

PRESS RELEASE

To: 2021 LONDON DESIGN FESTIVAL

Company : the bread and butter brand consulting LLC

Subject : SUSTAINABLE BRANDING- Case Study : LOTTE Department Store

Date: 3rd September, 2021



Challenges & Solution

Lotte Department Store opened the largest shopping mall in Dongtan, Gyeonggi province, 246,000 m² in size (28,400 pyeong/ 93,884 m² as gross leasable area), on August 20th, 2021. This is Lotte's newest opening in seven years to meet the high economic standards and growth of the new city, Dongtan. In order to break through the traditional mold of Lotte Department Store, the mall at Dongtan offers the following: hybrid shopping that combines outdoor street shopping mall with indoors, the largest food section in the metropolitan area named Food Avenue, two large voids to create open space, over 1,000 pyeong/3,305 m² of The Terrace Park, cultural complex for MZ generation called Be Slow, culture center largest in the country named Lifestyle Lab, Art gallery with David Hockney's 'In The Studio' on display, and luxurious shopping spaces. The new department store will establish itself as a landmark, providing extraordinary experiences to over 370,000 young consumers in Dongtan. In particular, Dongtan is directly connected to the Gyeongbu Expressway, a key transportation point in southern Gyeonggi Province. In addition, Dongtan Station, located beneath Lotte Department Store Dongtan, is only 15 minutes away from Suseo Station in Seoul by SRT; by 2024, it will take less than 20 minutes from Samsung Station in Seoul by GTX-A line.

the bread and butter 더브레드앤버터

Lotte Department Store entrusted the bread and butter with retail brand strategy consulting in order to showcase a new style of retail and communicate with a particular focus on consumers' lifestyles. the bread and butter decided to brand the Dongtan store itself to deliver different curated lifestyles to consumers by pulling together global retail trend insight, creating brand strategy, concept, messaging, story, and retail positioning. the bread and butter also designed super graphics as well as all applications including store magazine, floor guide, f&b guide, etc for the brand.

[inforgraphics]



welcoming
space



refined
hybrid retail



connected
with nature



curated
tenants



contemporary
lifestyle contents

[supergraphics + communication message]

*discover
new inspiration*

the bread and butter planned and designed the Lotte Department Store Dongtan to be beyond just a simple shopping space to an 'A Space of Curated Stories' with extraordinary experiences and special enjoyment by combining brand core values, central idea, and the USPs. As a base of such branding, the brand communication message was created to be 'Discover New Inspiration' to signify how the Lotte Department Store Dongtan's culture complex, curated MD, space planning inspired by an art gallery, and the terrace will continuously inspire and provide the opportunity for stylish lifestyle and new experience for consumers. the bread and butter also developed floor names to encapsulate the unique identity and offering of each floor. The cultural space for the young consumer range was named 'be slow' to signify the inspirations springing during our off-time. The 1st basement floor with premium supermarket and diverse selection of dining options was named 'FOOD AVENUE'. The first floor with aspirational, international luxury brands is 'THE WONDERS' while the second floor with brands targeting women, such as Chanel, is themed 'GLAME SPACE'. The third floor that offers the best of both stylish fashion and outdoor park The Terrace is 'HER ATELIER'. The fourth floor with kids and men's fashion combined with cultural content is 'PLAYGROUND'. Fifth floor, which is inspired by the amphitheater, offers active and healthy lifestyle solutions is called 'ACTIVE STUDIO'. Last but not least the sixth floor created to be a big showroom in the space of a house is named 'CURATED ROOMS'. We are confident that these unique names will not only intrigue consumers but also bring excitement to their shopping experience.

