

Shopping ■

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Shopping

Seoulites love shopping and although the ever-rising won has increased prices for foreigners, there is something for everyone in the traditional markets, electronics emporiums, underground arcades, upmarket department stores and glitzy malls full of fashion boutiques and brand-name goods. Three of the best general malls are at COEX (p128), Central City (p127) and the World Cup Stadium (p64). Lotte, Hyundai, Shinsegae and Galleria are classy department stores but have regular sales when prices are heavily discounted.

For leather jackets, clothing, shoes, accessories, sports equipment or a flea market head to Dongdaemun market; while ginseng, children's clothes, spectacles and contact lenses are available at Namdaemun market. Larger sizes in clothes and shoes, souvenir T-shirts, leather jackets and hip-hop gear together with custom-made tailors can be found in Itaewon, where English is widely understood. For electronic gizmos drop into Yongsan Electronics Market or Techno Mart. For red ginseng, food and Asian medicines go to Gyeongdong market. Antique-lovers can browse Insadong, Itaewon and Jangnpyeong markets. For brand-name boutiques head to Myeong-dong or south of the river to upmarket Apgujeong, but Westerners can struggle to find their size and fit.

Colourful macramé and embroidery, boxes made of handmade paper (*hanji*), wooden masks, fans, lacquerware boxes inlaid with mother-of-pearl or ox horn and painted wooden wedding ducks can be found in the handicraft and souvenir shops of Insadong. More expensive items include pale-green celadon pottery, reproduction Joseon-dynasty furniture and elegant *hanbok* (p16). Shirts or blouses made of lightweight, see-through ramie (cloth made from pounded bark) material make an unusual fashion gift.

Ginseng, the wonder root, turns up in all sorts of products. You can chew it, eat it, drink it, clean yourself with it or bath in it. Ginseng chewing gum, ginseng chocolate, ginseng tea, ginseng wine, ginseng soup, ginseng soap and ginseng bath salts are all ways of benefiting from its world-famous health-giving properties. The many types of tea are another popular buy.

Opening Hours

Most shops open every day from 10am to around 9pm, but an increasing number are closed on Sunday. Opening hours for department stores are from 10am to 7.30pm daily, although some close one day a week or two days a month. Market opening times vary, but even on days when a market is closed, some stalls are normally open. The listings in this chapter give the opening hours.

Bargaining

Before venturing into the markets or buying from street stalls in and around Seoul, get a handle on approximate prices by looking in a department store or regular fixed-price shops. Some market stallholders start off with a very inflated price whereas others may quote only a slightly inflated figure. You can expect a discount of around 30%, but this is an average figure only and varies case by case. Walking away is the best way of achieving a lower price. Bargaining is part of the way of life in Seoul, so even when shopping in boutiques and opticians you can always request a discount if you feel it is justified or if you are buying more than one item.

TOP FIVE FAVOURITE SHOPS

- Arts and crafts: Ssamziegil (p120)
- CDs: Synnara Record (p126 & p127)
- Korean DVDs: Seoul Selection (opposite)
- Organic food: Huckleberry Farms (p127)
- Second-hand CDs: Pan (p125)

GWANGHWAMUN

The Samcheong neighbourhood between the palaces (p77) is fast becoming a new shopping attraction with small clothing and craft shops springing up among the established art galleries and restaurants.

DONGHWA DUTY-FREE SHOP

Map pp202-3 Brand Name Goods
☎ 399 3100; ☎ 9.30am-8.30pm; subway Line 5 to Gwanghwamun, Exit 6

This extensive shop is packed with brand-name goods at prices that seem pretty steep despite their being 'duty free'.

GYPSY Map pp202-3

Crafts

☎ flexible hrs; subway Line 3 to Anguk, Exit 1
The handcrafted goods in this tiny shop (stuck in a '60s Woodstock time warp) are all individually made by the owner.

JEWEL BUTTON Map pp202-3

Jewellery

☎ 733 9394; ☎ 10am-6.30pm; subway Line 3 to Anguk, Exit 1
The award-winning handmade jewellery designs are created by two top Seoul designers.

