

NEWSLETTER



A Bukchon Beauty Experience: Three picks for your skin type and concerns



Tucked into the quiet alleys of Bukchon Hanok Village, **Pick no.3** is more than a cosmetics shop—it is a curated K-beauty concept store shaped around real skin concerns and everyday lifestyle rituals.

Instead of rows of brands, visitors experience how Korea's MZ generation actually chooses beauty: through personalized consultation and intentional curation. Each guest is recommended just three products tailored to their skin type, habits, and preferences, offering a slower, more mindful alternative to conventional multi-brand stores.

Located in Bukchon, the space is an easy stop while exploring the historic hanok village. Housed in a building inspired by traditional Korean architecture, Pick no.3 also offers a glimpse into Korean aesthetics—natural materials, warm wood tones, and quiet spatial harmony—within a contemporary beauty experience.

At Pick no.3, visitors don't just shop K-beauty—they experience how Korea chooses it.

Curated by Skin, Not by Brand



Products at Pick no.3 are grouped by skin type and concern rather than by brand. Each section presents just three carefully chosen items—often including independent or lesser-known K-beauty brands beyond the typical Olive Young assortment.

CONTACT US

☎ +82-2-6313-8100-15
✉ globalib@lottejtb.com
📷 [lottejtb_gib](https://www.instagram.com/lottejtb_gib)



Travelife Certification

We are proud to share that our company has been awarded the Travelife certification.

Travelife is a leading international sustainability certification system for the travel and tourism industry, recognizing companies that meet comprehensive standards in environmental responsibility, fair labor practices, and community impact.

Our journey toward Travelife began in 2023, followed by the full implementation of sustainability policies and operational changes throughout 2024.

After a rigorous assessment process, we are delighted to have officially achieved certification—marking a meaningful milestone in our long-term commitment to responsible and sustainable travel.

Listed below are our company's current accreditations and memberships:



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Seoul Spring Festival

Dive into the heart of spring in Seoul!

The entire Han River Park will transform into a massive spring festival where K-Content meets vibrant urban culture.

Centered around Yeouido and extending to Ttukseom and Jamsil, the riverfront will come alive with excitement.

Highlights include 'Big Shows' featuring K-POP performances and spectacular Drone Light Shows, as well as unique experiences like 'Real Hangang Ramyeon' on the water.

Come watch, walk, and enjoy Seoul's spring at its best!

 Dates: Apr 10th - May 5th, 2026

 Location: Throughout Han River Parks

Images and text courtesy of @seoul_official

