

THE TUMI City Edit



[A Guide To Seoul, South Korea](#)

Fashion capital, technological powerhouse and economic epicentre: modern Seoul blazes its own path.

Over recent years it's been busy casting away the concrete skeletons of its past and rebuilding its urban landscape—one now filled with designer hotels and spas, urban oases and hip boutiques and galleries. Today South Korea's capital city is a global tastemaker. Here's how to navigate this live-wire city.

[Get ready with TUMI](#)

Style never sleeps in Seoul so make an entrance with TUMI's travel essentials, the experts in premium travel accessorising.

[V3 Waterfall Stripe Packing Case](#)

Master the art of long-haul travel with TUMI's new V3 collection. The brand's lightest, hard-side offering to date; the unique pattern of its waterfall stripe case is sure to set you apart.

[Alpha Bravo Knox Backpack](#)

You'll be out and about all day discovering Seoul's unique delights, so the TUMI Knox backpack is a chic-must that'll keep everything safe and close to hand.

[Perfect your travel style at
uk.tumi.com](#)

[Grab a coffee](#)

[Coffee Temple](#)

Seoul's coffee culture is as advanced as the city itself. Order a Tangerine Cappuccino at Coffee Temple to try the signature brew of one of its rising stars, barista Kim Sa Hong.

📍 396 World cup buk-ro, Mapo-gu
☎ +82 2 2132 8051

[Where to stay](#)

[Four Seasons Seoul](#)

If it's a room with a view that you're after then the Four Seasons' Seoul outpost duly delivers. Rooms boast show-stealing vistas over Gyeongbokgung Palace as well as five-star creature comforts including a top spa and world-class dining.

📍 97 Saemunan-ro, Jongno-gu
☎ +82 2 6388-5000
🌐 [fourseasons.com/seoul](#)

[The retail trail](#)

[Boon the Shop](#)

In Seoul you can shop all night and its street style sets tomorrow's trends. While Garosu-gil is known for its independent boutiques, Gangnam is the fashion set's favourite hunting ground. Boon the Shop is a cult concept store for all your luxury essentials with plenty for men too.

📍 21 Apgujeong-ro 60-gil, Gangnam-gu
☎ +82 2 2056 1234
🌐 [boontheshop.com](#)

[Take a dip](#)

[Oasis Outdoor Pool](#)

When summer temperatures sizzle, Seoulites either head to the outdoor pools that fringe the Han River or strike a pose in one of the luxurious hotel pools that are open to all. Nab a cabana at Banyan Tree's Oasis to cool-off in style.

📍 60 Jang Chungdan-ro, Jung-gu
☎ +82 2 225 0800
🌐 [banyantree.com/en/ap-korea-seoul](#)

[Find some space](#)

[Cheonggyecheon Stream](#)

This is one of modern Seoul's best comeback stories. Lost beneath a concrete flyway, the city reclaimed its main waterway in 2005, transforming it into Seoul's own 7-mile-long oasis and arts venue.

📍 37 Mugyo-ro, Jongno-gu
☎ +82 2 2290 7111
🌐 [sisul.or.kr/open_content/cheonggye](#)

[Dine in style](#)

[Jungsik](#)

Chef Jungsik Yim has been hailed the king of new Korean cuisine. His eponymous restaurant Jungsik consistently tops the best restaurant polls, so make it your mission to snap up a reservation to taste his Korean molecular mastery.

📍 11 Seolleung-ro, 158 Gil, Gangnam-gu
☎ +82 2 517 4654
🌐 [jungsik.kr/seoul](#)

[Get cultured](#)

[Bukchon Hanok Village](#)

Seoul isn't all about kimchi and K-pop, it's also steeped in history. Walk the streets of Bukchon Village lined shoulder-to-shoulder with hundreds of traditional hanok houses and you'll easily forget the skyscrapers amid their 600-year-old charm.

📍 Gye-dong, Jongno-gu
☎ +82 2 2133 1371
🌐 [bukchon.seoul.go.kr/eng/](#)

[Single dish delights](#)

[BongChu Chicken](#)

Every street in Seoul is packed with restaurants and many choose to specialise in just one dish to stand out. Andong Chicken is the success story for BongChu, a steamed chicken stew that's won the hearts of Seoulites.

📍 516 BongEunSa-ro, Suite 507, Gangnam-gu
☎ +82 2 539 6981
🌐 [bongchuglobal.com](#)

[Best architectural fix](#)

[Dongdaemun Design Plaza](#)

Nicknamed the DDP for short, this space-age landmark was designed by world-renowned architect and "queen of the curve" Zaha Hadid. It's Seoul's architectural and cultural centrepiece and a key venue for fashion shows, exhibitions and concerts.

📍 281 Eulji-ro, Jung-gu
☎ +82-2-2153-0000
🌐 [ddp.or.kr](#)

[Blow off steam](#)

[Banyan Tree Club & Spa](#)

Seoul life moves at a fast pace so it's important to let your hair down from time to time. Banyan Tree is a lux urban retreat overlooking Seoul's striking Mount Namsan which offers top-notch spa treatments and a stunning outdoor pool open to both members and visitors.

📍 60 Jang Chungdan-ro, Jung-gu
☎ +82 2 225 0800
🌐 [banyantree.com/en/ap-korea-seoul](#)

[For a sundowner](#)

[Le Chamber](#)

For the serious cocktail aficionado, Le Chamber is a Seoul speakeasy that hits all the right notes: a secret entrance, sophisticated Chesterfield-strewn interiors and drinks served by world champion waistcoated bartenders.

📍 42 Dosan-daero 55-gil, Gangnam-gu
☎ +82 2 6337 2014