KYOBO BOOKSHOP

Map pp202-3 Books & Music
☎ 3973 5100; B1, Kyobo Bldg; ☎ 9am-9pm; subway Line 5 to Gwanghwamun, Exit 4
A wide selection of English-language books are in Section 10 of this large and famous bookstore that sells CDs and has a fast-food area.

SEOUL SELECTION BOOKSHOP

Map pp202-3 Books & DVDs
☎ 734 9565; www.seoulselection.co.kr; ☎ 9.30am-6.30pm Mon-Sat; subway Line 3 to Anguk, Exit 1
Run by Hank Kim, this is the friendliest place to buy books on Korean culture in English, along with Korean CDs and DVDs. Staff can advise on which DVDs to buy – or you can hire them for W3000. Coffee, second-hand books and free Internet access are available too. Every Saturday at 11am the bookshop screens a Korean DVD with English subtitles (W3000). The website has a weekly newsletter of 'what's on' cultural events.

TOP FIVE SOUVENIRS

- Embroidery: Insadong (Map p205)
- Ginseng: Gyeongdong market (p122) and Namdaemun market (p123)
- *Hanji* (handmade paper) products: Insadong (Map p205)
- Pottery: Insadong (Map p205)
- Traditional teas: Insadong (Map p205)

YOUNGPOONG BOOKSHOP

Map pp202-3 Books
☎ 399 5656; ☎ 9.30am-10pm; subway Line 1 to Jonggak, Exit 1
Another mega downtown bookstore with English-language books downstairs in sections F1 and H3 and plenty of people-watching possibilities.

INSADONG

Seoul's most fascinating shopping street, Insadong-gil is traffic-free on Saturday from 2pm until 10pm and on Sunday from 10am until 10pm, a scheme that is likely to be extended to other days. It's worth visiting more than once. Over 50 small art galleries display and sell the work of Seoul's top artists, potters and designers among rural-themed restaurants and atmospheric teashops. Stacks of shops sell pottery, antiques, calligraphy brushes, *hanji*, embroidery and souvenir knick-knacks. Look out for special snacks. Buddhist items, such as cassettes of monks chanting, incense sticks, and monk's and nun's clothing can be bought in shops near the Buddhist temple, Jogyesa (p53).

BANDI & LUNI'S Map p205

Books

☎ 2198 3000; B2 Jongno Tower; ☎ 10am-10pm; subway Line 1 to Jonggak, Exit 3
This new and very large bookshop with seats has one of Seoul's best selections of books in English (section D2). Another branch is in the COEX Mall.

BEAUTIFUL STORE Map p205

Charity Shop

☎ 3676 1004; Byeolgun-gil; ☎ 10.30am-8pm Mon-Sat; subway Line 3 to Anguk, Exit 1
Bargain hunters love the second-hand clothing (W2000 per item) as well as the household goods, while upstairs are reasonably priced artworks, CDs and a few English-language books. All profits go to charity.

BUG YOUR FRIENDS

Beondegi, a silkworm larvae snack, is sure to delight your friends and can be bought in a tin (W1000) at supermarkets and convenience stores and taken home as a souvenir gift.

KUKJAE EMBROIDERY

Map p205 **Handicrafts**
☎ 732 0830; Hwaenam-gil; ☎ 9.30am-8pm;
subway Line 3 to Anguk, Exit 6

This shop sells every type of wonderful Korean-style embroidery and all of it is handmade. The staff speak English and are embroidery experts who can answer your questions.

NAKWON MUSICAL INSTRUMENTS

Map p205 **Musical Instruments**

☎ 924 0604; ☎ 9am-8pm Mon-Sat; subway Line 1 & 5 to Jongno 3-ga, Exit 5

On the 2nd floor are 200 small shops that sell all kinds of musical instruments and equipment. Local musicians may put on impromptu shows as they choose their instruments. Be careful about fakes.

SSAMZIEGIL

Map p205 **Handicraft Complex**
Insadong-gil; ☎ 10am-10pm; subway Line 3 to Anguk, Exit 6

This stylish new three-floor complex is packed with small arty-crafty shops, has a mini vineyard on the roof and a cool restaurant in the basement (p89).

