# THE SHOPPING CENTER ON SEOUL'S "WALL STREET"

Yeouido, an island in the Han River, is home to the South Korean capital's main business and investment district – including the IFC Mall, which opened three years ago. IMAGES: TAUBMAN ASIA

Developed by AIG Global Real Estate and managed by Taubman Asia, the IFC Mall targets fashion-conscious urban workers in their 20s to 40s as its main customers. This is no surprise: The abbreviation "IFC" stands for "International Finance Center." This iconic, mixed-use development, containing more than 505,000 sq m of GLA, is located in Seoul's Yeouido financial district. In order to support the metropolitan government's goal of enhancing the city's position as a leading financial center in northeast Asia, the IFC comprises the following buildings: three office towers ranging from 29 to 55 stories; the luxurious, 434-room Conrad Seoul hotel; and the three-level IFC Mall. The entire complex is conveniently connected by a pedestrian zone to Yeouido subway station. Designed by the renowned architectural firm Arquitectonica, IFC was completed in August 2012.
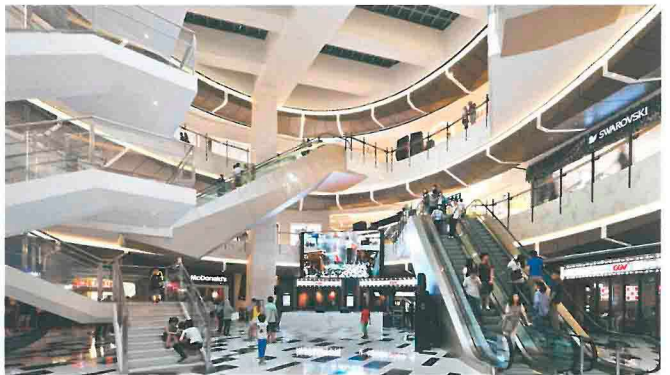
110 SHOPS

The tenants in the three office towers include Deloitte, Bank of New York Mellon, IBM Korea, Blackstone, Sony, Invesco, CBRE Global Investors, Daiwa, LaSalle Investment Management, China Merchant Securities, Baker and McKenzie, Phillip Morris, LG Electronics, and Citrix. Workers from these companies make up a significant portion of the IFC Mall's customer base.

Young families and foreign residents make regular pilgrimages to the 39,420-sq-m consumption temple as well, however. It is home to around 110 stores, such as H&M, Zara, Massimo Dutti, Uniqlo, Hollister, Mango, Banana Republic, Gap, 8 Seconds, Youngpoong Bookstore, and a CGV movie theater. All in all, the IFC Mall strives to be a compact and trendy center that provides the newest fashion and cultural trends to its clear target customers. In addition, it endeavors to offer its customers an exceptional shopping environment in terms of price and quality.