

inspiration  
excursions®

# INTO THE SEOUL

October 12-15

A 4 day curated experience in Seoul;  
to explore K-beauty, culture and retail.

## Inspiration as strategic input.

South Korea is the laboratory where the future of beauty is designed, long before it becomes global fashion.

This is where beauty behaves like infrastructure, built for **longevity**.



### Designed for:

- Marketing & Brand leaders
- Beauty founders & product teams
- Retail & innovation teams
- Strategy, insights & category leaders

### Learn how:

- Beauty innovation actually happens
- Korean brands test, kill or scale ideas
- Retail works
- Consumers are integrated into innovation

### Exclusive Access:

- Ideas, concepts, opportunities
- 7 layers of the Inspiration excursion
- Industry conversations
- K-Beauty Expo ecosystem

# INTO THE SEOUL

October 10-14

## Outcomes

- Strategic clarity
- A new lens for beauty innovation
- Inputs you can apply immediately
- A global community of peers

[Prequalify now](#)

- Beauty | Science | Food Concepts
- Outdoor | Inner Beauty
- Business | KBeauty Expo 2026
- Wellness | Art & Culture



## This journey is built on seven layers of value



### Human Library

Intimate conversations with successful, innovative, and incredibly insightful individuals across industries who share their knowledge.



### Company Visits

Company visits where they share innovation cases and amazing projects.



### Concept Discovery

Decode cultural shifts and understand what's truly shaping the future by visiting spaces, concepts, new formats, and environments that reflect emerging behaviors and fresh ways of thinking.



### Workshops

Powerful sessions designed to turn inspiration into action. These are immersive, thought-provoking spaces where diverse voices come together to reflect, challenge perspectives, and think of new ideas.

### science of inspiration™

Our methodology turns inspiration into a strategic tool. Based on neuroscience, behavioral psychology, and creative processes.



### Business Encounters

A vibrant community driving change and shaping the future.



### Inspired by

A magazine with insights, reflections, and stories from each excursion, designed to extend the experience, highlight key learnings, and inspire others beyond the journey.



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Reserve your place now, unlock the early bird price.

Sarah B.  
enroll@inspirationexcursions.com

[Prequalify now](#)