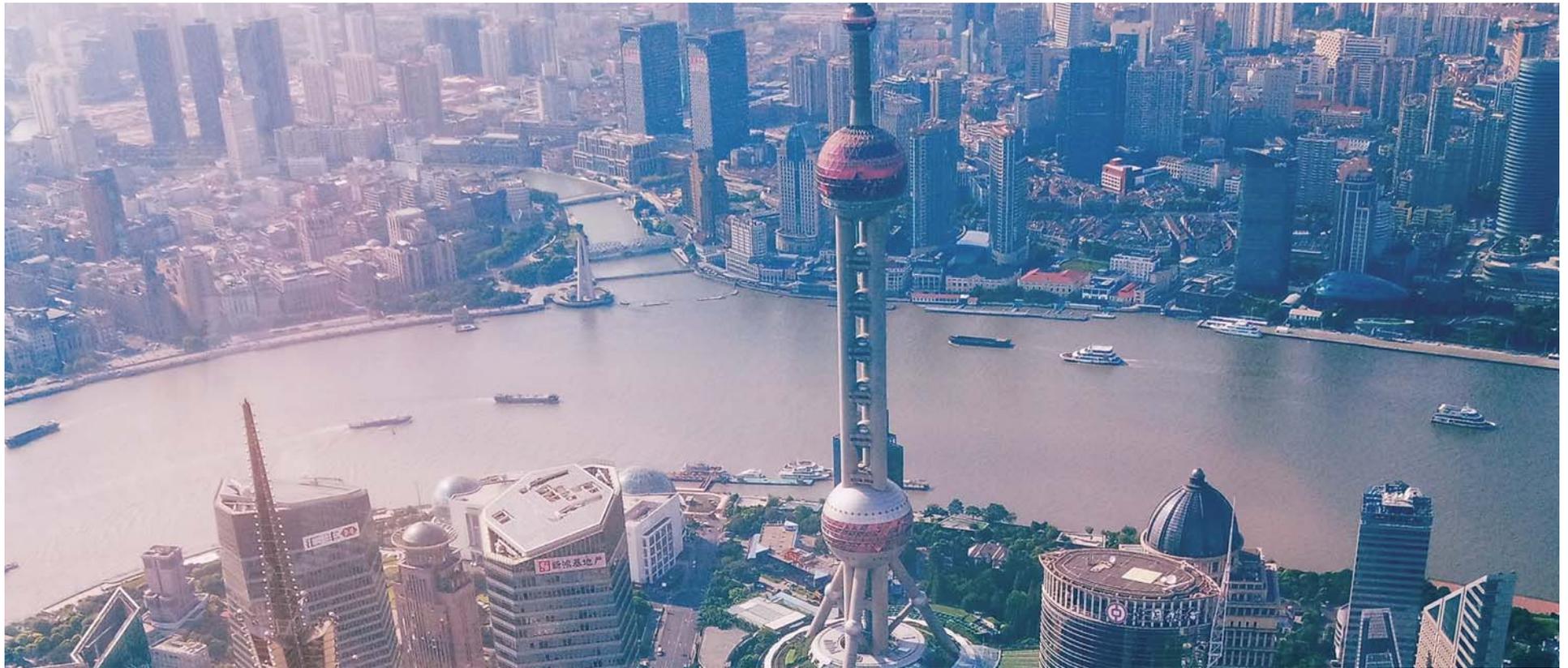




Store Tour Shanghai



Index – Store Tour Shanghai

02 Shanghai – Facts and Figures

03 Store Tour Best of –
6 Shanghai Store Highlights

04 Stores on the left riverside

21 Stores on the right riverside

29 Preview – Will open soon

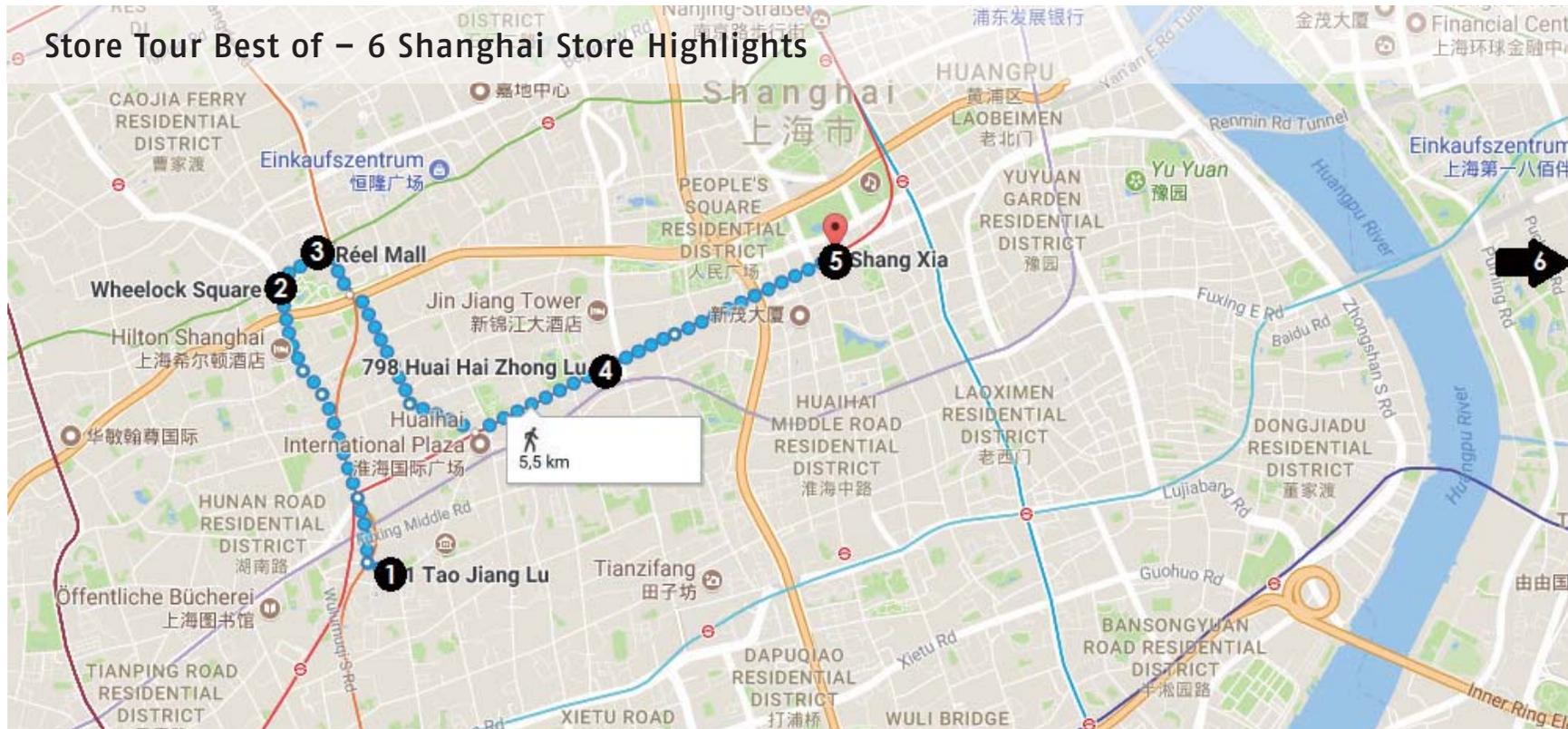


Shanghai – Facts and Figures

- Population: > 24 million (in 2014)
- Language: Shanghai Nese
- Religion: Non religious or traditional faiths (86.9%), Buddhism (10.4%)
- One of the four direct-controlled municipalities of China
- One of the fastest developing cities in the world
- One of the main industrial centers of China
- Special architecture: Paramount, Shanghai World Financial Center, Jin Mao Tower etc.
- Museums: China Art Museum, Shanghai Natural History Museum, Shanghai Science and Technology Museum etc.
- Global financial Centre: rank 13 in the 2017 edition of the Global Financial Centers Index



Store Tour Best of – 6 Shanghai Store Highlights



**Left
Riverside**

- 1 10 Corso Como: 1717 West Nanjing Road.