MYEONG-DONG & NAMSAN

The traffic-quiet narrow streets of Myeong-dong are a leading youth-fashion centre. The customers here are becoming younger and younger – some malls and shops now cater specifically for free-spending middle-school students. Every evening mainly female crowds flock here to shop for local and imported clothes, shoes, bags, accessories, cosmetics and CDs. Cafés, restaurants, department stores and high-rise shopping malls with food courts and cinema multiplexes have made this area mega-popular with young people and Japanese visitors. Seoul railway station is also becoming a retail hotspot.

ABC MART

Map pp206-7 **Shoes**
☎ 771 7777; ☎ 11am-11pm; subway Line 4 to

Myeong-dong, Exit 6 or 8

The biggest and best place for shoes with thousands of pairs on a number of floors – enough to make Imelda Marcos swoon. Another branch is at the other end of Myeong-dong.

GALLERIA CONCOS

Map pp206-7 **Designer Clothing**

☎ 390 4114; ☎ 11am-8.30pm; subway Line 1 or 4 to Seoul Station, Exit 1

Experience brand-name nirvana next to Seoul train station in this brand new department store where top world designers sell status and style to folk burdened by too much spare cash.

LOTTE DEPARTMENT STORE

Map pp206-7 **Department Store**

☎ 771 2500; ☎ 10.30am-8pm; subway Line 2 to Euljiro 1-ga, Exit 8

This is four classy stores that are linked together – the department store, Lotte Young Plaza, Lotte Avenuel and a duty-free shop – and includes a multiplex cinema (p103), food court, hotel and restaurants. It's almost impossible not to get lost inside this busy beehive but it's an experience.

LOTTE MART

Map pp206-7 **Supermarket**
☎ 390 2500; www.lottemart.com; ☎ 9-1am;
subway Line 1 or 4 to Seoul Station, Exit 2

A mega discount supermarket with a household goods section that is spread over two floors next to Seoul train station. Come here for good-deal gifts and souvenirs, particularly food and drinks.

MIGLIORE

Map pp206-7 **Fashion Mall**
☎ 2124 0005; ☎ 11am-11.30pm Tue-Sun; subway Line 4 to Myeong-dong, Exit 6

Always teeming with teenage-looking trendsetters, this high-rise Myeong-dong mall is packed with fashion shops, has a food court on the 7th floor and an outdoor stage by the entrance.

SOGONG

Map pp206-7 **Underground Arcade**
subway Line 1 or 2 to City Hall, Exit 6

Shops in this upmarket underground arcade sell ginseng, stationery, antiques, handicrafts, clothing and accessories, and it joins up with Myeong-dong underground arcade.

ITAEWON

This 1km shopping street caters to American soldiers stationed at the nearby Yongsan base, so most retailers speak a bit of English. Tailor-made suits and shirts are a speciality as are custom-made shoes in leather or ostrich skin. Shops will embroider any garment with any design for around W3000. Spectacles (W50,000) and contact lenses are good quality and reasonably priced.

Such disparate items as leather jackets, antique furniture (sold in shops that line Bogwangdong-gil), second-hand books, hip-hop clothing and purple amethyst jewellery are on sale along with piles of souvenir T-shirts and handicrafts sold from market stalls. Don't believe what some shopkeepers say – eel-skin handbags can cost around W35,000 not W70,000 and 50 red-ginseng tea bags cost around W9000, not W44,000.

ABBY'S BOOK NOOK

Map p209 **Second-hand Books**

☎ 795 4253; ☎ 10am-10pm; subway Line 6 to Itaewon, Exit 1

Now centrally located, this excellent second-hand, 2nd floor bookshop has helpful staff, stacks of books that sell for half the cover

TAXES & REFUNDS

Global Refund (☎ 776 2170; www.globalrefund.com) and **Korea Refund** (☎ 537 1755) offer a partial refund of the 10% VAT. Spend more than W30,000 or W50,000 in any participating shop and you can later claim a refund. The retailer gives you a special receipt, which you must show to a customs officer at Incheon International Airport. Go to a Customs Declaration Desk (near check-in counters D and J) before checking in your luggage, as the customs officer will want to see the items before stamping your receipt. After you go through immigration, show your stamped receipt at the relevant refund desk, next to the duty-free shops, to receive your won refund in cash or by cheque. But don't get too excited – the refunds range from 5% to 7%.

price, and others that go for W2000 or less. It also has a café.

