

SIMMONS ASIA NEXT GENERATION OF SHOPS-ELITE SHOP

PROJECT DESCRIPTION

Simmons Asia Elite shops offers the top products from Simmons to the customers.

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.

Our design was derived from the story of "Qushui Feast" (Liu Shang Quo Shi 流觴曲水) - an oriental drinking game which is originated from China for ancient scholars and elites. Scholars sit on both side of a stream and place a glass filled with wine, in the moving stream, when the glass stop floating, the one who sits in front of the glass fetches the it and drink it.

The ceiling are the tracing lines of this stream, and the customer, when lying on the bed, may drift their minds into this ancient scholarly game.

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.

CLIENT Simmons Bedding International

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