- 2 Zhongshuge bookstore – Réel mall: 1601 West Nanjing Road.

- 3 Gentle Monster: 798, Huaihai Road.

- 4 Jing Republic: 1F, building 2, no.3 fenyang road.

- 5 ShangXia: 233 Middle Huaihai Road.

**Right
Riverside**

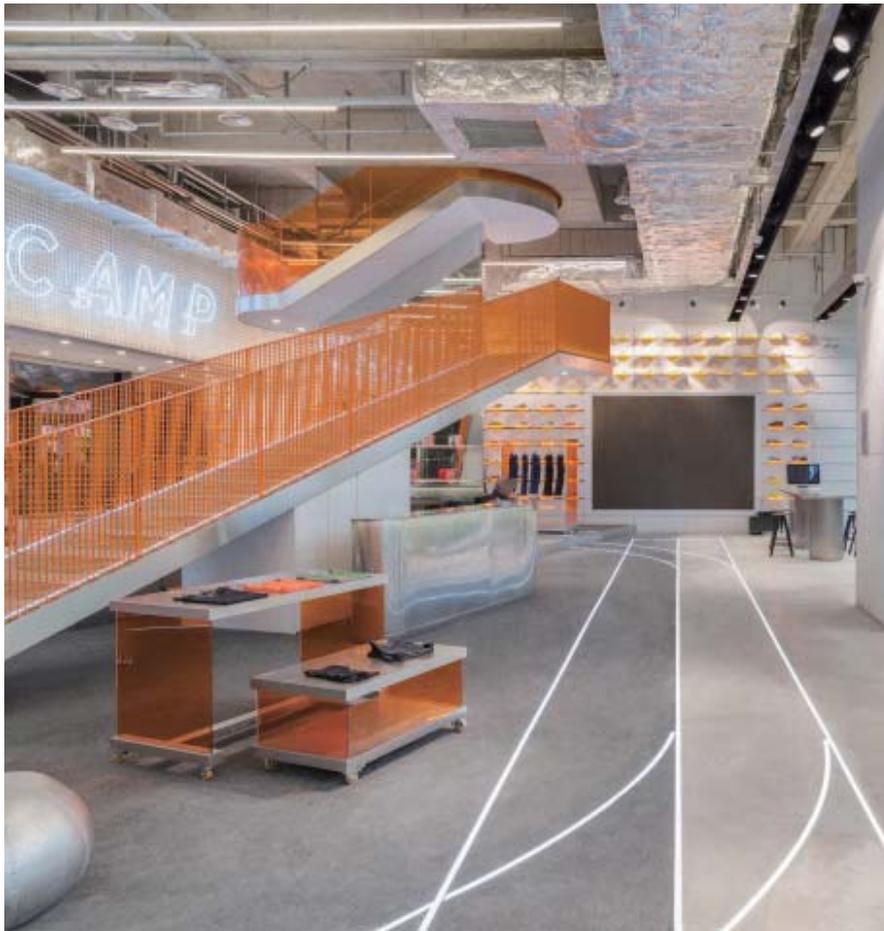
- 6 Hema Supermarket:
B1/F, 1138 South Pudong Road.

RUNNER CAMP store

Left Riverside

Store Tour Best of

Infinite Plaza Shopping, L1W07, Lake Rd 168



A shoes consulting experience area, a runner's platform, a large space for interactive exercise using LED display: The concept store is a hotspot for urban „athletics“ and a mix of store and gym on 643 sqm. The store design features an industrial look with materials like concrete by using the brand's colour orange for the staircase and other selected elements.

