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For Immediate Release

The Epitome of Elegance: Steve Leung Design Introduces Qeelin's Captivating Flagship Store in Ginza Tokyo



(13 March 2024, Hong Kong) – Steve Leung Design Group (SLD), the internationally renowned and award-winning architecture and interior design company, takes centre stage at the opening of Qeelin's highly anticipated flagship store in Tokyo's prestigious Ginza district. Proudly presented by SLD, the Qeelin Flagship Store showcases an extraordinary fusion of architectural brilliance and captivating interior design, seamlessly blending oriental cultural heritage with modern aesthetics. The space truly embodies the essence of the brand, positioning the flagship store as a true testament to Qeelin's brand identity, with SLD's expertise and vision at the helm.

SLD

Steve Leung, Founder of SLD, together with the design team led by Mai Chongchaiyo, Director of Design of Steve Leung Designers, crafted the design of Qeelin's flagship store in Ginza which celebrates the fusion of oriental heritage and contemporary design. The overall aesthetics resonate with Qeelin's aspiration of capturing the spirit of Asian culture and reinterpreting it in a modern and sophisticated way. Oriental symbols are merged with contemporary designs to create unique and distinctive jewellery pieces renowned for their exquisite craftsmanship and attention to detail. The design pays homage to Oriental's rich symbolism through a sophisticated space that combines modernity with classic Chinese elements such as ink landscapes and bamboo.

Founder
Steve Leung

Chief Executive Officer
Kenny Siu

Chief Financial Officer
Kevin Yip

Chief Creative Officer
Chong Chiu Fung

Chief Operation Officer
Kelly Zhang

Director of Projects and Design
Patrick Pang

Director of Design
Kelvin Cai
Yuri Chen
Mai Chongchaiyo
Nick Hu

Director of Projects
Wallace Ng

Financial Controller
Wendy Ko

"Our partnership with Qeelin has been longstanding, growing alongside the brand. We are thrilled to collaborate again, creating something truly exceptional in a new location, and engaged in both the architecture and interior design of a Qeelin flagship store. Situated at a highly desirable intersection in Ginza, with a visually appealing façade, we ensured it stands out and captivates passersby. Inside, the interior design embraces the vibrant atmosphere of Tokyo's Ginza district, setting this Qeelin store apart from any other in the world." Steve Leung shares.

A Visual Symphony of Chinese Culture

The design of the 5-storey Qeelin Flagship Store beautifully conveys the cultural significance of Qeelin's exquisite pieces, showcasing the beauty of Chinese traditions woven over thousands of years and carried across generations. In line with Qeelin's celebration of Asian traditions, the store incorporates a colour palette inspired by Chinese culture. Vibrant reds, symbolizing luck and prosperity, are used alongside gold, historically associated with wealth, status, and luxury. These concisely chosen colours signify auspiciousness and fortune, creating an environment that exudes a delicate blend of Oriental touches while respecting Qeelin's international reach and global outlook.

With an enchanting allure, the journey of the Qeelin Flagship Store unfolds, emanating brilliance from its façade, expertly crafted by the innovative prowess of SLD in collaboration with Studio PDP, featuring a striking-coloured glass gradient from black to red. Enhanced by the contribution of internationally acclaimed lighting designer Tino Kwan, the bold colour palette harmoniously reflects Qeelin's brand identity, while commanding attention in the vibrant Ginza district in Tokyo. Prominently displayed on the façade are Qeelin's iconic logo and the Wulu silhouette, symbolizing abundance, good fortune, and protection. The façade makes a visual statement, capturing the attention and curiosity of passersby, and setting the stage for the remarkable experience awaiting inside.

An Exquisite Blend of Tradition and Modernity

As visitors step inside the Qeelin Flagship Store, they are immediately enveloped in a meticulously designed world. The ground floor of the Qeelin Flagship Store ingeniously draws inspiration from contemporary Chinese courtyards, intertwining intricate timber screens with black mirrors to craft an ambience that exudes both elegance and warmth. Serving as an arrival area and general sales space, this thoughtfully designed element effortlessly transports visitors to a realm where the timeless essence of tradition harmoniously coexists with the cutting-edge allure of modernity. The space also features a unique floating cantilever display, reminiscent of a bamboo forest, showcasing Qeelin's exquisite jewellery pieces in a visually enthralling manner. Chinese ink mountain landscape paintings and gold-coloured carpets referencing traditional Chinese *ShanShui* further accentuate the cultural significance of the space.

