



CDF stores in Cambodia & China

CDF, the leading duty free retailer in china has clear ambitions to develop the next generation travel retail experience at airports and downtown locations, both domestically and internationally.

develop the next generation travel retail experience and downtown locations

CDF sihanoukville

China Duty Free group's sihanoukville store is the second of three off-airport stores as the company expands in Cambodia.



CDF launches new downtown prototypes

Responding to a change in the China Duty Free regulation allowing downtown duty free stores catering to the domestic citizen international traveler CDF launches a new downtown prototypes in Dailan, Beijing, Qingdao & Xiamen. Compact in size and narrow in assortment these shops establish the business model that will continue to evolve.

shimao commercial center in nanjing



r/iQ is proud to be part of this unprecedented development which be located at the heart and center of Nanjing city district

We work closely with client to develop the unconventional graphic communication systems that would be seamlessly integrated within its commercial environment to guide users and lead them to their destinations



“setting a standard that others would follow”

“Congratulations on the 20th Anniversary of r/iQ.

Over the course of the past 15 years, the r/iQ team and I undertook a number of massive projects across various retail environments.

Our Makro FoodService format was a global first mover design, setting a standard that others would follow.

Our work in China on new retail Ole', Great Dreams and EAT all delivered a brilliantly design retail format environment that delivered a market leading retail concept.

The success of these innovated, retail concepts, across multi-channel and formats were through the committed, smart designers and thinkers of r/iQ that delivered the creative design + the commercial results.

My thanks to r/iQ for the tremendous creative, collaboration and commitment to great work.”

Tom Hammer

VP/Retail business manager | China Resource Vanguard 2003-2005
VP/Retail business unit manager | Great Dreams 2006-2008
COO Siam Makro 2009-2015
CEO International Siam Makro 2018-2019