Images: retaildesignblog.net



Infinite Plaza Shopping, Center L1, Lake Rd 168



The FlyPony flagship store features a fantasy landscape and includes the five brand DNAs: protection, magic, French style, encouragement, and education. All shoes in the store are telling stories. Highlight is the abstract of Shanghai street with magnetic dots.

Images: retaildesignblog.net



July's Flower

Left Riverside

34, Yanqing Rd



Breaking barriers of tradition: Online florist July's Flower Store has opened its first bricks-and-mortar store in a 1949 converted house in the city's former French Concession. On 50 sqm the store transforms flowers into art and presents them like a curated selection of design pieces.

Images: retaildesignblog.net



Mos Edition Flagship store

Left Riverside

1000 Hongquan Rd, Minhang District



The 430 sqm flagship store is designed by Niiiz Design and offers woman's high sensitive casual wear. The concept includes four areas with different brands of the Mos Edition. The store design is a mix of colorful Highlights and eye-catching materials: e.g. blue mosaic tiles, gigantic lamps in combination with wood and concrete.

Images: retaildesignblog.net



10 Corso Como

Left Riverside

Store Tour Best of

1717 West Nanjing Rd



10 Corso Como Shanghai was designed by the American painter and sculptor Kris Ruhs and has opened in September 2014. The 2,500 sqm concept store offers a multifunctional shopping and dining area and sells works of art, fashion, music, cuisine and culture. It is located in the heart of the Jing An District and offers not only a magnificent view on the famous Jing An Temple, but it is also in close proximity to the Nanjing Road - where a lot of luxury malls are located.



Zhongshuge bookstore - Réel mall

Left Riverside

Store Tour Best of

4th Floor, 1601 West Nanjing Rd



The bookstore is located on the 4th floor of the Réel mall and creates optical illusions by using mirrors on the walls and ceiling. By using the mirrors the store seems never-ending huge. Vertical shelving, circular pillars, white and silver elements lend an futuristic feel to the space, which also integrates seats and tables for relaxed reading.

Images: retaildesignblog.net



Gentle Monster flagship store

Left Riverside

Store Tour Best of

798, Huaihai Road, Huangpu District



The Korean eyewear brand continues expansion: Its new flagship store has opened in the end of 2016 in the French Concession in Shanghai. The space is divided in different areas - each one with an individual and unique design. A large tree trunk laid to its side or a triangular wooden roof structure: The store is an experimental space integrating art and offering the brand's full range of prescription eyewear and sunglasses.

Images: gentlemonster.com



546 Yuyuan Rd, Jing'an District



Store, Café bar, showroom and event: The store design is multifunctionall, uncluttered and airy and the furniture is movable. Mrboth produces trolleys for exhibitions, hangers and record shelves. Industrial elements dominate the interior.

Images: retaildesignblog.net



ShangXia

Left Riverside

Store Tour Best of

233 Middle Huaihai Rd



Together with the Hermès Group, the Chinese designer Jiang Qiong Er established the Chinese luxury brand ShangXia in 2007. In 2010 the first ShangXia boutique opened in Shanghai. On 1,350 sqm the Japanese architect Kengo Kuma has completed a space combining retail, culture and art. The store is located in a classical French villa within the historical district of XinTianDi. Furniture, tea ware, clothing and jewelry are elegantly displayed.

Images: photography.blank.sh



ALL SH store

Left Riverside

94 Wuxing Rd



The streetwear retailer ALL SH has opened his second store in Shanghai on 20 sqm. The architect Linehouse created a curved steel installation which operates as a shelving system inside and as the façade on the outside – responding to the urban context of the store.

Images: retaildesignblog.net



Both Boutique & Both Music

Left Riverside

Suite B106, 570 West Huaihai Rd



The idea of the concept behind the Both store is that there is insight into the "contrast," the essence of things relations: "Life is in contrast to the establishment." It combines a boutique and a music store. The boutique is like a „bridge“ and the music store is set to "Re-cord (focusing)". This place is made for cultural exchanges between people.

