

rkd retail/IQ presents
Ole' Supermarket
 New G4 opening in Chengdu

group | rkd retail/IQ / china / india / mena / thailand



lifestyle experiences



Ole' supermarket lifestyle experiences

Now in generation 4, Chengdu represents the latest incarnation of the brand that continues to be the leading upscale supermarket of choice throughout China.

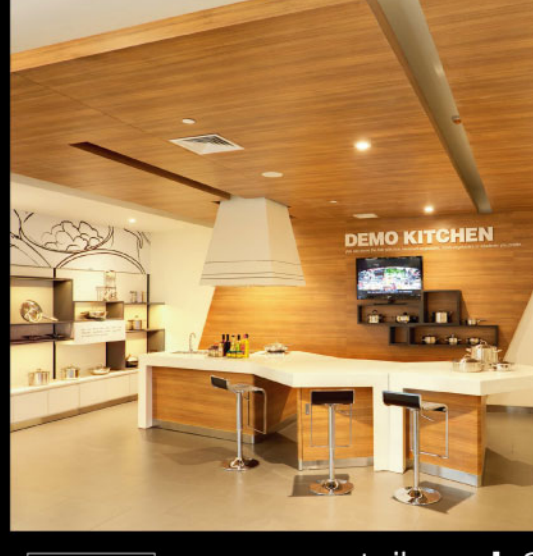


rkd retail/IQ retailnow! 2



Ole' supermarket lifestyle experiences

Enhanced category definition and expanded merchandise assortment responds to the ever increasing aspirational lifestyle demands of China's middle and upper level customers.



rkd retail/IQ retailnow! 3

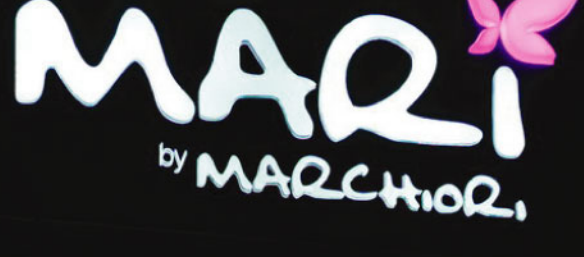


Mari by Marchiori young & fashion footwear

Mari is a developing young and fashion forward Chinese footwear and accessory retailer and manufacturer brand. Operating in a very competitive retail segment, Marchiori was striving for a clear differentiation in their next generation retail concept.



rkd retail/IQ retailnow! 5



Mari by Marchiori young & fashion footwear

Mari is a developing young and fashion forward Chinese footwear and accessory retailer and manufacturer brand. Operating in a very competitive retail segment, Marchiori was striving for a clear differentiation in their next generation retail concept.

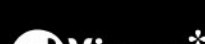


rkd retail/IQ retailnow! 5



el vivo+ open in Chengdu, Jinan, Xi'an and Chongqing

retailnow! 6



el Vivo+ good life to all

Based on an identified opportunity, a new to the market format focused on health with a philosophy of "good life to all" (not just the top level customer), was developed.

With store sizes ranging from 180 to 250 m2 and occupying shopping center and stand alone high street tenant locations, China Resources Vanguard leveraged their significant retail and distribution expertise to roll out the program to selected cities throughout China.



rkd retail/IQ retailnow! 7