

## **SIMMONS ASIA NEXT GENERATION OF SHOPS-PREMIER AND STUDIO SHOPS**

### **PROJECT DESCRIPTION**

We were commissioned for the re-branding for Simmons Asia's shops, uniform and corporate identity. This is a challenging task: how can we represent a bedding company with such long history? Thus, we have first conducted a three months research on Simmons, and their competitors.

After the research period, we have realized that a minimal shop, will be able to accentuate the presence of the beds and the products, it will differentiate Simmons's shop from the competitors. The circulation of the customers and the experience is our main focus: A minimal, pristine and perennial space will allow Simmons's customers to linger and try the beds freely. A barrier free shop will allow Simmons's staffs to may remain eye contact with the customers and to offer assistance to them anytime.

The sound, water, rain drops, the color blue, our clean uniform design and other embellishments; these are all devised to provoke the five senses of Simmons's customers; reminding them the importance of a good rest at night. The bed and the bedroom shall be a sanctuary for Simmons's customers to re-charge and to refresh.

短片分享主要關於：

- 1) 增加產品與客戶的互動的新方法
- 2) 設計新店的管理制度，通過標準化減少裝修費用和風險。
- 3) 鼓勵銷售的技巧及連結全國商店的管理系統。
- 4) 引進互動、在線和實時的操作手冊。
- 5) 未來設計新店的挑戰和機遇。

**CLIENT** Simmons Bedding International

**ARCHITECT** Groundwork Architects and Associates Ltd. (Manfred Yuen, CY Lau, Lawrence Law, Echo Xiang, Krystal Lung )

**GRAPHIC DESIGN** Edwin Lo

**LOGO DESIGN** Groundwork Architects and Associates Ltd. (Manfred Yuen, CY Lau, Lawrence Law, Echo Xiang, Krystal Lung )

**BEDDING DESIGN** Groundwork Architects and Associates Ltd. (Manfred Yuen, CY Lau, Lawrence Law, Echo Xiang, Krystal Lung )

**UNIFORM DESIGN AND SELECTION** Groundwork Architects and Associates Ltd. (Manfred Yuen, CY Lau, Lawrence Law, Echo Xiang, Krystal Lung )

**PHOTOS** South Ho

**WHERE** Asia