

abenson global city

the leading 3C opened in Manila

group rkd retail/IQ

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The leading 3C

The new master planned cbd of fort bonifacio in metro manila provided a unique opportunity for abenson, the leading 3C; communication, computer, consumer electronic retailer of the philippine islands to create a true flagship.

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Moving forward

Moving forward as a developer of their own property, abenson have developed a 30 story tower in heart of fort bonifacio which will be occupied by their 5 star ascott service apartment and 3 levels of retail podium occupied by a abenson global city store.

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Unique opportunity

The tenant space provided unique opportunity to implement a one off flagship to complement the contemporary architecture of the project. Abundant day lighting through clear and fritted glass and a generous floor to floor slab spacing all combine to create light and airy volume of space.

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Digi-nature concept

Taking full advantage of the inspired tenant space, abenson global city flagship was conceived as a digi-nature concept inspired by the renowned flora of the philippines. Simple, contemporary and consistent architecture provides the consistent organization throughout the entire space while category colors and patterns based on oversized flowers were developed to communicate the variety of merchandise offer of all 3 levels of retail.

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Clear & unified

Provide a clear, unified and dominant impression first and foremost. Product brands were implemented with very specific tenant criteria for an improved and consistent multi-brand presentation that supports the overall abenson retail brand impression.

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