



# LOVE IS ALL THAT MATTERS

RE-EVALUATE WHAT IS IMPORTANT. TO BE KINDER. MORE TOLERANT. MORE TIME FOR FAMILY. LESS DAMAGE TO THE ENVIRONMENT. WE CAN RESET OUR PRIORITIES... AND LOVE IS NO. 1!



7 FRESH 2.0 is a next generation format refinement of JD.com's 7 Fresh supermarket

Appropriate in format size and complete in fresh category assortment for daily needs with an expansive seamlessly integrated F+B.

7 Fresh 2.0 clearly understands the ever evolving customer behavior with significant merchandise effort focused on complete fresh categories of prepared meals for in-store consumption, at home heat and eat and in-store F+B.



With an obvious and clear relationship to JD.com's expansive e-commerce platform, 7 FRESH does not rely on-line sales to drive in-store return on investment.

The retail environment was conceived based on the seamless integration of a convenient fresh category supermarket of daily needs with an expansive food and beverage offer that serves for all times of the day from snacks to full meals.

rkd retail/iQ was responsible for the strategic brief, all retail planning & design, name generation, all graphic communications, and construction documentation and is currently rolling the program out to selected locations throughout China.



7 FRESH Life is a new to the market format extension of JD.com's 7 Fresh next generation supermarket.

Although compact in format size 7 Fresh Life is complete in fresh category assortment for daily needs. Clearly understanding the ever evolving customer behavior, significant merchandise effort is focused on convenience fresh categories of prepared meals for in-store consumption and at home heat and eat.



With an obvious and clear relationship to JD.com's expansive e-commerce platform, 7 FRESH Life will offer full line omni-channel integration but does not rely on-line sales to drive in-store sales.

The retail environment was conceived from category definition and adjacencies through to a convenient plan type. New signature coloration, updated brand and retail graphic programs were developed as a consistent brand communication layer. The interior architecture references an economical, modern and simpler environment to focus on merchandise and convenience.

7 Fresh Life will be expanded with selected company owned stores and abundant franchise opportunities in community locations throughout china.

rkd retail/iQ was responsible for the strategic brief, all retail planning & design, name generation, all graphic communications, and construction documentation and is currently rolling the program out to selected locations throughout China.



China Resources Land CRL is the leading upscale shopping center developer in China with Mixc developments in leading urban centers throughout.

responding to changing customer preferences, Mixc Shenyang after several years of successful operation, made the strategic decision to rezone an area of accessories tenants into a market concept food and beverage offer.



building on the tenant assortment leasing strategy a market concept was fashioned to unify the variety of compact specialized foods under a strong umbrella design. traditional shapes were reinterpreted into a framework to promote clear visibility and circulation and a strong pattern language was layered in to hold customer attention and focus on the foods on offer.

rkd retail/iQ was responsible for the retail strategy and all creative expressions including brand + environmental graphic programs, retail architecture, retail planning + design and construction documentation.