

REALISING A CREATIVE VISION TOGETHER

When it comes to retail, attention to detail makes all the difference to brand communication. In partnership with global brands, Kingsmen continues its dedication to each project, defining elegance to create immersive and authentic lifestyle experiences for every shopper.



Kingsmen has worked with impressive brands, such as OFF WHITE and RIMOWA, to embody their personalities within and even outside of store environments.





Delivering efficient yet innovative retail and corporate environments for brands around the world is all in a day's work. By working closely with its network of partners and suppliers, Kingsmen assessed the contemporary personality of British fashion label AllSaints and fashioned it into a series of works as it expanded into East Asia.

"It is about being part of an ecosystem — we can't do things alone," Luke says. "We need a lot of support from our partners as everyone has their own specialty. You need someone to develop the content, you need someone to create the lighting effects. We work with all our partners to create that experience for the space."

Kingsmen understands the importance of getting the brand DNA into elements of each store. Just in 2016, AllSaints worked with Kingsmen to implement 11 projects ranging from permanent stores to sophisticated pop-ups — a testament to the longstanding relationship between AllSaints and Kingsmen that continues to this day.

"Kingsmen helped us with our North America, Middle East, and European expansion. What is so unique is the speed and pace that we can work at," says Tim Sharp, Global Director of Store Design and Construction at AllSaints.

When Sephora celebrated its 10th anniversary in Singapore, Kingsmen transformed Ngee Ann City's Civic Plaza into a 700-sqm pop-up 'playhouse' featuring Sephora's top beauty brands. Nine themed rooms were conceptualised with experiential and interactive elements — such as trampolines, ball pits and a mirror maze — that aim to teach and inspire beyond the obvious invitation to play. Other whimsical elements included an ice cream parlour with flavours inspired by beauty brands, a beauty kitchen presenting the use of natural ingredients, as well as oversized 3D makeup installations.

"We wanted to inspire a continuous and free exploration of a beauty-verse that brings people into an impressionable wonderland at every corner," says Jason Chua, a Design Director at Kingsmen. "To make it an effective event, we conceptualised larger-than-life interactions spatially, sensually, and socially, creating a daring and encapsulating way to experience the products and the brands."

