

Zihuo Culture &
Sports Technology (Hainan) Co. Ltd
presents:



MOUNTAIN
GLORY

Motto

Paraphrasing the French pilot and poet Antoine de Saint-Exupéry:

If you want to create happy customers,
don't start with telling people about
brands and products and prices!
Seduce them with the beauty of the mountains
– rouse their yearning for living outdoors.

Prologue

October. Two friends meet in Haikou's Xixiu Beach Park.

A: *I've missed you yesterday. Where were you?*

B: *Me? In the mountains. I've been skiing ...*

A: *What?!?*

B: *... and I bought myself a wonderful snowboard!*

A: *What are you talking about?!?*

B: *Personalized!!!*

A: *You had too much sun already!*

B: *No no! Listen: Ever heard of Mountain Glory?*

A: *?!?*

B: *It's in the fantastic Hainan Duty-Free Sport Mall. When you enter there, you are immediately transported into the mountains, the European Alps – the snow! The peaks! Wow!! I tell you: It's so beautiful! It's so cool. Literally! And then – you find all these amazing products. All the famous sports brands!*

A: *You know that I am not into sports ...*

B: *But I know you're into sports fashion! Didn't you almost drool when you saw that white down jacket from this amazing luxury brand?*

A: *OMG, yes! Can I find that in Mountain Glory?!?*

B: *Of course! They have everything! But first let me tell you about the Mountain Glory experience. It is really really fascinating!*

A: *Ok – go ahead!*

Basic principles for displaying products

Check-in/Check-out Desk

Ideally, the customer signs in on ground floor at the Check-in Desk for all Floors. This place also serves as Check-out Desk for central payment. Here the customer decides, whether we will take with him the purchased goods or has them sent home. – In the area the customer will also find a bar with lounge.

Mixing categories

In order to achieve an intense shopping experience the concept strongly recommends the mixing of product categories: perfumes can stand next to fashion, accessories next to sun cream, in short: fashion and lifestyle products and accessories mix freely by the exception of technical sport goods such as ski, boards, bindings and shoes. This not only suits customers with different interests, as families that still want to spend time together. It effectively caters for a unique shopping experience that surpasses the specialist market approach.

Discovery islands for storytelling

Storytelling is key to make a difference. The customer will then not only take home a product, but an interesting and emotional story about the product. Throughout the main product hall we will build special places, where products from lesser known small brands are exhibited – together with the story of their origin and special meaning.

The Journey is about to begin – enjoy!

Experience

The Hainan Sport Duty Free Shopping Mall brings together two fascinating worlds: the world of luxury brands and the world of sophisticated sports equipment.

We want to attract the serious customer. So right from the entrance we communicate the uniqueness of the mall with stylish elements. We express our dedication to the customer.

«From the mountain experience, which offers sports equipment, sportswear, accessories and skincare within an upscale ambience, visitors traverse the store to the 'Top of the World' on the top floor. This is likened to Swiss luxury alpine resort town St. Moritz, representing the mountain sports hot spot through a combination of lifestyle, glamour and elegance on the top floor.»

World of Sports



Ice Tunnel



Discovery Island Winter



Discovery Island Summer



World of Sports - Elements

Ice Tunnel

Glaciers are true marvels of nature. They are the „eternal ice“ of the Alps and exert a mystical fascination on the observer. The walk through the ice tunnel puts visitors in a mood that makes them forget their everyday life. They are thus transported into the world of the Alps and can immerse themselves completely into the Mountain Glory experience.

