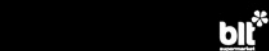


**C**risp and dramatic architecture was developed around a plan type that presents merchandise categories located to serve a variety of shopping patterns.

From impulse with time pressure for a quick lunch to circulation throughout the entire store for weekly shopping.



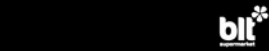
retailnow! 2



**A**lthough blit\* will be brand consistent across both markets, the new segmented format will play different role in each market. In Hong Kong, blit\* will assume a CRC shop (+) position in terms of price and promotion within the consistent environmental design while



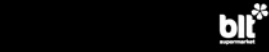
retailnow! 3



**I**n China, blit\* will follow an Ole' (-) positioning. Both positioned formats will share a core range of merchandise and services that will be better than the competition with a clear price message.



retailnow! 4



rkd retail/iQ was responsible for the strategic brief, all creative expressions: name generation, brand and environmental graphic programs and retail planning + design, construction documentation and is currently rolling out the program across multiple locations in China and Hong Kong.



retailnow! 5