APARTMENTARY OPENS THE DOOR TO DREAM HOMES

Apartmentary Hong Kong offers professional services with a Korean sensibility to give homeowners peace of mind as they tackle renovating their residences.

"Hong Kong was chosen for its internationalism, efficiency, and how quickly a business can be up and running," said Aaron Chin, CEO of Apartmentary Hong Kong.

Anyone who has renovated their home understands all too well the potential pitfalls that can arise. Korean drama producer Yoon Soyeon chose the DIY route when she transformed her apartment, acting as its interior designer and contractor. Her lifestyle blog and subsequent book, *Interior One Book*, about the experience resonated with many homeowners and gained a massive following, leading to the establishment of Apartmentary in Seoul.

Regional Agility: Capitalising on the Hong Kong Hub

Over the past decade, the company has grown rapidly. It has completed Series C fundraising, with prominent institutions SoftBank and Samsung Ventures among its leading investors. More recently, Apartmentary confirmed a strategic investment and partnership with LG Electronics. In 2025, it opened its first overseas studio in Hong Kong, helmed by Chin — who met Yoon through friends in 2018 — and CPO Aaron Chau. Today, Apartmentary Hong Kong is a rapidly growing interior design firm with a full team of designers, project managers, procurement experts, and marketing professionals, with a variety of completed projects under its belt.

Opening in Hong Kong was an organic decision. The city was chosen for its internationalism, efficiency, and the speed with which a business can be established and become operational. "When we decided to incorporate the business, we registered in a café within 35 minutes. The trades for residential interiors are very well developed in Hong Kong, and there is a vast and varied range of materials, furniture, and accessories," Chin said. "Being right next to the Chinese Mainland allows us to customise and fabricate designs quickly and economically, with a high quality of craftsmanship."



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Home Renovation Made Simple

Though the Hong Kong and Korean studios operate independently, their common denominator is their expertise and guidance. Apartmentary designers and project managers instil trust, making clients feel that each step along the way to their dream home is well taken care of. "Hong Kong is an international city equipped with a wide range of service providers," stated Chin. "We understand professional service, and we have sophisticated tastes. Korean efficiency and orderliness complement what we do. We consider ourselves one-stop shops for residences and share a common vision: to make renovating a home as straightforward as going into a store to buy a product."

Apartmentary will open its outpost in New York in spring 2027, and is looking into expansion into other Asian cities. For Chin, Hong Kong is always his sweet spot: "I love it here — it has everything, it's easy to connect with the world, and it's a great place to work."



Apartmentary

- Established in 2016 and headquartered in Seoul, Apartmentary was founded by Yoon Soyeon and has grown to become South Korea's second-biggest design and contracting brand
- Apartmentary Hong Kong was established in 2025 as the brand's first overseas outpost, delivering end-to-end design and contracting solutions
- A Series C startup specialising in custom residential interior design and build projects, it is financially backed by SoftBank, Samsung, and LG, amongst other prominent institutional investors

apartmentary.com.hk

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