



rkd retail/iQ presents
DFS galleria chinachem, hongkong

group rkd retail/iQ

/ china

/ india

/ mena

/ thailand



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GALLERIA

DFS Galleria Chinachem

Hong Kong is a great realized opportunity for DFS to redefine one of their first downtown store locations.

First opened in 1987 over 2 floors the newly re-launched flagship will encompass an additional floor of retail, significant new atrium that energizes the entire store and new customer flow, especially important in the low ceiling structured tenant space.

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Implementing the new DFS category definitions with leading global fashion & accessories boutiques who are implementing their latest fully personalized global concepts, a world of beauty with the leading global cosmetic & fragrance brands, world of luxury with the leading watch maker brands, luxury jewelry brands & premium accessories and luxury foods & destination souvenirs.

DFS redefines one of their first downtown store locations

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The retail planning emphasized and contained these complementary categories of luxury in distinct districts with unique experiences of separate design and materials.



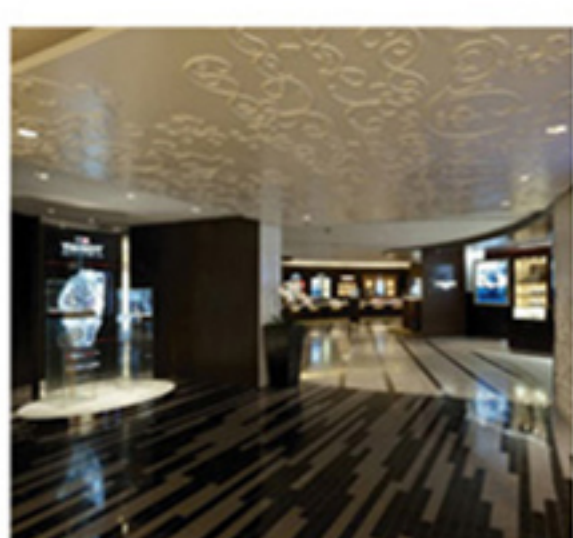
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The processional flow of the customer is punctuated with threshold transition zones which channel the scale of the three worlds through a portal that expands as quick as it reduced to expose the next world of experience.



distinct districts
unique experiences

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