

SYBARITE × SKP XI'AN

The re-design and refurbishment of Shin Kong Place in Beijing created a new brand for one of Asia's largest luxury department stores, which competes both in Asia and globally. The store in Xi'an extends the SKP experience to China's fast-developing heartland.



Xi'an was the original capital of China and is one of the few remaining cities with the original fortifications. It's also the home of the terracotta army. In second-tier cities like Xi'an, fashion-hungry consumers currently have to go to Beijing or Shanghai to shop for whatever they see on the front cover of Vogue China.

So our client wanted to bring the luxury product to the consumer and, as with SKP in Beijing, this department store has attracted renowned global brands. We're right next door to the parliament building, so security is tight. It's nearly double the size of Beijing, 250,000 sqm and 20 floors, so it's a monumental retail effort.

The challenge was inheriting the frame of this building, originally conceived as a conference centre, and creating shopping destinations on every floor to drive consumers up and attract them to shop vertically.

If you can think of it, this building has got it – cinemas, ice skating, tenpin bowling, wedding world, a huge book store, down to the guy that polishes your shoes. The range of brands is vast. The first two floors opened spring 2018 and by the end of this year the rest of the building will be complete.

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Simon Mitchell,
Co-Founder of Sybarite
with Torquil McIntosh

Client
SKP

Stores
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Brief
For the second and larger SKP project in Xi'an the ambition was to build on SKP Beijing's success and support our client's ambition to create the number one luxury department store in the world.

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