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A1 Retail

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Skullcandy

The lifestyle and audio brand Skullcandy has launched a new retail experience in their Park City, Utah Headquarters, designed in collaboration with creative studio Checkland Kindleysides.

www.a1retailmagazine.com



ALDI China

Landini Associates
ALDI China
Shanghai,
China



ALDI China opens two pilot stores in Shanghai, designed by Landini Associates.

ALDI China has commissioned Landini Associates to design a new trading format for the brand's two pilot stores in Shanghai. The new Chinese stores are a milestone for the German-rooted retailer and have drawn massive interest, with queues snaking outside both stores for hours before opening.

The format and design is an evolution of Landini Associates' work for ALDI Australia, aimed at celebrating and conveying quality and value. At these new stores there are key differences in scale; this is to connect with Chinese consumer habits, where the preference is to visit multiple small shops per week.

The emphasis is on fresh produce and ready meals, with certain categories articulated for greater consistency. Key products placed at the entry of each aisle alongside messaging to appeal to shoppers.

A noticeable difference for the Chinese market is the development of an on-site Food Station, as well as the addition of ready meals to take away or consume at the in-store dining kiosk.

The perception of freshness throughout the stores is achieved with the use of locally sourced materials, warm timbers and yellow accents. The lighting was designed to create an inviting atmosphere and to let the

products take centre stage, enhancing colour, texture and freshness.

Landini Associates also designed a series of messaging and graphic illustrations that are entirely unique to the Chinese market. Over 40 messaging boards were developed to communicate the brand ethos, value, quality, and to promote European and Australian award-winning products. Category signage is displayed around the store perimeter offering greater visibility, whilst a vibrant mural on the ceiling above the service counter and checkouts is a playful added feature.

"We are delighted to have worked with ALDI China to prototype their retail format for the Chinese market. This is a significant milestone for the brand, and we are honoured to have been involved," concluded, Ben Goss, Design Director at Landini Associates. 

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Photography by Andrew Meredith.