

vmsd

VISUAL MERCHANDISING + STORE DESIGN

LAND OF IMAGINATION

Shanghai-based Zhongshuge bookstore
leads visitors on a surreal visual journey





HARVEY NICHOLS, LONDON
 “Britalia - Italy, Curated
 by Harvey Nichols”
 Photography:
 SHUTTERSTOCK /
 JONATHAN HOARDLE, LONDON

UNIQLO, NEW YORK
 Heatech “Warm
 to the Core”
 MONA KIM, ARTIST AND ARTISTIC
 DIRECTOR,
 MONA KIM PROJECTS
 Photography:
 CHARLES GRIFFIN, NEW YORK



**MYER, MELBOURNE,
 AUSTRALIA**
 “One Christmas
 Eve”
 STAGE ONE AND MYER
 Photography:
 ROB ANDERSON PHOTOGRAPHY,
 SOUTH YARRA, AUSTRALIA