



rkd retail/IQ receives 6 design awards

three projects were recognized by a variety of leading international retail industry organizations for retail planning and design excellence

rkd retail/IQ

/ china

/ india

/ mena

/ thailand



Cutting Edge Technology

holpe+, shenzhen

holpe+ was created as a market differentiation and brand building segmentation format for Holpe. An extraordinary assortment of mobile technology, accessories and telecom & customer services were all combine within a wholly new retail planning and design concept specifically targeted 2 key customer groups; fashion and business.

awards

CHAIN STORE AGE 2010 Chain Store Age Retail Store of the Year (RSOY)

+ honorable mention

international hardlines less than 10,000 sq.ft



2010 A.R.E. Association for Retail Environments

+ outstanding merit

hardline up to 3,000 sq.ft

+ store fixture award

+ wall treatment award

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Brand Clarity

suning elite, shenzhen

Rkd retail/IQ were engaged to create the new retail brand strategy across the entire suning group. An initial matrix was created to identify and categorize each format within a new group of brands that matches customer demographics, location strategy, merchandise assortment and customer service strategies while creating the destination of choice, sustainable market position and a differentiated experience for each sub-brand of the group.

awards

CHAIN STORE AGE 2010 Chain Store Age Retail Store of the Year (RSOY)

+ 1st place

international hardlines greater than 10,000 sq.ft

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Lifestyle Experiences

blt* supermarket, shenzhen

An acronym for the China Resources service mark, "better life together", blt* was created as a new to the market format to be rolled out in Hong Kong and tier 1 and tier 2 cities in China. Although blt* will be brand consistent across both markets, the new segmented format will play different role in each market.

awards



2010 A.R.E. Association for Retail Environments

+ grand prize

supermarket / grocery store

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