




The architectural design is similar to that of a parking lot layout | Photo source [Gentle Monster/Kris Wu](#)

[Innovation](#) > [Retail](#) > [Interactive pop-up retail space inspired by parking lot layout](#)

INTERACTIVE POP-UP RETAIL SPACE INSPIRED BY PARKING LOT LAYOUT

 RETAIL

In a collaboration with Kris Wu, Gentle Monster has opened a pop-up space in Shanghai that integrates shopping, art and sports

Spotted: The Korean glasses brand Gentle Monster has collaborated with artist Kris Wu to unveil a pop-up space, two floors up from its Shanghai flagship store. The pop-up space, themed The Roller, follows the launch of the Gentle Wu collection and features an architectural design similar to that of a parking lot layout.

Visitors can anticipate an interactive experience which integrates art and sports. The space is inspired by Kris Wu's luxurious lifestyle and hobby of speed racing, and symbolic elements of this are highlighted throughout. A long hallway leads up to The Roller's entrance, where visitors are greeted by two large monitors displaying the Gentle Wu collection. Upon entering, they step onto a roller-skating rink that is decorated with symbolic details and art installations. A parked structure of a futuristic vehicle acts as a centrepiece and is displayed in a glass nook.

In addition to the Gentle Wu collection, The Roller will also sell eyewear and fashion accessories that are exclusive to Shanghai. These include two fluorescent-coloured sunglasses, a pair of gloves with metallic rings, and a chest rig harness.

The Kris Wu x Gentle Monster pop-up space will run from 18th July to 18th September 2020.

Written By: Serafina Basciano

Explore more: [Retail Innovations](#) | [Architecture & Design Innovations](#)

6th August 2020

Email: cs@gentlemonster.com

Website: gentlemonster.com

[Download PDF](#)

Takeaway:

Offering visitors an interactive experience in a retail space offers products in new and exciting ways. The sensory experience gives consumers an incentive to share the experience on social media, indirectly making them brand ambassadors, as well as an insight into the life of the artist himself, which could ultimately encourage them to purchase the products.