



yooya place

new experience supermarket opened in wuhan

group | rkd retail/iQ everywhere



yooya place Wuhan

Anchoring the lower level of their own Poly Times Plaza in the hi-tech CBD of city of Wuhan, Hubei province YOOYA, as part of a channel expansion initiative, rkd retail/iQ was engaged to develop a new market segment medium / high end supermarket brand for Poly Commercial Real Estate. Clearly focused on younger generation customers who were born after 1985, YOOYA was created as a refreshing young and fashion lifestyle experiential supermarket to catch the new target customers while still attracting and embracing a wider customer demographic.



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The clear circulation, playful interior design and colorful environmental graphic communications leads through a supermarket that is original, natural and fresh for daily life. An integrated O2O strategy has been well considered with the directive that on and offline shop the same while expanding the customer experience.

rkd retail/iQ developed all creative expressions of YOOYA in terms of strategy, concept, planning + design, name generation, graphic communication and construction documentation and are currently implementing the program in selected locations in China.



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kidswant
孩子王

kidswant G6

Based on the brand positioning and expansion platform success of G5, r/iQ has been engaged to take kidswant to the next level with market leading omni channel integration.

The success of G5 was evident in that kidswant achieved their aspiration to be the number 1 market leader in the children's category in terms of volume with RMB 7 billion in sales and 175 locations by the end of 2016 and by the end of 2017 KW will open operate 225 stores and in Oct 2016 kidswant realized a successful IPO



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IT'S ALL ABOUT RELATIONSHIPS

“Congratulations rkd on your 20th anniversary. Your designs and work with Duty Free Shoppers were the beginning of a major transition for our company.

With your leadership and design inspiration Duty Free Shoppers began its journey to becoming the travel industries leader in selling and showcasing luxury products.”



Ed Brennan

DFS Group CEO from 1999 – 2012
Ed directed DFS Group through unprecedented growth in terms of sales market & market share