[store façade + outdoor ad]



the bread and butter 더브레드앤버터

[shopping bag]



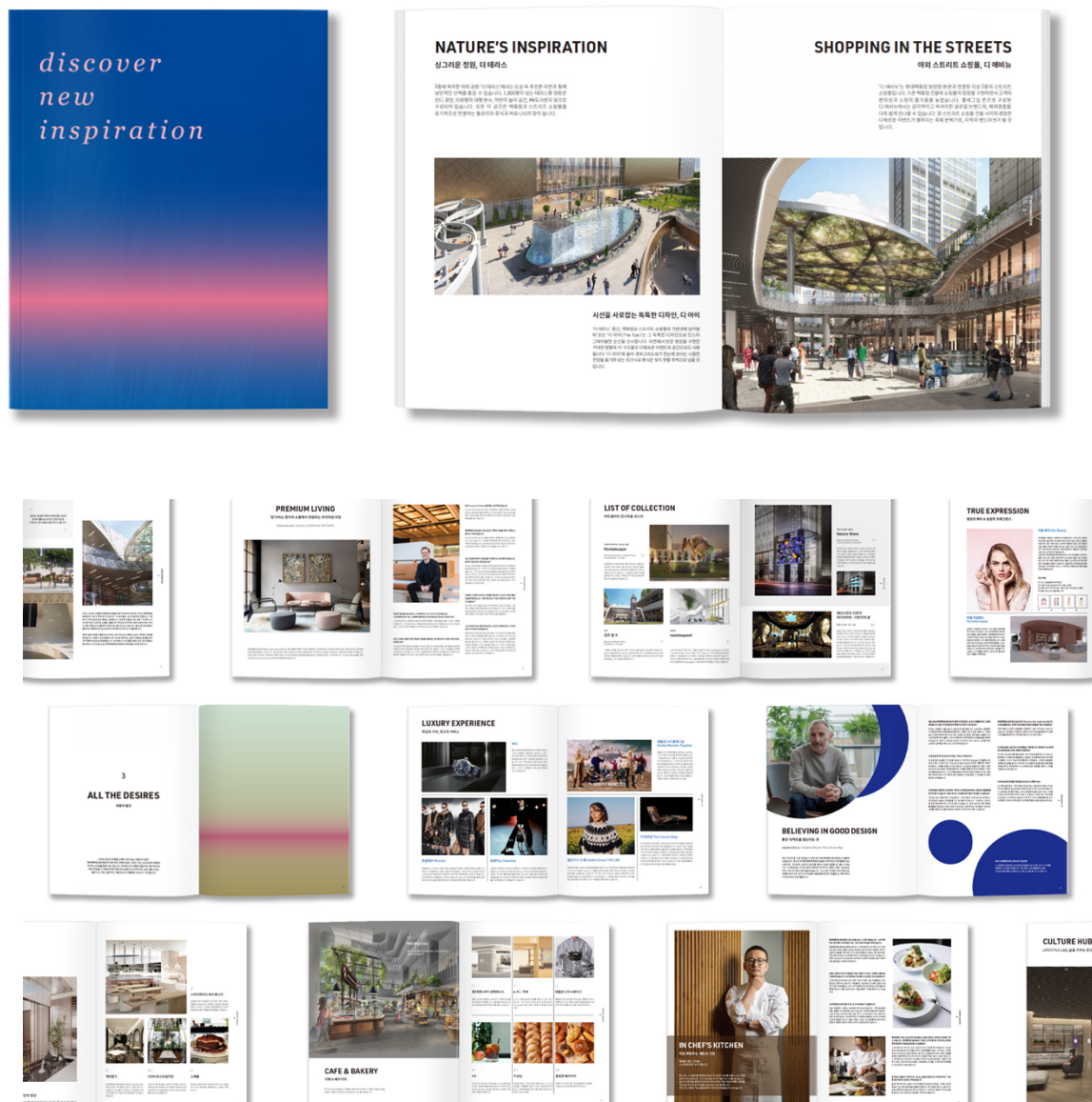
[application design]



