



Land of Story



The designer used gorgeous gold and yellow colors to create a bright and positive brand image, and to accentuate brand spirit which emphasizes nature, sustainability, health, and care through interior plantscaping. Besides, stone materials were utilized to represent exclusive technology of the original cycle steam sauna cabin which developed from Japan 708 mineral and anion.



On the ground floor, stone tile flooring and large crystal chandelier add luxury and splendor to the interior, and amber-colored light creates a warm atmosphere. Plantscapes beside the stairs turn the store into a small forest, which injects serenity and relaxation into the interior. And the entire space is visually enlarged by the open staircase.





On the second floor, ginkgo leaf chandelier and circle crystal pendant lamp symbolize bliss and complete. The dynamic texture of smoke lines on the wall creates abstract imagery and also signifies the smoke of cycle steam flowing calmly and slowly, which means the company will last forever.



The dining area provides customers with home-like environment, and the stainless-steel TV wall brings a modern ambience.



How to improve customer retention with positive brand recognition is main challenge for this project. By combining the brand image and design to tell the leadership story through spaces, the designer built an invisible connection between the brand and customers.

