

Seoul City, K-beauty and fashion establishes a bridgehead for entering the European market... Promotes with Milan as a base

This article outlines how Seoul City is leveraging Milan as a strategic gateway for K-fashion expansion into Europe, emphasizing public-sector credibility and cross-industry synergy grounded in the global influence of K-beauty.

Seoul City is accelerating the global expansion of K-fashion following its success with K-beauty. It has chosen Milan as a strategic gateway into the European market, establishing a local foothold to both strengthen the competitiveness of Korean fashion brands and broaden distribution channels. This initiative aims not merely at exporting but at firmly establishing a K-fashion presence at the heart of the European fashion scene.

- **Lower Market Entry Risk via a Centralized Milan-Based Platform**

Seoul City's establishment of a unified K-fashion base in Milan enables international buyers to engage with a curated selection of Korean brands in a single, efficient setting. By leveraging local networks and showroom formats, this initiative functions as a low-risk testing ground for introducing K-fashion into the European market.

- **Enhanced Transaction Credibility Through Public-Sector Backing**

Government-led overseas expansion initiatives offer a higher level of institutional reliability compared to standalone brand outreach. For international buyers, this ensures greater confidence in forming mid- to long-term distribution partnerships and executing joint marketing strategies.

Source

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