

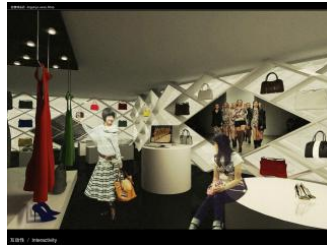
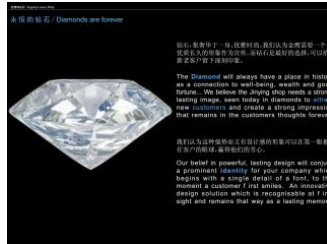
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## JingYing – Luxury Shopping

Offline store for online retailers



JINGYING LUXURY SHOP 金鹰精品店



A Chinese retail company that previously only worked in the area of online sales wanted to develop an “offline” concept for luxury shops. We created many different proposals for the materials and for displaying goods in the shop. At the end of the process, the customer chose the version shown here, which the team in Shanghai had developed under the management of Philippe Le Fort.