Discovery Islands: Winter & Summer

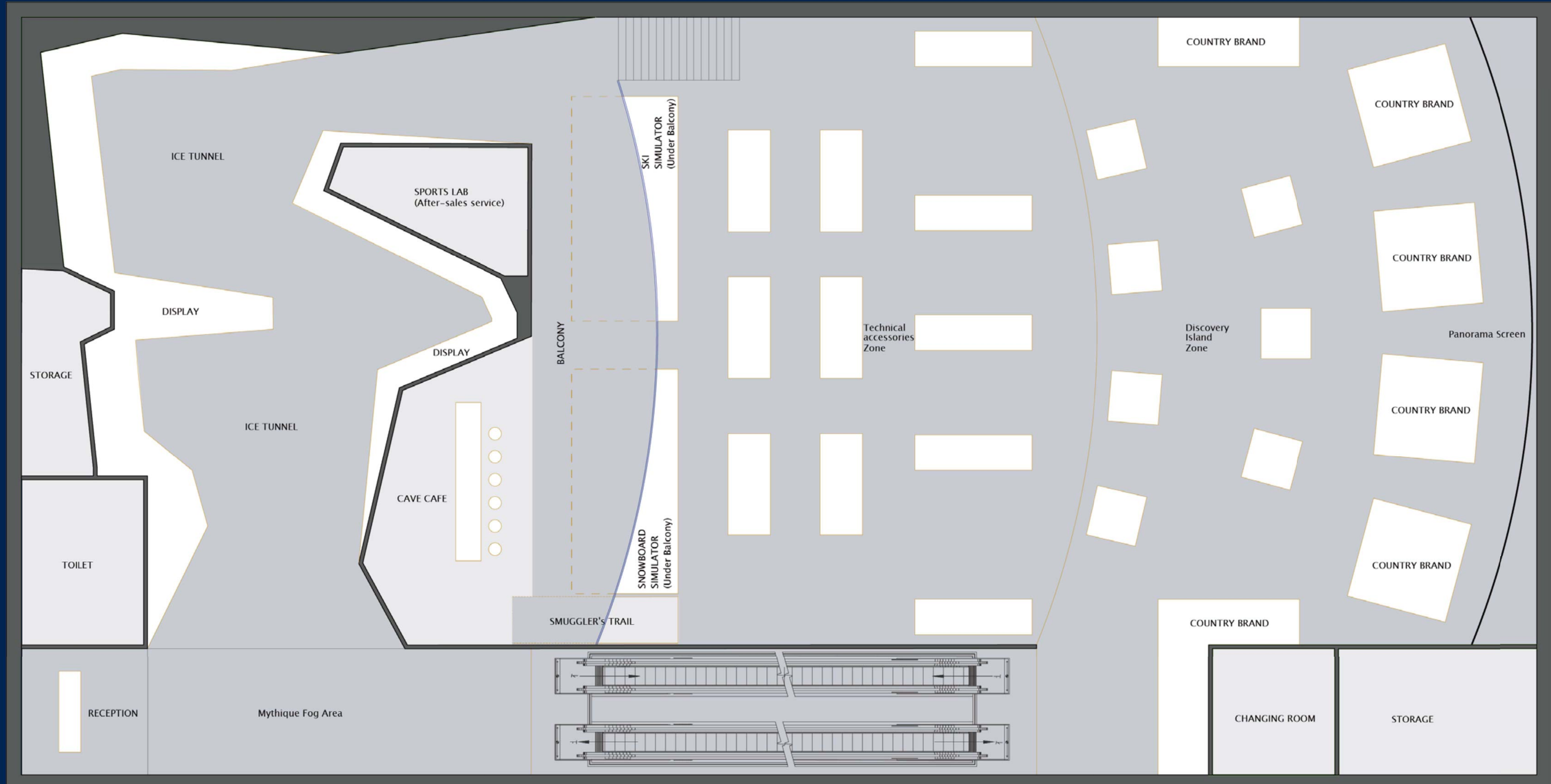
The sheer size and beauty of display makes the big hall a real product paradise. Here customers can try and order their products – and pay for them on the way out on the ground floor, collect them or have them sent home – duty free.

In the main hall the customer is offered three types of experience: First, they find all the exquisite sports goods their heart desires. These products are sorted cross-category by country «island»; where possible according to a geographic logic. So the customer finds fashion, accessories and lifestyle products made in France in «France», products made in Italy in «Italy» and so on.

