVEL **SHOPPING**

Hair, Makeup, Fashion, Health, Wellness, and more!
★ Enjoy various special benefits!

WELCOME CENTER

Myeongdong Theater

35, Myeongdong-gil, Jung-gu, Seoul

June 19(Thu) – July 18(Fri)

OPEN 11AM - CLOSE 6PM



IXI Idol Photo Booth, Receipt Reward Promotion, Roulette Event, Giant Jenga, Stamp Tour

Receipt Reward PROMOTION

Get a chance to spin the roulette with a K-Beauty shopping receipt from the nearby shopping district—1 chance for purchases of KRW 10,000 and 2 chances for purchases of KRW 50,000 or more.

STAMP TOUR MAP



STAMP TOUR

HOW TO

- 1 Collect stamps at 6 affiliated stores
- 2 Bring your stamps to the Welcome Center
- 3 Collect 2, 4, or 6 stamps to **receive chances to win prizes.**
(1 chance for 2 stamps, 2 chances for 4 stamps, and 3 chances for 6 stamps)

STAMP

 LOTTE DUTY FREE

Holika Holika
Myeongdong Theater Store

COVERNAT

Wacky Willy

 MPLAYGROUND

SHINSEGAE
DUTY FREE