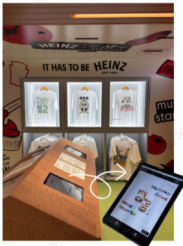


NEWSLETTER



Wear Your Own Seoul Story: Custom T-shirt at Musinsa Standard Myeongdong



This September, MUSINSA STANDARD Myeongdong — a brand that represents Korean fashion — launched a brand-new custom T-shirt service!

You can freely design your own T-shirt using a variety of **special stickers you can only find in Seoul** — including exclusive designs made in collaboration with the Seoul Metropolitan Government!

From Korea's must-visit **landmarks** to Seoul's very own mascot, **Haechi**, there are so many sticker designs to choose from to create a T-shirt that's uniquely yours. It's guaranteed to become one of the most memorable souvenirs from your trip to Korea!

Q. How long does it take?

It only takes about 5 minutes to make one T-shirt!
(Wait times may vary if it's busy.)

Q. How much does it cost?

Adult T-shirts are ₩29,900, and kids' T-shirts are ₩19,900.
Sizes range from S to L.

*Notice: All prices listed are based on 2025 rates and are subject to change.

Q. What kind of designs are available?

You can freely design your shirt with all kinds of stickers! Here are 3 T-shirts our editors made — check them out for inspo!

As of September, no reservation is needed — walk-ins are welcome! For more details, please contact Lotte JTB!

See What Our Team Created! 📷



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Under the Harvest Moon: Celebrating Chuseok in Korea

Experience one of Korea's most meaningful holidays under the brightest full moon of the year! Known as Korean Thanksgiving, **Chuseok** falls on the **15th day of the eighth lunar month** and brings families together to celebrate the harvest, share delicious food, and enjoy the beginning of autumn.

One treat you won't want to miss is **songpyeon**—soft, half-moon-shaped rice cakes filled with sweet ingredients such as sesame seeds, beans, chestnuts, or sweet potato. It is a classic Chuseok favorite and a delicious way to taste Korean tradition!

Chuseok is a three-day national holiday, so it is the perfect time to discover seasonal flavors and festive traditions across Korea.

Just keep in mind that many Koreans travel to their hometowns during this period, so trains, roads, and popular destinations can be especially busy.

A Taste of Chuseok at Gwangjang Market



You can spot some of the places featured on Netflix !!

Looking for an easy and delicious way to experience Chuseok flavors in Seoul? Head to **Gwangjang Market**, one of the city's most exciting traditional markets!

Beyond the food, Gwangjang Market is also a great place to browse traditional souvenirs, colorful hanbok, and everyday Korean market life. Whether you visit during Chuseok or any other time of year, it is the perfect stop for travelers who want to taste, see, and feel the energy of Seoul.