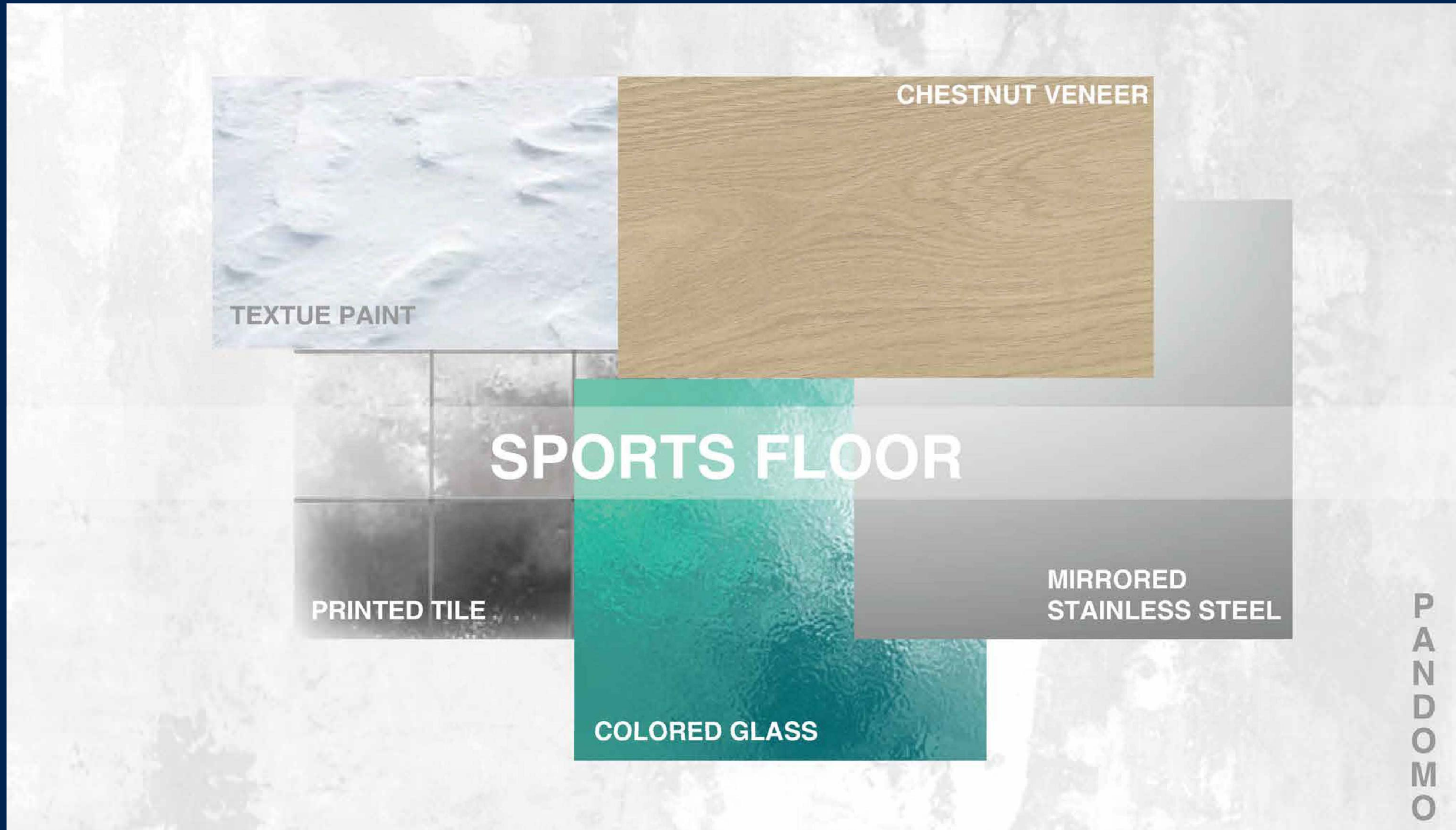
Second – and again sorted by country – the customer will find «Discovery Islands»: inspiring unique small brands that come with a story.

Third, wherever possible, there will be stations for personal activity. The customers can try their climbing skills on an indoor bouldering wall, test their hiking boots on rocky ground or experience the feeling of standing in a snowboard, just to give a few examples.