Images: retaildesignblog.net



189, Changshou Rd



189 lane creates a unique retail feeling with business character. The boutique shopping mall takes a new approach to merge music and shopping: It focuses on 4-dimensional holographic sound as its core business character (from nature ambiances to recordings from old-day Shanghai and classical or electronic compositions). Not just only stores but also co-working spaces increase the duration of stay in this sound art space.

Images: 189lane.com



Jing Republic

Left Riverside

Store Tour Best of

1F, building 2, no.3 fenyang road



Modern homewares: Jing Republic is not just offering trendy design homeware at reasonable prices – cooking classes inside the store–kitchen or flower arranging classes are also special and useful store highlights. The lifestyle boutique’s interior is colorful and features Scandinavian elements.



MIXC Shanghai - mall

Left Riverside

1599 Wuzhong Rd, Minhang District



On 240,000 sqm the China Resources Land Ltd has opened its first MIXC Mall in Shanghai. The mall contains foreign fashion brands, more than 80 food and beverage outlets, a 4,000 sqm Ole' supermarket, a 2,000 sqm Yan Ji You book store, an ice-skating rink and a Palace Cinema.



La Ruta de Via – Metro City Store

Left Riverside

1111 Zhaojiabang Rd, Metro City



The international multi-brand shoe and accessory store has opened in April 2017 and is located inside the metro city store. It provides an luxurious elegant shopping experience on two floors. Handmade silk carpets, plush chairs or sofas merges with the elegant surrounding with over 659 styles of high-end shoes from selected brands. The store requires customers to take off their shoes before entering inside for an immediate feeling of comfort.

Images: larutadevia.com



Shanghai New World Daimaru department store

Left Riverside

228 East Nanjing Rd



The Shanghai New World Daimaru department store has opened in early 2016. The shopping mall was given an open-design with a spectacular roof spectacular roof terrace, gold and brass details and glass-encased elevators. Highlight: world's largest spiral escalator created by Mitsubishi Electric and is dominating the venue's central atrium.

Images: retaildesignblog.net



Stores on the right riverside (Pudong Area)



Ifc Mall

Right Riverside

8 Century Ave



On 110,000 sqm the ifc Mall (a brand from Hong Kong) is offering the best of international luxury brands like Chanel, Burberry etc. The '8'-shaped building (with our above-ground floors and two below) houses also a cinema, supermarket and restaurants.

Images: shanghaiifc.com.cn



City super - ifc mall

Right Riverside

LG2, Shanghai ifc mall, 8 Century Avenue, Lujiazui



The City super supermarket is located in the ifc shopping mall and is offering premium selection of food, wine, and lifestyle products from around the world - for busy urban professionals who pursue a premium quality of life.

