Global Link Ventures Announces Third New York Pop-Up, 'SEOUL NOW : THE EDITED'

Seven Korean fashion, beauty, and jewelry brands come to SoHo from September 22 to October 5, 2026

NEW YORK, NY, UNITED STATES, September 4, 2026 /EINPresswire.com/ -- Global Link Ventures (GLV) will present its third New York pop-up, SEOUL NOW : THE EDITED, from September 22 through October 5, 2026, at 262 Mott Street in Nolita. Global Link Ventures (GLV) will host its third New York pop-up, “SEOUL NOW : THE EDITED,” in New York.



Opening Reception

Building on two previous New York pop-ups, the event will connect Korean brands with local consumers, creators, and retail industry professionals. Guided by the message “Curated from Seoul. Selected for New York.,” the pop-up brings together a selection of Korean fashion, beauty, and jewelry brands through an editorial lens.

The seven participating brands are GLOW EVENING CLUB, YJACK, RATED GREEN, LIAOND, SUNIQUE, ELROEL, and ILLE LAN. Visitors will discover a range of products spanning apparel, knitwear, haircare, makeup, and jewelry, with opportunities to explore and shop the collection in person.

The space will feature a contemporary interpretation of early-2000s aesthetics, accented with pink. Editorial-inspired displays will highlight each brand’s identity while creating an inviting setting for product discovery.

An opening reception will take place on Thursday, September 24, from 6 to 9 p.m., bringing together invited creators and industry guests for an evening of music and brand discovery. Attendance is limited and subject to invitation and RSVP confirmation.

Ahead of the opening, GLV is coordinating creator product seeding and social content collaborations to introduce participating brands to new audiences. During the pop-up, the company will also pursue buyer introductions and follow-up business opportunities to support the brands' development in the U.S. market.

EVENT DETAILS
Event: SEOUL NOW : THE EDITED
Dates: September 22–October 5, 2026
Location: 262 Mott Street, New York, NY

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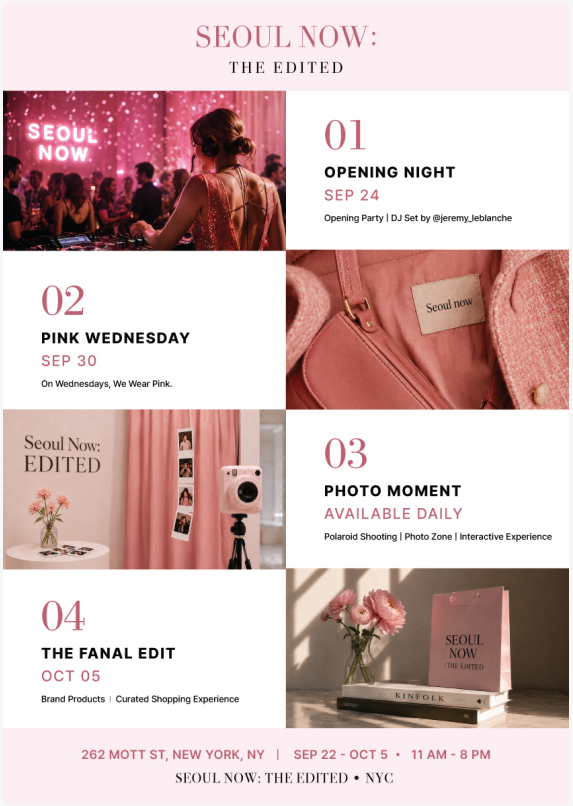
SEOUL NOW : THE EDITED



Event - SEOUL NOW : THE EDITED

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