Immersing in the Transcendent Area to Enchant Extraordinary Experiences

On the first floor, a captivating continuation of the journey awaits. The space unfolds with reflective mirrors and rippling glass walls, evoking the graceful flow of water and creating an ethereal atmosphere that enhances the display of Qeelin's fine jewellery. Geometrical bespoke cabinets, seemingly suspended in mid-air, serve as showcases for the meticulous craftsmanship of Qeelin's masterpieces, seamlessly integrating with the overarching design elements. Designer's ingenuity shines through as playful surprises including the extendable revolving display counter which is reminiscent of the versatility found in a Swiss army knife, magic mirrors and subtle Wulu-inspired design, all of which harmoniously blend into the space, delighting visitors and infusing an enchanting aura into the brand experience.

Housing an exclusive VIP lounge, the second floor provides discerning guests with a serene and luxurious experience. Drawing inspiration from the tranquillity of a bamboo courtyard, the VIP lounge features bamboo curtains and tinted mirrors that create an intimate and soothing ambience, offering a remarkable oasis of calm within the bustling city.

"We took great pleasure in curating a memorable journey for the guests at the Qeelin Flagship Store. With meticulous attention to detail, we carefully designed the layout to optimize space and promote Qeelin's brand effectively. Our vision extended beyond a typical jewellery store – we aimed to create an immersive experience that seamlessly connects visitors with Qeelin, leaving a lasting impression." Mai Chongchaiyo adds.

The Qeelin Flagship Store in Ginza, Tokyo, stands as an exceptional testament to the remarkable collaboration between Qeelin and SLD. Drawing upon SLD's visionary design philosophy and unwavering commitment to intricacy, the flagship store has evolved into a captivating embodiment of Qeelin's distinctive brand identity. This collaboration celebrates the fusion of oriental cultural heritage and contemporary design, offering visitors an immersive and unforgettable experience.

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Photo Captions



Image 1: The 5-storey Qeelin Flagship Store, situated in the esteemed Ginza district of Tokyo, exemplifies an exceptional amalgamation of architectural excellence and captivating interior design, seamlessly integrating elements of oriental cultural heritage with contemporary aesthetics.

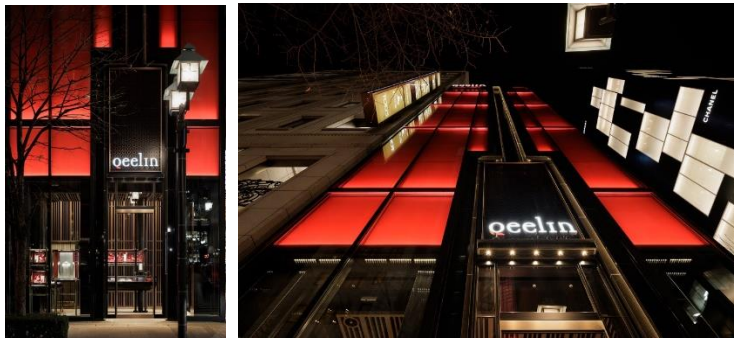


Image 2 & 3: The façade and interiors of the Qeelin Flagship Store feature vibrant shades of red and harmoniously combined with gold which epitomize auspiciousness and fortune, resulting in an environment that exudes a subtle fusion of Oriental influences.

SL D



Image 4 & 5: Upon entering the Qeelin Flagship Store, guests will be greeted by a designed space adorned with architectural timber screens interlaced with black mirrors inspired by contemporary Chinese courtyards. At the heart of the arrival area, a remarkable floating cantilever display evokes the imagery of a bamboo forest, inspired by the aesthetics of metalwork. The bamboo motif not only represents a connection to nature but also honours the enduring historical bond between Chinese and Japanese artisans.



Image 6 & 7 & 8: The façade of the Qeelin Flagship Store prominently features the brand's iconic logo and the Wulu silhouette, often associated with blessings and good fortune. Throughout the space, subtle design elements inspired by the Wulu symbol can be found, serving as a nod to traditional customs while celebrating the brand's contemporary spirit.