Images: citysuper.com.cn



Disney flagship Store

Right Riverside

180 Fenghe Rd



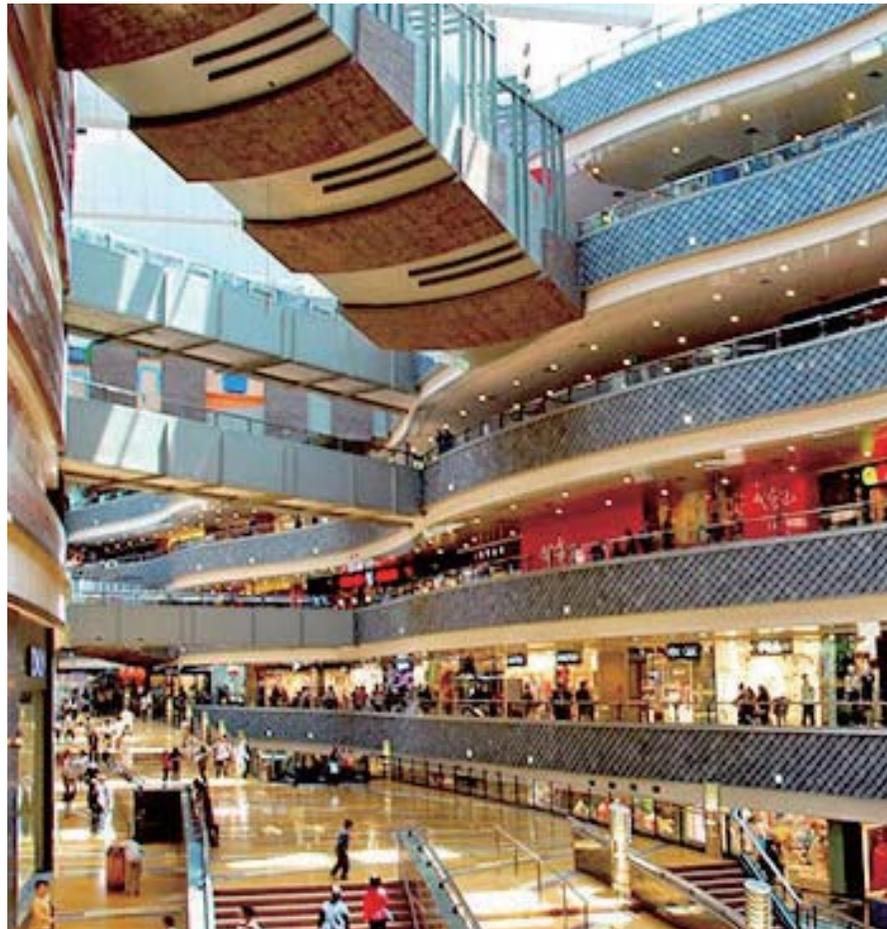
In May 2015, the world's biggest Disney store and the first in mainland China opened at Shanghai's bustling Lujiazui financial district. The 860 sqm shop features a castle at its centre with an hourly music and projection show. More than 2,000 products, including clothing, bags and mobile phone accessories, are available for purchase at the store.



Super Brand Mall

Right Riverside

168 West Lujiazui Rd



The Super Brand Mall (an family-oriented entertainment) offers more than 100 international fashion brands on 13 floors. It has won the “Best Shopping Center Advancement Award” in 2006. It is one of the largest shopping malls in Asia with an area of 247,425 sqm.

Images: chinatouradvisors.com



Hema Supermarket

Right Riverside

Store Tour Best of

B1/F, 1138 South Pudong Rd



A new retail experience: Hema supermarket, backed by Alibaba, blurs the line between online and offline shopping. It uses data and technology to offer customers an efficient and flexible shopping world. The customer pays his goods by using a mobile app, which is connected to his Taobao or Alipay account (no cash pay). It is also possible to order fresh food online, it will be delivered within 30 minutes.

Images: smartshanghai.com



N30N boutique sunglass store

Right Riverside

765, Lane 255, West Shendi Rd



White metal shelves, florescent lights, free standing fixtures, a pink neon box covered with laser cut hot pink acrylic, mirrors creating an infinite field of reflection: The concept for the boutique sunglass store is inspired by ocular perception and the sense of sight perceived by the eye. The store offers a range of high-end eyewear on 33 sqm.

Images: retaildesignblog.net



Alcantara

Right Riverside

88 East Shendi Rd



Fashion meets art: Alcantara has opened its second Concept Store worldwide at Shanghai Village in April 2016. The Italian manufacturer of luxury material also offers its own collection of finished products (bags, accessories, garments). The store concept: is a place where the shopping experience lives together with art.

Images: alcantara.com



Preview – Will open soon



Calvin Klein – Multibrand-Lifestyle Store
Calvin Klein will open a new multibrand – lifestyle store in Shanghai. The store features the brand’s latest retail design concept. The digital technology in the store will offer consumers a personalized shopping experience: An interactive video table invites consumers to explore the brand on a deeper level via newspaper, magazine, online articles etc.

Prada – Restores historic villa
Prada restores a historic villa in the center of Shanghai. The western-style garden villa “Rong Zhai” is a symbolic representation of Miuccia Prada and Patrizio Bertelli’s admiration of Chinese heritage, culture and architecture. It will open in the end of 2017.