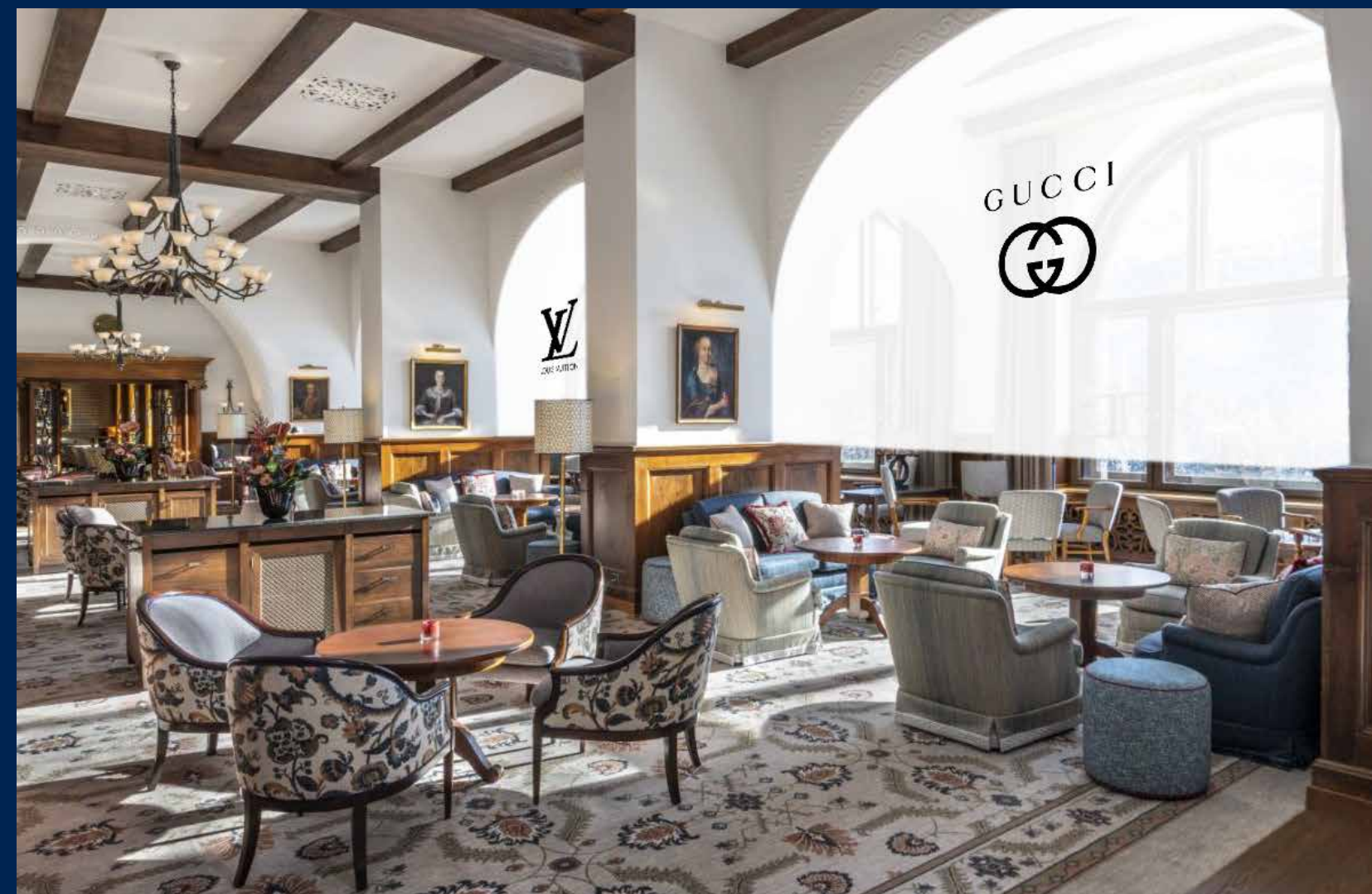
