

MERRY CHRISTMAS & HAPPY NEW YEAR 2022



originally blt* was developed as a young and fashionable step down format below the positioning of Olé. blt* G2 moved to a more thematic and decorative solution architecturally while the merchandise assortment improved in variety and quality.



As expected the G2 design concept became out of date more quickly and the time is correct to refocus blt* with a concept that is more appropriate to the current market and evolving customer profile. blt* G3 returns to the origins with a new integrated retail concept that is young and fashionable that would be at home in any international city.

The design concept is simple and clear in planning, architecture, graphics and materials.



The design concept is simple and clear in planning, architecture, graphics and materials.

r/iQ was responsible for the strategic brief, format positioning and all creative expressions of retail planning, architecture + interior design, all graphic and packaging programs and construction documentation. r/iQ is currently rolling out blt* G3 concept is selected locations in china.



based on decades of operation and with nearly 60 stores in operation, Olé the leading upscale supermarket in China is renovating the original store. Since its launch in 2004, Olé Mixc SZ has gone through 5 generations of continual refinement.



renovating the original store is particularly challenging as the customer base is strong and the Mixc SZ continues to evolve and maintains its status as a leading shopping center in china. With the G5 Lux concept Olé will position well within all leading international luxury brands in terms of aesthetic, customer service and merchandise.



Olé G5 Lux, short for luxury, builds on the G5 improvements launched in SH LJC shopping center in 2019 with a whole new level interior architectural design, materials and graphic communications to support the luxury positioning.

the design aesthetic is simplified luxury



the design aesthetic is simplified luxury with understated details and refined materials focusing the attention on the customer, the service and the merchandise. Warm and welcoming tones in metal, wood and ceramic materials are enhanced with well considered patterns of soft and organic shapes to complete customer comfort first approach.

r/iQ was responsible for the strategic brief, format positioning and all creative expressions of retail planning, architecture + interior design, all graphic and packaging programs and construction documentation.