DYNASTY TAILOR

Map p209 **Tailor**
☎ 3785 3035; Itaewonno; ☎ 10am-8pm; subway Line 6 to Itaewon, Exit 4

Dynasty has a good reputation and charges reasonable prices – pure wool custom-made suits start at W250,000 and take about three days to make.

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MARKET BUZZ

You could disappear for a week in Seoul's mind-boggling markets and still not see everything. Whether it's fresh fish, antiques, Asian medicines or the latest electronic gadgets, you can find them here in the sprawling markets of Seoul.

Dongdaemun Market

This huge market (Map p122; subway Lines 1 or 4 to Dongdaemun, Exit 6 or 7 or subway Line 2, 4 or 5 to Dongdaemun Stadium, Exit 1) is famous for the thousands of small fashion shops packed into four neighbouring high-rise shopping malls: **Doota Mall** (☎ 3398 2386; 🕒 10.30am-5am, closed 11pm Sun to 7pm Mon) has children's wear on the 6th floor, while the 8th floor has a bright food court (meals ₩4500 to ₩7000). **Migliore Mall** (☎ 3393 0001; 🕒 10.30am-5am Tue-Sun) has an IT floor and a 24-hour massage service to soothe those aching shopping muscles. **Cheongdaemun** (☎ 2248 4800; 🕒 10.30am-5am Wed-Mon) is being refurbished but will retain the **MMC 10-screen multiplex** (☎ 2268 9111), which screens films all night and day. **Hello apM** (☎ 6388 1114; 🕒 10.30am-5am Wed-Mon) is targeted at youth.

Inside a stadium is the undercover **Pungmul flea market** (☎ 793 6908; 🕒 9am-7pm). Hunt for new and used bargains among the piles of car-boot-sale stuff, everything from *dojang* name stamps, handicrafts and army surplus to CDs, musical instruments and collectables. Around both stadiums are shops selling sports clothing and equipment as well as food stalls. Shop 45 on the outside of Pyeonghwa market has second-hand books in English.

Different sections have different closing times but while many close on Sunday, the four big malls stay open.

Gyeongdong Market

Walk straight ahead from the subway exit and you'll soon be struck by the aromatic odours of the traditional Asian herbal remedies that the **Gyeongdong market** (Map pp200-1; 🕒 8am-6.30pm, partly closed 1st & 3rd Sun each month; subway Line 1 to Jegi-dong, Exit 2) specialises in. The leaves, herbs, roots, flowers and mushrooms piled up in the shops and stalls are all medicinal. Bark is sold to be made into soup, while *jine* is a long millipede that is boiled to make a soup or eaten dry. It is said to be good for backache and a handful costs ₩6000.

Cross the road, turn left at Chohung Bank and then first right, and on the left are 2nd-floor arcades piled high with ginseng and honey products. Don't pay more than ₩9000 for 50 red-ginseng tea bags.



Janganpyeong Antiques Market

Over a hundred small shops are packed into four arcades (Map pp198-9; 🕒 10am-6.30pm, some stalls closed Sun; subway Line 5 to Dapsimni, Exit 2). They're so full of old furniture, paintings, pottery and stone statues that customers can hardly squeeze inside. The atmosphere is quiet compared to the other markets but if you love to browse through treasures – from *yangban* (aristocrat) pipes and hats to wooden shoes, fish-shaped locks and Buddhas – the arcades are easy to visit. At the subway exit walk over to the orange-tiled building behind the car park on the right, Samhee 5, and a similar building on the left, Samhee 6. After visiting them, walk back to Exit 2 and carry on left along the main road for 10 minutes to reach a brown-tiled arcade, Janganpyeong. Outside Exit 2 is **Damo Donkkaseu** (☎ 2244 9256; meals ₩5000; 🕒 noon-9.30pm Mon-Sat), which serves Japanese-style food.

