

More magic in Shanghai: Retail centers go way beyond shopping

Famous as a world-class consumption center, Shanghai is also a pioneer in the innovation of designs and services for shopping. In today's world, the experience of consumption has evolved into a journey of fun seeking, and shopping centers have been turned into laboratories of how to create happy surprises.

They are no longer stores only, but with special offerings such as mammoth space for multiple functions, artistic architecture and even exclusive styles for a selected group of people.

Especially in 2021, Shanghai has seen a wave of new commercial landmarks unveiled for consumers with eye-popping popularity, contributing to Shanghai's goal of achieving 1.8 trillion yuan (US\$283 billion) in retail sales of consumer goods each year by 2023.

Let's have a look at these fashionable shopping centers dotted around the city whose impact has gone beyond shopping.



Taikoo Li Qiantan is a wellness-themed retail complex which features a “double-open park concept,” a wide expanse of open green space and lanes across the ground level and rooftop, which are all connected by the 80-meter-long Scenic Bridge overlooking the Huangpu River.

Taikoo Li Qiantan

TAIKOO Li Qiantan, a 120,000-square-meter retail complex jointly developed by Swire Properties and Shanghai Lujiazui Group, was officially unveiled in September in Pudong's thriving Qiantan area.

Featuring some 250 premium shops across five floors with around 50 brands making their debut in Pudong, the first “Taikoo Li” project in Shanghai and the third in the country has adopted an open-plan architectural layout with staggered alleys, which is typical of the Taikoo Li brand.

Notably, a naturalistic design concept has been adopted by the wellness-themed project which offers a diverse mix of luxury and contemporary fashion labels, lifestyle brands and F the first Oasi Zegna Garden on the Chinese mainland; Boucheron Jardin d'Hiver — a first in Shanghai presented by Boucheron; Starbucks' Greener Store Lab, a global first; and AVENUE & SON's first store on the Chinese mainland with a skatepark.

Other special stores and highlights include Moncler's biggest House of Genius store on the Chinese mainland, CASA LOEWE Shanghai, the first MOVIE MOVIE cultural and lifestyle concept cinema on the Chinese mainland, Tsutaya Books' 3,000-square-meter flagship store on the rooftop, Japanese professional sports brand ASICS' first Running Station on the Chinese mainland, and the 450-meter Sky Loop surrounding the rooftop of the complex which is Shanghai's first AI digitalized running track within a mall.

Address: 500 Dongyu Road, Pudong New Area

(Cao Qian)



A lighting ceremony for Tian An 1000 Trees to mark its grand opening in December

Tian An 1000 Trees

THE iconic “Tian An 1000 Trees” project has been attracting wide public attention due to its unconventional appearance.

There will be up to 1,000 pillars with a tree on top of each, giving the structure a hill-like appearance. It is thus dubbed Shanghai's “Hanging Gardens of Babylon.”

The initial phase of the project opened on December 22 with a grand lighting ceremony. All the hanging trees were illuminated, creating a fantasyland along Suzhou Creek.

The structure along Moganshan and Changhua roads in Putuo District was designed by Thomas Heatherwick, the British architect behind the United Kingdom Pavilion at World Expo Shanghai in 2010.

The inspiration for the design came from China's Yellow Mountain. Two phases of the project resemble two peaks, while the trees and plants make it look like mountain cliffs.

Artists have also been invited to exhibit their artworks or create paintings and art installations inside the mall.

A number of art galleries will open in the complex to work in concert with the neighboring M50 art hub.

Construction has started on the second phase which will be a taller structure with hanging gardens along the creek. It will open as a boutique hotel and office building in two years' time.

The riverside region was the former site of China's earliest private flour factory — east Asia's largest and most modern plant of its kind when it opened in 1900.

Four buildings belonging to Fufeng Flour Factory, which became the Shanghai Flour Factory in the 1960s, have been preserved and incorporated in the new complex.

Address: 600 Moganshan Road, Putuo District

(Yang Jian)

Songjiang INCITY

SONGJIANG INCITY opened in November as a real-world Pokémon wonderland.

Quite literally a Pokémon-themed shopping mall, the game elements can be seen everywhere.

Waving hello, grinning adorably, a 10-meter-tall Pikachu greets guests atop the roof on the fourth floor. And Mew, a pink psychic-type Pokémon, floats in front of the gate with its long tail twirling around a pillar.

As you walk in, Charmander, Squirtle, Bulbasaur and other Pokémon greet you with smiling faces as elevators ascend and descend.

On the center stage, a life-size claw machine allows guests to play claw and get Pokémon balls. There is also a Pokémon-themed bus taking guests to the world of Pokémon.

Pokémon is not the only highlight.

The mall also features a 6,500-square-meter park equipped with swings, trampolines, mazes and other interactive areas, as well as a 1,350-square-meter professional skateboard park.

More than 220 stores offer retail, dining and entertainment, including 15 making their debut on the Chinese mainland, such as DOOITT HOME.

Address: 1788 Guangfulin Road, Songjiang District

(Li Qian)

Songjiang INCITY opens in November as a real-world Pokémon wonderland.