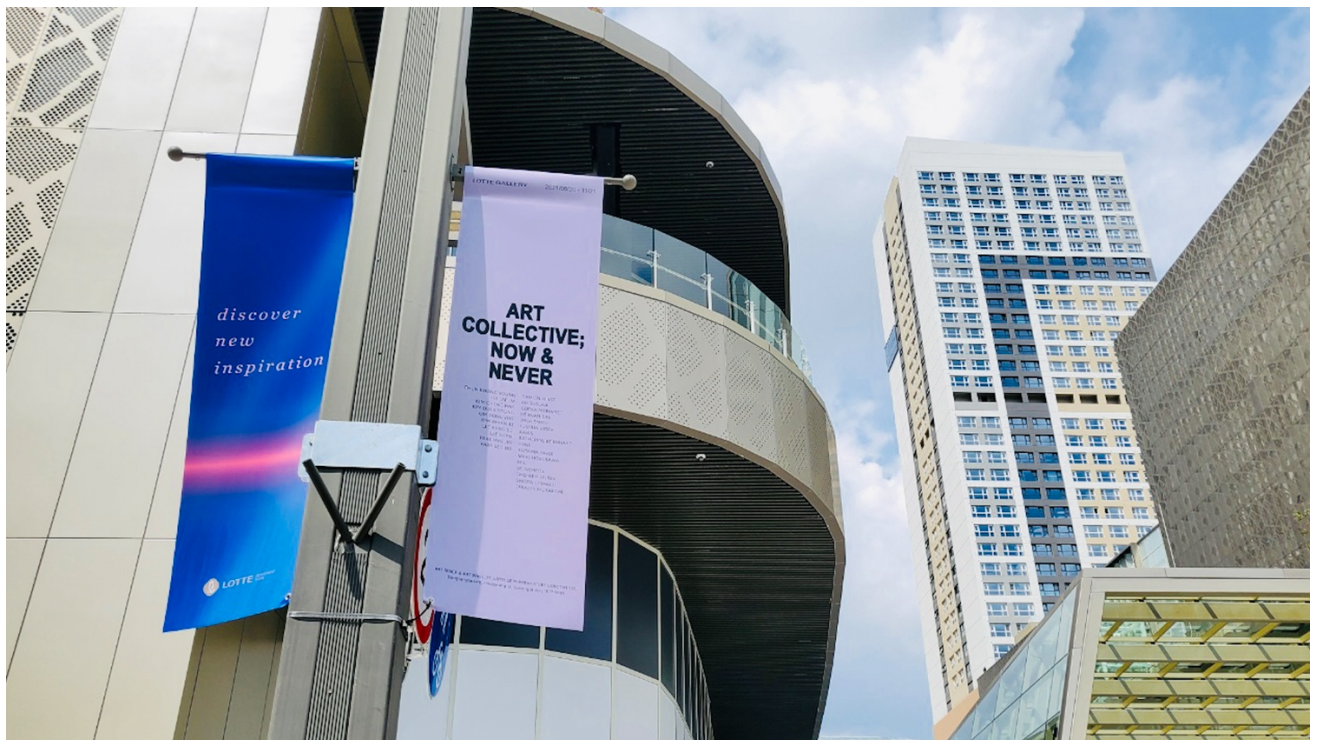
The key visual that embodies the unique concept of Lotte Department Store Dongtan to be a place that guides consumers to 'Discover New Inspiration' was created to be a modern, sensible

textured blue background. And the special lifestyle, Lotte's unique curation, and special shopper's journey were symbolized as neon pink gradation. The color is also drawn in a horizontal line in order to signify the steps of precious journeys of each customer and visitor of the Lotte Department Store Dongtan. The overall look and feel of the visual system is not your traditional and constricted image but a flexible and sensible image where it can effectively communicate the fact that Lotte Department Store Dongtan is a place full of new inspiration and discovery. The visual system was implemented in the floor guide, food guide, art guide, official website supergraphic, and more to create a consistent and unified look and feel.

[store magazine – including BENOY, CONRAN SHOP interviews + other features]



Another special aspect of Lotte Department Store Dongtan compared to other malls is that it produced its very own magazine. the bread and butter directed the production of the magazine by writing the editorials, interviewing star chefs and UK architectural firm that designed Lotte Department Store Dongtan, and designing the layout of the magazine. The Lotte Department Store Dongtan's magazine (Concept Book) will be privately released to VIPs.



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contact : _

Sooyoung Cho

s.cho@the-bread-and-butter.com

www.the-bread-and-butter.com

instagram : www.instagram.com/thebreadandbutter