Namdaemun Market

This huge night-and-day market (Map p123; subway Line 4 to Hoehyeon, Exit 5) dates back to the 15th century and has thousands of shops and stalls selling food, ginseng, dried seaweed, clothes, shoes, hiking gear, watches, handicrafts, spectacles and contact lenses. Different sections have different opening hours – wholesalers are open all night and many shops are open on Sunday. **Alpha** (🕒 8am-7pm Mon-Sat, noon-6pm Sun) has two floors of toys and two floors of stationery. Shops in Hoehyeon underground arcade sell stamps, second-hand cameras, LPs, CDs and DVDs.

Shinsegae department store (☎ 310 1234; 🕒 10.30am-7.30pm, closed 1st & 3rd Mon) is spread over two buildings with a supermarket in the basement. **Mesa family fashion mall** (☎ 2128 5000; 🕒 10am-5am, closed 1st & 3rd Mon) has a food court on the 9th floor, opticians on the 6th floor, sports gear on the 4th floor.

Food stalls offer cheap meals for the adventurous, including octopus and *tteokbokki* (pressed rice cakes and vegies in a spicy sauce). Other food choices include a duck restaurant **Tobang** (p92) or Shinsegae department store food court.

Yongsan Electronics Market

If you can plug it in, you can find it here at this **electronics market** (Map pp198-9; ☎ 701 8200; 🕒 9.30am-7.30pm, partly closed 1st & 3rd Sun each month; subway Line 1 Yongsan, Exit 3). Prices are lower than elsewhere but are not generally marked on the products. Leave the station plaza by Exit 3, turn right, then right again and walk through the pedestrian overpass to enter the first building of Yongsan Electronics Town on the 3rd floor. Go down a floor to another pedestrian overpass to the shops that line both sides of the main street. Head to Najin Mall for computer parts.



STAR MARKET Map p209 Fashion Store

☎ 792 7603; Itaewonno; 🕒 9.30am-9.30pm;

subway Line 6 to Itaewon, Exit 4

The sassy style and low prices lure customers inside this new youth-oriented fashion store and café that employs Russian staff who look like they moonlight in hostess bars.

SUPREME OPTICAL Map p209 Optician

☎ 795 6423; cnr Itaewonno & Banporo;

🕒 9am-8.30pm; subway Line 6 to Itaewon, Exit 4

Eye checks are free, while spectacles cost from around ₩50,000 and are ready in an hour. Spectacles and contact lenses can be a good deal in Seoul, especially if you bargain.

WASHINGTON SHIRT Map p209 Tailor

☎ 792 1650; Itaewonno; 🕒 11am-9pm; subway

Line 6 to Itaewon, Exit 4

Custom-made business shirts cost ₩28,000 to ₩55,000. They are on the plain side (wearing an Aloha shirt to work would give your Korean boss a heart attack), but the shop has a range of designs to choose from.

CLOTHING SIZES

Measurements approximate only, try before you buy

Women's Clothing

| | | | | | | |
|--------|----|----|----|----|----|----|
| Aus/UK | 8 | 10 | 12 | 14 | 16 | 18 |
| Europe | 36 | 38 | 40 | 42 | 44 | 46 |
| Japan | 5 | 7 | 9 | 11 | 13 | 15 |
| USA | 6 | 8 | 10 | 12 | 14 | 16 |

Women's Shoes

| | | | | | | |
|-------------|----|----|----|----|----|----|
| Aus/USA | 5 | 6 | 7 | 8 | 9 | 10 |
| Europe | 35 | 36 | 37 | 38 | 39 | 40 |
| France only | 35 | 36 | 38 | 39 | 40 | 42 |
| Japan | 22 | 23 | 24 | 25 | 26 | 27 |
| UK | 3½ | 4½ | 5½ | 6½ | 7½ | 8½ |

Men's Clothing

| | | | | | | |
|--------|----|----|-----|-----|-----|-----|
| Aus | 92 | 96 | 100 | 104 | 108 | 112 |
| Europe | 46 | 48 | 50 | 52 | 54 | 56 |
| Japan | S | | M | M | | L |
| UK/USA | 35 | 36 | 37 | 38 | 39 | 40 |

