



# Malaysia's food security future

Climate change and high costs are the main issues faced by farmers in the country's northern peninsular states. Technology can help but is expensive while government aid is far from perfect, compounding the challenges.

Human-created,  
AI-aided



The façade and interiors of the Queelin Flagship Store feature vibrant shades of red and gold. — Photos: Steve Leung Design Group



# Capturing the Asian spirit

At Queelin's new flagship store in Ginza, a visual symphony of Chinese culture and modern aesthetics is brought to life through the creative lens of Steve Leung Design.

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KEEPING a strong brand identity in a retail environment is pivotal to maintaining and communicating the values and beliefs that a company prides itself on. So when fine jewellery house, Queelin wanted to establish a footprint in the trendy, bustling district of Ginza, Tokyo, they immediately set out to do just that.

Engaging internationally renowned and award-winning architecture and interior design company, Steve Leung Design Group (SLD), Queelin incorporated key elements of the brand into its flagship boutique. The end result is a store that embodies the playful fusion of oriental symbolism and modernity reminiscent of its jewellery in a physical environment.

## Symphony of Chinese culture

Steve Leung, founder of SLD, together with the design team led by Mai Chongchaiyo, director of design, crafted the design of Queelin's flagship store which celebrates the fusion of Asian heritage and contemporary design. According to Chongchaiyo the goal of the design was to curate a memorable journey for guests who visited the flagship outlet.

"Our vision extended beyond a typical jewellery store – we aimed to create an immersive experience that seamlessly connects visitors with Queelin, leaving a lasting impression," he added. The end result sees the five-storey store beautifully conveying the cultural significance of Queelin's

exquisite pieces, showcasing the beauty of Chinese traditions woven over thousands of years and carried across generations.

To further celebrate the brand's Asian heritage, the store incorporates a palette inspired by Chinese culture. Vibrant reds, symbolising luck and prosperity, are used alongside gold, historically associated with wealth, status, and luxury. These concisely chosen colours signify auspiciousness and fortune, bringing to life an environment that exudes a delicate blend of oriental touches while respecting and maintaining the brand's international reach and global outlook.

With an enchanting allure, the journey of the Queelin Flagship Store unfolds. The emanating brilliance from its façade is expertly crafted by the innovative prowess of SLD resulting in a striking-coloured glass gradient from black to red.



Upon entering guests will be greeted by a designed space adorned with architectural timber screens interlaced with black mirrors inspired by contemporary Chinese courtyards.

Throughout the space, subtle design elements inspired by the Wulu symbol can be found, serving as a nod to traditional customs while celebrating the brand's contemporary spirit.

The VIP lounge draws inspiration from bamboo courtyards, creating a calm and intimate atmosphere with bamboo curtains and tinted mirrors.

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## Exuding the brand experience

Stepping inside the store, guests are immediately ushered into a transcendent area where extraordinary experiences await. The space unfolds with reflective mirrors and rippling glass walls, evoking the graceful flow of water and creating an ethereal atmosphere that enhances the display of Queelin's fine jewellery.

Geometrical bespoke cabinets, seemingly suspended in mid-air, serve as showcases for the meticulous craftsmanship of its masterpieces, seamlessly integrating with the overarching design elements. On the second floor an exclusive VIP lounge provides discerning guests with a serene and luxurious experience.

Drawing inspiration from the tranquility of a bamboo courtyard, the VIP lounge features bamboo curtains and tinted mirrors that create an intimate and soothing ambience, generating a remarkable oasis of calm within the bustling city.

"Our partnership with Queelin has been long-standing, growing alongside the brand. We are thrilled to collaborate again, creating something truly exceptional in a new location, and engaged in both the architecture and interior design of a Queelin flagship store," shared Leung. "Situated at a highly desirable intersection in Ginza, with a visually appealing façade, we ensured it stands out and captivates passers-by. Inside, the interior design embraces the vibrant atmosphere of Tokyo's Ginza district, setting this Queelin store apart from any other in the world."