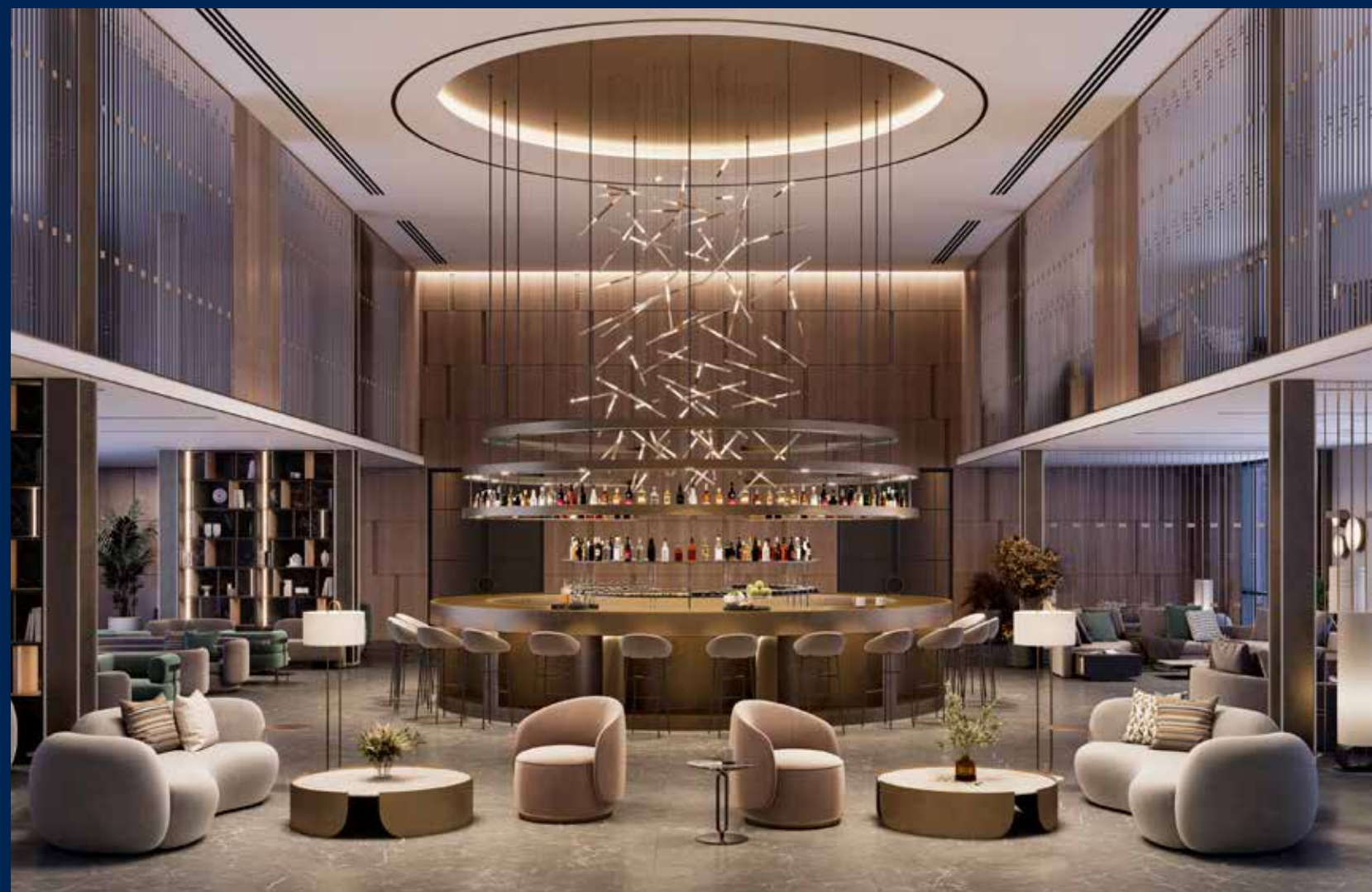
Floor plan World of Sports



