

NEWS RELEASE

Korean Cultural Centre UK and HYBE present 'BTS THE CITY ARIRANG LONDON in KCCUK' during London Concert Week

- Rare exhibition of original Kim Jones-designed Dior stage costumes for BTS opens at the KCCUK
- Interactive cultural programme invites visitors to explore various facets of Korean culture
- Around 2,800 visitors expected over seven days in the heart of London



London, 1 July, 2026 — As thousands of international visitors arrive in London for 'BTS WORLD TOUR ARIRANG,' the Korean Cultural Centre UK (KCCUK) has partnered with HYBE to transform the moment into a wider celebration of Korean culture.

Running from 4–10 July, '**BTS THE CITY ARIRANG LONDON in KCCUK**' brings together fashion, music, and cultural experiences in the heart of London, offering audiences a chance to explore Korea beyond the concert arena. More than 2,800 visitors are expected to take part over the course of the week at the KCCUK.

Leading the programme is **Iconic Looks**, a rare exhibition of seven original stage costumes designed by British designer Kim Jones during his time as Artistic Director of Dior Men. Created for the *LOVE YOURSELF: SPEAK YOURSELF* world tour, the costumes marked the first time

Dior created an entire stage wardrobe for a male pop group, bringing together the worlds of high fashion and global music on an unprecedented scale.

Presented as part of BTS THE CITY ARIRANG LONDON and timed to coincide with the group's London concerts, the exhibition brings these costumes back to the city where they were first worn during the landmark Wembley Stadium performances in 2019. Revisiting a defining moment in the group's history, *Iconic Looks* highlights the creative dialogue between a British designer and a global music phenomenon, while reflecting the growing influence of Korean culture in shaping contemporary creative and cultural conversations around the world.

Alongside the exhibition, KCCUK will host the **Connect Lounge**, a vibrant culture hub where visitors can immerse themselves in music, creativity, and shared cultural experiences. Designed as a place for connection and discovery, the programme invites audiences to engage with a range of interactive activities inspired by contemporary Korean culture.

Throughout the week, visitors can enjoy music video screenings, contribute to the *Our Moments* message wall, explore music and photo zones, experience traditional Korean hanbok, and discover KCCUK's current exhibition, *Korean Traditional Painting in Alter-age: Pure and Hybrid*. Bringing together visitors from across the UK and around the world, the Connect Lounge offers a welcoming environment to explore Korean culture beyond the concert stage.

Hyo-Keon Park, Director of the Korean Cultural Centre UK, said:

“London has become one of the key global destinations for audiences engaging with Korean culture. This programme is designed to welcome visitors from around the world and provide opportunities to experience Korea through art, fashion, creativity, and cultural exchange. We hope visitors leave not only with memories of a concert, but also with a deeper appreciation of the richness and diversity of Korean culture today.”

Event Information

BTS THE CITY ARIRANG LONDON in KCCUK will take place from **4–10 July 2026** at the **Korean Cultural Centre UK**, Grand Buildings, Strand, London WC2N 5BW.

For further PRESS information, please contact: pr@kccuk.org.uk +44-020-7004-2606
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About Korean Cultural Centre UK (KCCUK)

The Korean Cultural Centre UK (KCCUK), established in January 2008 by the Ministry of Culture, Sports and Tourism of the Republic of Korea, aims to enhance friendship, cultural exchange, and understanding between Korea and the UK through cultural and educational activities. Located in the heart of London near Trafalgar Square, the KCCUK presents year-round programmes spanning exhibitions, performing arts, film, literature, education, cuisine, and more. Our dedicated team works to expand cultural projects, strengthen partnerships with major arts organisations and partners, and encourage meaningful connections between the two countries.

About BTS

BTS, an acronym of Bangtan Sonyeondan or “Beyond the Scene,” are a GRAMMY-nominated South Korean band that has been capturing the hearts of millions of fans globally since their debut in June 2013. The members of BTS are RM, Jin, SUGA, j-hope, Jimin, V, and Jung Kook. Gaining recognition for their authentic and self-produced music, top-notch performances, and their deep connection with fans, the band has established a legacy as 21st century pop icons breaking countless world records. While imparting a positive influence through activities such as the LOVE MYSELF campaign and the UN ‘Speak Yourself’ speech, the band has mobilized millions of fans across the world (named ARMY), earned six No.1 Billboard Hot 100 singles since 2020, and performed multiple sold-out stadium shows across the world. They were also named TIME’s Entertainer of the Year 2020. BTS are 5-time GRAMMY nominees (63rd to 65th GRAMMY Awards) and have been recognized with numerous prestigious awards like the Billboard Music Awards, American Music Awards (Artist of the Year 2021) and MTV Video Music Awards. Released in March, 2026, BTS’ massively successful fifth studio album *ARIRANG* debuted at No. 1 on the Billboard 200, with its lead single “SWIM” also debuting at No. 1 on the Billboard Hot 100. Coupled with the massive ‘BTS WORLD TOUR ‘ARIRANG’’, BTS’ return is set to be etched in pop culture history.