

TIME & STYLE

Press Release

FOR IMMEDIATE RELEASE

December 4, 2025

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Time & Style Opens Its First Showrooms in Seoul, South Korea

Seoul, November 2025 – Time & Style celebrates an important milestone in its international journey with the opening of its first showrooms in South Korea, in partnership with Hankook Furniture. Two new spaces in Seoul now invite visitors to experience the quiet beauty of thoughtful design and the highest quality craftsmanship at the core of the brand's philosophy.

The Seoul flagship showroom is located on Hakdong Street in the prestigious Gangnam district, a leading epicenter of South Korea's interior design scene where major European interior brands gather. Occupying the entire third floor of a five-story building, with approximately 450 square meters of space defined by glass facades framed in black steel and textured earthen walls, it presents a wide range of Time & Style collections, including furniture, lighting, and tableware. A carefully selected combination of finishes, details, and spatial composition forms a showroom that expresses, with modern simplicity, a nuanced and culturally mindful interior environment and a holistic vision of sophisticated living.

The second showroom has opened inside Shinsegae Department Store, a landmark of contemporary luxury retail in South Korea. Surrounded by renowned international interior brands from Italy, France, Germany, and Northern Europe, Time & Style has become the first Japanese brand to establish a dedicated furniture area there, offering a space that embodies a contemporary, serene atmosphere complementing today's lifestyles and giving full expression to the premium materials, refined textures, and precise detailing that Time & Style has long prized.

Within a landscape of interiors long shaped by European and American brands, Time & Style in Seoul provides a significant platform for introducing a new interior style emerging from East Asia, blending the subtle sensibilities and aesthetic values shared by Japan and Korea to introduce them to the world.

<https://www.timeandstyle.news/ts-seoul>

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About Time & Style

Founded in 1992, Time & Style is a Japanese interior brand offering a wide range of products, including furniture, lighting, tableware, and other daily essentials that combine traditional craftsmanship and carefully selected authentic materials with modern designs tailored for contemporary global lifestyles.

Guided by the Japanese philosophy of *onko chishin*—“learning from the past to innovate for the future”—the brand draws inspiration from Japan’s rich natural environment, heritage, and artisanal techniques to create high-quality products with lasting, essential, and timeless value. Collaborating with over one hundred skilled artisans throughout Japan and at its own factory in Asahikawa, Hokkaido, Time & Style strives to craft creations born from a harmonious coexistence with nature.

Catering to diverse interior settings, from private residences to large-scale international projects, the company partners with designers, architects, and other collaborators to deliver customized materials, designs, and construction methods, blending a contemporary vision with traditional artistry.