OnTheList

OnTheList Opens Its First Seoul Showroom in Cheongdam, Creating a Dedicated Home for Brand Collaborations & Elevated Customer shopping experience

- **OnTheList opens its first Showroom in Seoul on September 8, marking its fifth showroom worldwide after Hong Kong, Singapore, Shanghai, Beijing.**
- **In Seoul, expanding brand collaborations, omnichannel flash sales and smooth customer experience.**

OnTheList, Korea's only luxury flash-sale platform, opens its first showroom in Seoul's Cheongdam district on September 8.

Since launching its Korean branch in 2022, OnTheList has partnered with over 100 brands and official distributors to offer members-only flash sales through a variety of formats, including online sales and offline pop-ups. As its Korean business has grown, OnTheList is opening its first Seoul Showroom in Korea — located on the B2 level of the Shinyoung Building near Cheongdam Station in Gangnam-gu, Seoul. The new space will provide a more stable and dedicated environment for ongoing offline collaborations, expanding beyond OnTheList's previous pop-up-focused approach.

To mark the opening of the Seoul Showroom, OnTheList will hold an omnichannel "Luxury Kids" flash sale connecting its offline and online channels. The offline sale will run at the showroom from September 8 to 10, followed by an online sale from September 11 to 15.

Building on this new Seoul Showroom, OnTheList plans to broaden its offline collaborations across a wider range of brands and categories, while continuing to offer omnichannel flash sales and scales tailored to each brand and event.

The showroom is designed to be more than a retail space for discounted products, offering customers a place to directly discover and experience a curated selection of brands with amazing discounts from OnTheList. Combining OnTheList's signature flash-sale experience, built around exclusive pricing and membership, with the advantages of a permanent physical space where customers can see and explore products firsthand, the showroom will offer a more immersive and diverse shopping experience.

The showroom features a modern, minimalist interior designed with flexibility in mind, allowing the space to be adapted to suit different brands and event formats. It also features a high level of security, enabling premium brands to showcase their products safely while supporting the stable operation of various flash sales and offline programs.

"The Seoul Showroom is OnTheList's fifth showroom globally and represents an important milestone for OnTheList global growth," said Delphine Lefay, CEO of OnTheList. "As we open our first showroom in Korea, one of our fastest-growing markets, we look forward to introducing a diverse range of brands and flash sales tailored to the characteristics and needs of the Korean market, while continuing to develop the distinctive shopping experience that OnTheList offers. As a women entrepreneur, I am very proud of our Korean team that made this project live".

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Founded in Hong Kong in 2016, OnTheList is Asia's first membership-based flash-sale platform, working directly with brands and official distributors to give new value to past-season products and excess inventory. Today, OnTheList has a global community of more than 1.61 million members and has conducted more than 6,670 flash sales. The company has expanded its operations across 11 markets, Singapore, Australia, Malaysia, Korea, Shanghai, Beijing, Taiwan, Thailand, Dubai, and Saudi Arabia. With sustainability at the core of its business, OnTheList has helped more than 10.6 million products avoid disposal and find new value.

About OnTheList

OnTheList, a luxury flash-sale platform, is a member of the French-Korean Chamber of Commerce and Industry (FKCCI) Business Center and a global startup. With sustainability as a core value, OnTheList offers members high-quality, past-season products from premium brands at reasonable prices, selling only authentic goods sourced through official direct partnerships with brands. Through this model, the company creates a range of purchasing opportunities that make it easier for consumers to experience luxury and designer products, building a new consumption culture that benefits the environment without compromising brand value.

OnTheList Official Channels and Showroom Information

- Offline showroom: B2, Shinyoung Building, 731 Yeongdong-daero, Gangnam-gu, Seoul
- OnTheList homepage: https://www.onthelist.com/KR/ko
- Instagram & KakaoTalk ID: @onthelistkr / 온더리스트

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