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Godiva Store

FutureBrand UXUS brings chocolatier brand Godiva to life in Hong Kong's YOHO Mall.

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**FutureBrand UXUS
Godiva
Hong Kong**

Luxury chocolate brand Godiva recently opened a unique store in the YOHO mall in Hong Kong. The store was designed by FutureBrand UXUS and created an immersive environment bringing the Godiva brand to life by indulging all the senses.

The store format was redesigned by FutureBrand UXUS to create a space that is a chocolatiers dream – it takes the chocolates out of the box and invites consumers to feel, touch and taste Godiva’s ultimate indulgence in every room.

organic matter and food displays, with textures inspired by Godiva and the chocolate making process. Just like a box of Godiva chocolates, the store offers a sequential experience as customers move through the space. The aim of the store is to encourage customers to discover new creations, shop for occasions, experience the passion of Godiva’s craftsmanship and to offer a space to dwell and socialise in.

Throughout the store are experience zones which were designed by FutureBrand UXUS. In the shop window the art of chocolate making is showcased in all forms. A gallery displays new launches in an artistic setting, in

Images courtesy of FutureBrand UXUS.



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Making chocolates is an art form and this is reflected in the store design. The look and feel of the space is directly inspired by the studios where the Godiva chocolatiers dream up their creations, but with an added touch of extraordinary spectacle. This is designed to evolve the retail identity of Godiva with contemporary and artistic cues.

The main elements of the store design include bold shapes and forms, craftsmanship demonstrated in the layered materials and textures, immersion in the form of

another area, called the self-treat palette, customers can shop by mood and in the occasion zone they can find the perfect gift.

A resident atelier showcases the theatre of Godiva craftsmanship and a café with mirrored walls provides the perfect lounge for hanging out and sharing treats.

FutureBrand UXUS
+31 20 623 3114
www.uxus.com