Men's Shirts (Collar Sizes)

| | | | | | | |
|-----------|----|-----|----|-----|----|-----|
| Aus/Japan | 38 | 39 | 40 | 41 | 42 | 43 |
| Europe | 38 | 39 | 40 | 41 | 42 | 43 |
| UK/USA | 15 | 15½ | 16 | 16½ | 17 | 17½ |

Men's Shoes

| | | | | | | |
|--------|----|----|-----|-----|-----|-----|
| Aus/UK | 7 | 8 | 9 | 10 | 11 | 12 |
| Europe | 41 | 42 | 43 | 44½ | 46 | 47 |
| Japan | 26 | 27 | 27½ | 28 | 29 | 30 |
| USA | 7½ | 8½ | 9½ | 10½ | 11½ | 12½ |

TOP FIVE MARKETS

- Top clothing market: Dongdaemun (p122)
- Top general market: Namdaemun (p123)
- Top food market: Gyeongdong (p122)
- Top antiques market: Jangnangpyeong (p123)
- Top flea market: Pungmul in Dongdaemun market (p122)

WHAT THE BOOK Map p209 Second-hand Books

☎ 797 2342; Sobangseo-gil; 🕒 10am-8pm Mon-

Sat, noon-8pm Sun; subway Line 6 to Itaewon, Exit 3

This new bookshop, run by a couple of young and helpful expats, sells mainly second-hand books. They stock thousands of books at reasonable prices, and add a rare touch of culture to the Itaewon scene.

DAEHANGNO**FILIPINO SUNDAY MARKET**

Map p208

Market

Hyeon Roundabout; 🕒 9am-5pm Sun; subway Line 4 to Hyeon, Exit 1

Join the jolly Filipino community in Seoul who gather here in this lively Little Manila every Sunday to meet each other and buy CDs, DVDs, call-back phone cards and second-hand mobile phones. Chefs in the back of vans cook tropical Filipino treats – cassava cakes, *adobo* chicken, *pancit* noodles, *longaniza* sausage, purple rice, stews and banana spring rolls.

IRIVER Map p208

MP3 Players

☎ 766 7778; Daehangno; 🕒 10.30am-9pm;

subway Line 4 to Hyeon, Exit 1

All the latest miniature miracle MP3 players and accessories are on display from Korea's top manufacturer, which has 10% of the global market and is adding new features almost every month.

HONGKIK**BEAUTIFUL STORE** Map p213 Charity Shop

☎ 332 7778; B1, next to Merae Plaza 미래프라

자; 🕒 10.30am-6pm Mon-Sat; subway Line 2 to

Hongik University, Exit 5

One of a pioneering and expanding chain of second-hand shops that raises money for charity and has introduced the joys of op-shopping to Seoul.

HEADRUSH Map p213

Hairdresser

☎ 338 2773; men/ladies from ₩15,000/20,000;

🕒 11am-7pm Tue-Sun; subway Line 2 to Hongik

University, Exit 6

In this 4th-floor salon above US 66 bar, the English-speaking stylists are not the cheapest but have studied and worked in London. Making an appointment is recommended.

HONGDAE ARTISTS' SATURDAY**MARKET** Map p213 Art & Craft Market

☎ 765 0501; 🕒 1pm-6pm Sat in summer; subway

Line 2 to Hongik University, Exit 6

With its hair-braiding stalls, tarot-card readers, handmade jewellery, hand-painted hats and T-shirts, appliqué bags, fans with a political message and soap made from rice and honey, this small Saturday market in the park outside Hongik University has a '60s Woodstock feel. Singers and pasty-faced magicians put on shows in the entertainment corner.

KODAK PHOTO SHOP Map p213 Photography

☎ 334 2109; 🕒 9am-9pm; subway Line 2 to

Hongik University, Exit 6

This shop can deal with all your photographic needs and keeps up to date on the digital front. Samsung cameras will soon be the size of shirt buttons.