Material World of Sports



World of Luxury



Reception



Stage / Luxury Retail Zone



Bar



World of Luxury - Elements

Reception

At the entrance the visitors will be greeted by the concierge. What a newcoming customer doesn't know yet, the concierge does know: the functioning of the mall. The services of a concierge are indispensable. They are the «point of selection and direction».

Since the mall has different parts, the concierge will direct them as appropriate.

Stage / Luxury Retail Zone

This floor is the space for luxury brands. In a surrounding akin to the lobby of an alpine Grand Hotel, visitors enter the dazzling world of luxury sports and fashion brands.

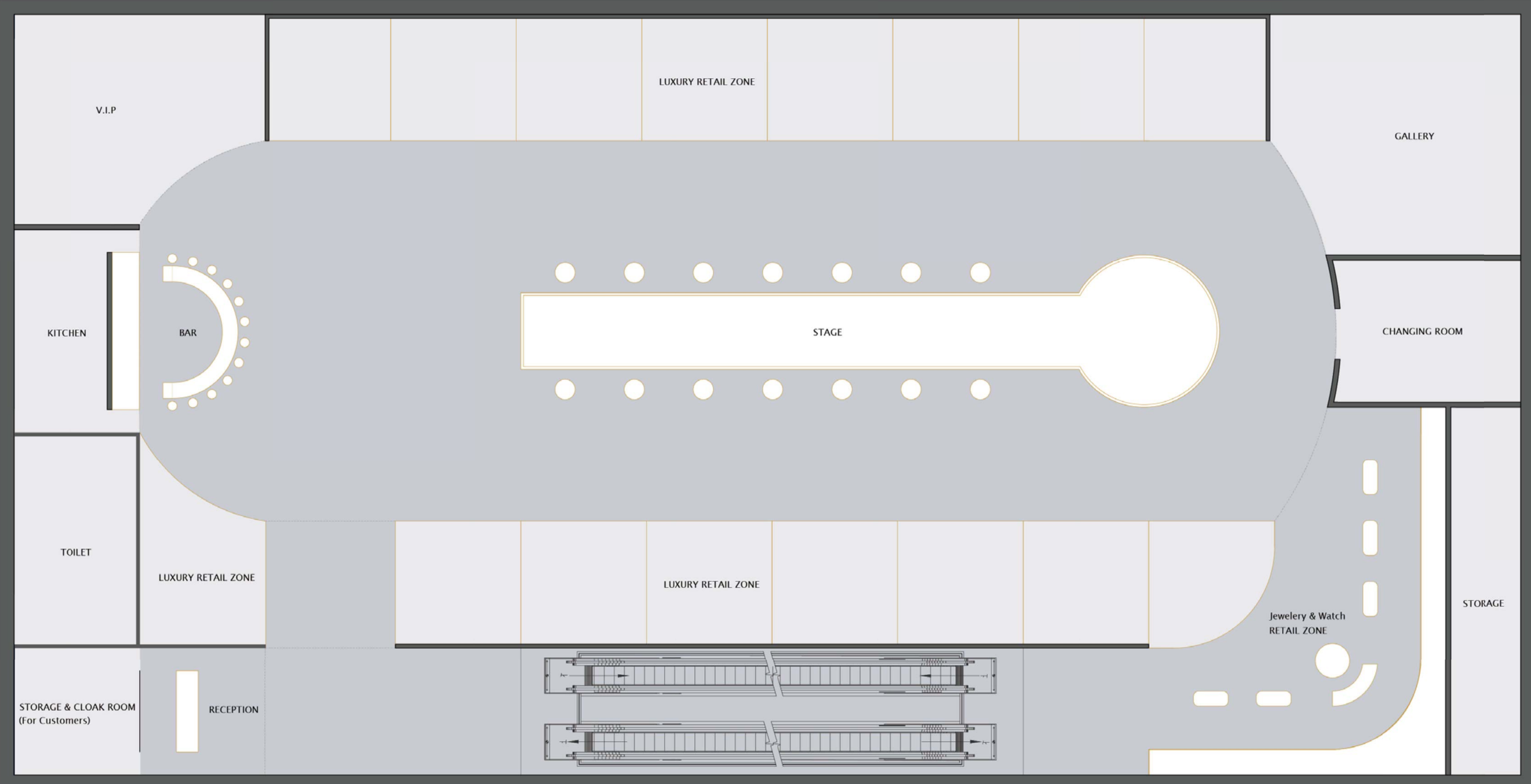
Animation resp. showtime is key. Fashion shows take place on a daily basis. Customers can book a table – with the concierge or in advance online.

Bar

The Champagne Bar is the place where luxury can be experienced first-hand. Once seated in the hall or at the bar, the visitors can take it all in:

In the far corner somebody is playing at the piano. In the centre – serving as a catwalk – waiters are busily fluctuating. And from the slightly elevated place the guest sees all the luxury brands in their unique booths.

Floor Plan World of Luxury



Material World of Luxury



CHARCOAL LIMESTONE

CHESTNUT VENEER

SERPENTINITE

CLADDING
STUCCO

LUXURY FLOOR

CALACATTA

MIRRORED
STAINLESS STEEL

MIRRORED
COPPER

RED
CARPET

Let's create a new world of shopping experience together.
We are pleased that we could arouse your interest – thank you!

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