Image 9: Drawing inspiration from the versatile functionality of a Swiss army knife, the Qeelin Flagship Store features an extendable revolving display counter. This design element adds a touch of delicate playfulness that perfectly aligns with the brand's blend of oriental symbolism and modernity.

SL D



Image 10: The VIP lounge draws inspiration from bamboo courtyards, creating a calm and intimate atmosphere with bamboo curtains and tinted mirrors.

Hi-res images are available for download [here](#).

Project Details

Project Name: Qeelin Ginza Flagship Store
Project Category: Retail
Façade Design: Studio PDP
Lighting Design: Tino Kwan Lighting Consultants
Photographer: Sohei Oya (Nacasa & Partners)
Project Location: Ginza, Tokyo, Japan
Project Area: 125 sqm
Project Completion: January 2024

About Steve Leung, BBS, Founder of Steve Leung Design Group Ltd.

Born in Hong Kong, Steve Leung is an internationally renowned architect, interior and product designer with over 40 years of design experience. Taking inspirations from Asian culture and arts, his works are famous for their unique contemporary style. He has gained a high reputation in the industry and his works have received high acclaim worldwide.

“Design” represents different meanings for every master in history. These thoughts have influenced their creation and achievements, and reflect their understanding of contemporary culture and lifestyles. Steve has his own unique thoughts and philosophy on design. Since his business start-up in 1987, Steve has broken through the traditional framework and geographical boundaries with brand-new thinking and forward-looking international vision, and taken his pace to the diversified development rooted in China with a global perspective, shepherding SLD into a world-leading interior design company.

Having achieved significant success during his design career spanning over 40 years, and believing that as a part of the society, it is necessary to shoulder certain social responsibilities, Steve has been actively participating in design-related public roles in recent years. He hopes to use his profession, experience and network to give back to the industry and society, as well as pay efforts to cultivate young designers. He has been invited on various occasions to be the judge of the world's authoritative design awards, including Asia Pacific Interior Design Awards, iF Design Award China, Red Dot Design Award, China Property Awards, iF Communication Design Award, etc. He was the President of the International Federation of Interior Architects / Designers (IFI) from 2017 to 2020, being the first Chinese President in IFI history. Steve has been the Executive Director of Design Committee of China National Interior Decoration Association (CIDA) since 2013 to present, and the Board of Directors of Hong Kong Design Centre since 2016, Vice Chairman since 2022. In 2014, Steve joined hands with interior designers from the Mainland, Hong Kong and Taiwan to establish “C Foundation” to foster development of the design industry and education in China. In 2022, Steve has been awarded Bronze Bauhinia Star (BBS) by the Government of HKSAR in recognition of his notable contributions to educating young architects and designers, and fostering sustainable development in both Hong Kong and the Mainland.

About Steve Leung Design Group Ltd.

Founded in 1997 by Mr. Steve Leung, the Group officially entered the Mainland market in 2000, and listed on the Main Board of the Hong Kong Stock Exchange in 2018 (SEHK: 2262), being Hong Kong's first listed company providing pure design services.

“Design Without Limits” is the core value of the Group and we believe that design has the power to break boundaries. Since his business start-up in 1987, Steve and his teams have held firm to the belief that design should be people-oriented. Through collaboration and interaction among different fields, we constantly explore and think over the significance and mission of design, striving to create more possibilities by design without limits. Our mission and vision are to bring the power of design into full play through execution of projects:

- To enhance project value with design
- To improve quality of life with design
- To drive social development with design
- To create better future with design

With diversification, specialization and internationalization being the direction of business development, the Group provides high quality design services of different categories which embrace show flats, sales offices, club houses, luxury residential projects, serviced apartments, hotels and restaurants, commercial and office spaces, homes for the aged, medical and healthcare, etc.

The Group's business scope also extends from interior design and furnishing services to product design. We have collaborated with a number of international brands in home décor for a wide range of product designs, including furniture, decorative lightings, sanitary wares, kitchen cabinets, door handles, tiles, etc.

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Press Release by PETRIE PR representing SLD Group.

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