



Quality Over Quantity

WORD ON THE STREET is that Chinese consumers are upping their taste factor, demanding more unique and special experiences from their retail brands. (Good news for the design community!)

“The overall retail landscape in Shanghai is starting to shift from quantity to a more quality-driven market,” says Richard Chang, a retail leader in Gensler’s Shanghai office. “It is due to the increasing sophistication level of the Chinese consumer, along with the GDP increase.” Chang goes on to say that while the typical flagship or rollout format is still dominating the Shanghai market, there is now an emergence of more exciting and different elements, such as experience stores and pop-up shops.

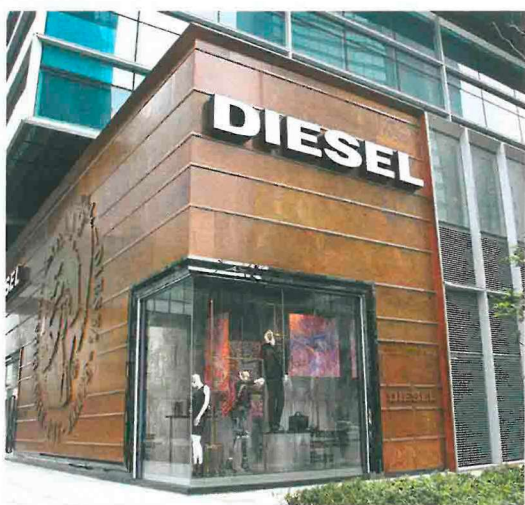
Telling a brand story seems to be the order of the day, with even restaurants dipping into the mix. We’re seeing a blend of “mom’s kitchen” type eateries fusing with luxury establishments that cull the perfect juxtaposition of historic Shanghai with a contemporary Western flair.

— Alison Embrey Medina



Yong Yi Ting

Designed by New York-based dash design and Shanghai-based Brandimage, Chinese restaurant Yong Yi Ting at the Mandarin Oriental Pudong is inspired by the concept of a “mythical journey.” The lounge features a customized ceiling illuminated with traditional Chinese wine jugs, and dark woods and rich fabrics create a lush sense of the Chinese Imperial culture. Photo by XU FEI



Diesel Planet

Located in Shanghai’s Jingan Kerry Center, this flagship store is indicative of Diesel’s commitment to the Chinese consumer market, and works toward putting Shanghai on equal footing with locations in New York, Milan and Tokyo. Gensler and the Diesel design team created a room-in-room design concept with an extensive aged copper façade. Photo courtesy of GENSLER

Hershey’s

Designed by JGA, Hershey’s Chocolate World in the Huangpu District is the perfect example of a Western brand effortlessly fusing into the Shanghai culture. The iconic Hershey’s Kiss sits upon the 10-story tower of the Raffles Center, one of Shanghai’s most prominent retail attractions. Hershey’s just opened a second location at Shanghai’s Metro City Mall in December 2013. Photo courtesy of HERSHEY’S