TOP FIVE SPECIALITY SHOPS

- Custom-made suits: Dynasty Tailor (p121)
- Designer clothing: Galleria (p127)
- Embroidery: Kukjae Embroidery (p120)
- Haircuts: Headrush (left)
- Shoes: ABC Mart (p120)

MYTHOS Map p213

Music

☎ 322 6698; 🕒 5pm-9pm; subway Line 2 to

Hongik University, Exit 6

All the Siwan label music can be found here as well as rock, world and progressive music. If the Strawbs are your bag, drop by.

PAN Map p213

Music

☎ 3142 7584; 🕒 noon-midnight; subway Line 2

to Hongik University, Exit 6

Mainly second-hand CDs and LPs are stacked up all over the shop, so who knows what gems you might find if you have the patience to look through them.

PURPLE RECORD Map p213

Music

☎ 336 3023; Wausan-gil; 🕒 9.30am-midnight;

subway Line 2 to Hongik University, Exit 6

All music genres are covered in this established record store that appeals to local art students. It's always worth a browse.

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IN PICK & MIX

RECORD FORUM Map p213 Music

☎ 323 9565; Wausan-gil; 🕒 noon-10pm; subway

Line 2 to Hongik University, Exit 6

This small record store has hardly any room for customers but has a selection guaranteed to interest jazz and blues enthusiasts.

VOLKSWAGEN Map p213 Fashion Store

☎ 334 8817; 🕒 noon-11pm; subway Line 2 to Hongik University, Exit 6

This middle-of-the-road boutique is bigger than most and has room for all the latest styles as well as half a Volkswagen car inside.

SINCHON & YEUIDO

Outside the famous Ewha Womans University, a busy but relatively traffic-free neighbourhood of small shops and stalls has been established to sell clothes, bags, shoes, accessories, haircuts and beauty treatments to the fashion-conscious female students. A street of shops near the subway specialises in wedding gear. For something completely different, Seoul's best fish market is south of Yeouido.

AHYEON-DONG WEDDING STREETMap p210 Bridal Store

☎ 10am-8pm Mon-Fri; subway Line 2 to Ewha Womans University, Exit 3

Enjoy a bridal fashion show as you walk past the window displays of the more than 50 wedding shops in this street of romantic dreams. *Hanbok* wedding gowns are on show but Western-style ones are more popular these days.

CROW Map p210 Body Piercing

☎ 312 8392; 🕒 11am-10pm; subway Line 2 to Ewha Womans University, Exit 2

Body piercing shops in Seoul are as rare as hen's teeth, but piercing is available in this little hut of a shop that sells studs, henna tattoos and more.

GAJUKGONGYEBANGMap p210 Leather Goods

☎ 392 4453; 🕒 noon-9pm; subway Line 2 to Ewha Womans University, Exit 2

Hand-crafted leather goods are made on the spot by an elderly artisan in this tiny shop next door to Crow.

NORYANGJIN FISH MARKETMap p210 Fish Market

☎ 814 2211; 🕒 24hr; subway Line 1 to Noryangjin, Exit 1

All kinds of marine life swim around in tanks and bowls in this covered market – it's an aquarium show that is well worth a visit. Large crabs, rays, tuna and shellfish are on display along with more exotic species such as sea cucumbers and sea squirts – the orange one is called *meongge*. Take-away platters of raw fish sell for W10,000 to W20,000, much cheaper than the restaurants on the 2nd floor (p96). Fresh prawns cost around W12,000kg, while lobsters are around W30,000kg. To make this a popular tourist attraction all that is needed are some stalls that will grill or steam what you buy fresh from the market. To get there, take the exit from the subway station, cross the bridge over the train tracks and go down the stairs into the market.

SYNNARA RECORD Map p210 Music

☎ 3143 3946; 🕒 10am-10.30pm; subway Line 2 to Sinchon, Exit 2

There are CDs of all genres and a good selection of DVDs available in this well-stocked chain store. There is also a branch in Gangnam.

GANGNAM

Apgujeong is a haughty *haute couture* shopping area most famous for its designer boutiques, cat-walk clothing and dizzying prices. Here, a second-hand pair of designer shoes can cost W480,000 or, for the same price, you can buy junior a cute-looking BMW pedal car. The most extravagance must be the Rolls Royce Phantom, which will dig a noticeable W650m hole in your credit card account.

In Gangnam, the young women wear Westwood and are as wafer thin as their mobile phones, which they use to ring their cosmetic surgeons while nibbling a tiny slice of green-tea cheesecake in an all-white well-being café. Tiny dogs are a must-have fashion accessory (preferably with pink ears and a green tail), and have their own doggie shops, beauty parlours, surgeons and, of course, doggie cafés.

BOON THE SHOP Map p211 Designer Clothing

☎ 317 0397; 🕒 11am-8pm; subway Line 3 to Apgujeong, Exit 2

This slimmed-down version of Galleria has stairways and balconies around an atrium courtyard, which provides a chic atmosphere as you browse lesser-known but cutting-edge brand-name stores.

CENTRAL CITY MALL Map p211 Mall

☎ 6282 0114; www.centralcityseoul.co.kr; 🕒 10am-10pm; subway Line 3 or 7, Exit 7

A popular mall next to the express bus terminal that includes *Shinsegae department store* (☎ 3479 1234; 🕒 10.30am-8pm) and *Youngpoong Bookshop* (☎ 595 4700; 🕒 9.30am-10pm Mon-Sat, 10am-9pm Sun) where books in English are on the 2nd floor in Sections E1 and E2. A food court and the Central 6 Cinema multiplex are other attractions.

GALLERIA Map p211 Designer Clothing

☎ 344 9414; Apgujeongno; 🕒 10.30am-8.30pm; subway Line 3 to Apgujeong, Exit 1

This luxury boutique department store packs dozens of world-famous fashion-designer stores into two buildings, one of which is covered in plastic discs that look psychedelic at night. Buy a bikini and a top

here and you can kiss goodbye to US\$1000. On top of the west wing is an Italian restaurant with a vineyard patio with set meals starting at W27,000.

HUCKLEBERRY FARMSMap p211 Organic Produce

☎ 514 3800; Apgujeongno; 🕒 10am-10pm; subway Line 3 to Apgujeong, Exit 2

Organic produce is rare in Seoul but this large health food shop stocks Seoul's widest range of organic food and drinks – including Founders organic beer from New Zealand (W7900).

SYNNARA RECORD Map p211 Music

☎ 501 0777; Gangnamdaero; 🕒 10.30am-10pm; subway Line 2 to Gangnam, Exit 7

A large selection of CDs and DVDs of all genres is available here, and you can listen to the latest sounds before buying.

TASTE MAXIMUM Map p211 Designer Clothing

☎ 3444 7021; 🕒 11am-10pm; subway Line 3 to Apgujeong, Exit 2

Up-and-coming Seoul fashion designer Kim Gyu-sik and his associates have a cute boutique here in Apgujeong and in Lotte department store in Myeong-dong.

THIS IMAGE
NOT AVAILABLE
IN PICK & MIX

JAMSIL

COEX MALL Map pp214-15

Mall

☎ 6002 5312; www.coexmall.com; 🕒 10am-

10pm; subway Line 2 to Samseong, COEX Exit

This huge underground mall (p58)

contains innumerable shops, including an excellent bookshop, record store and department store, but don't expect many bargains.

KIM YOUNG JOO MILANO

Map pp214-15

Designer Clothing

☎ 545 2514; 🕒 10am-7pm Mon-Sat; subway Line

7 to Cheongdam, Exit 13

In brand-name street in Apgujeong but on the Jamsil map is the boutique of a well-known local designer who is famous for

adapting traditional *hanbok* elements into a modern style.

TECHNO MART

Map pp214-15

Electronics & General

☎ 3424 3000; 🕒 10am-8pm, closed 2nd & 4th

Tue; subway Line 2 Gangbyeon, Exit 1

Electronic gear takes up seven floors of this high-rise next to Gangbyeon station. It's less overwhelming to find your way around than Yongsan Electronics Market. In the basement is a **food court** (p98), a general shopping mall (B1; 🕒 10am-9pm) and **Lotte Mart** (B2; 🕒 9am-midnight). On the 9th floor is a relaxing outdoor area with views of the Han River, while on the 10th floor is the CGV Gangbyeon multiplex cinema.